

5G: SHAPING THE FUTURE OF CONTENT

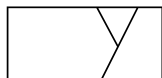
SAM FIELD

Head of Creative Technology EMEA
RYOT Studio x Verizon Media

@SG_Field

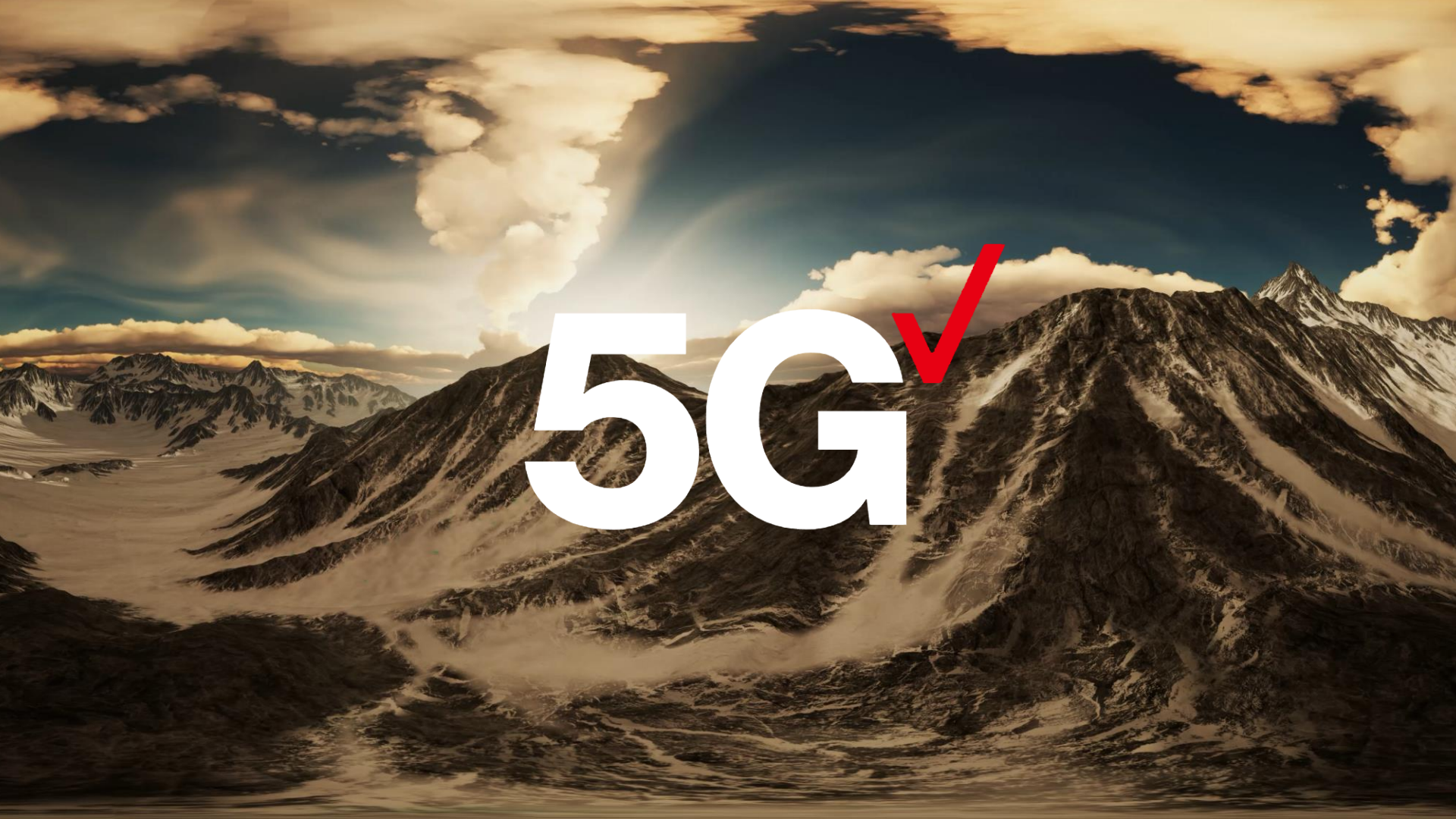
[Linkedin.com/in/samfield](https://www.linkedin.com/in/samfield)

verizon
media



RYOT STUDIO

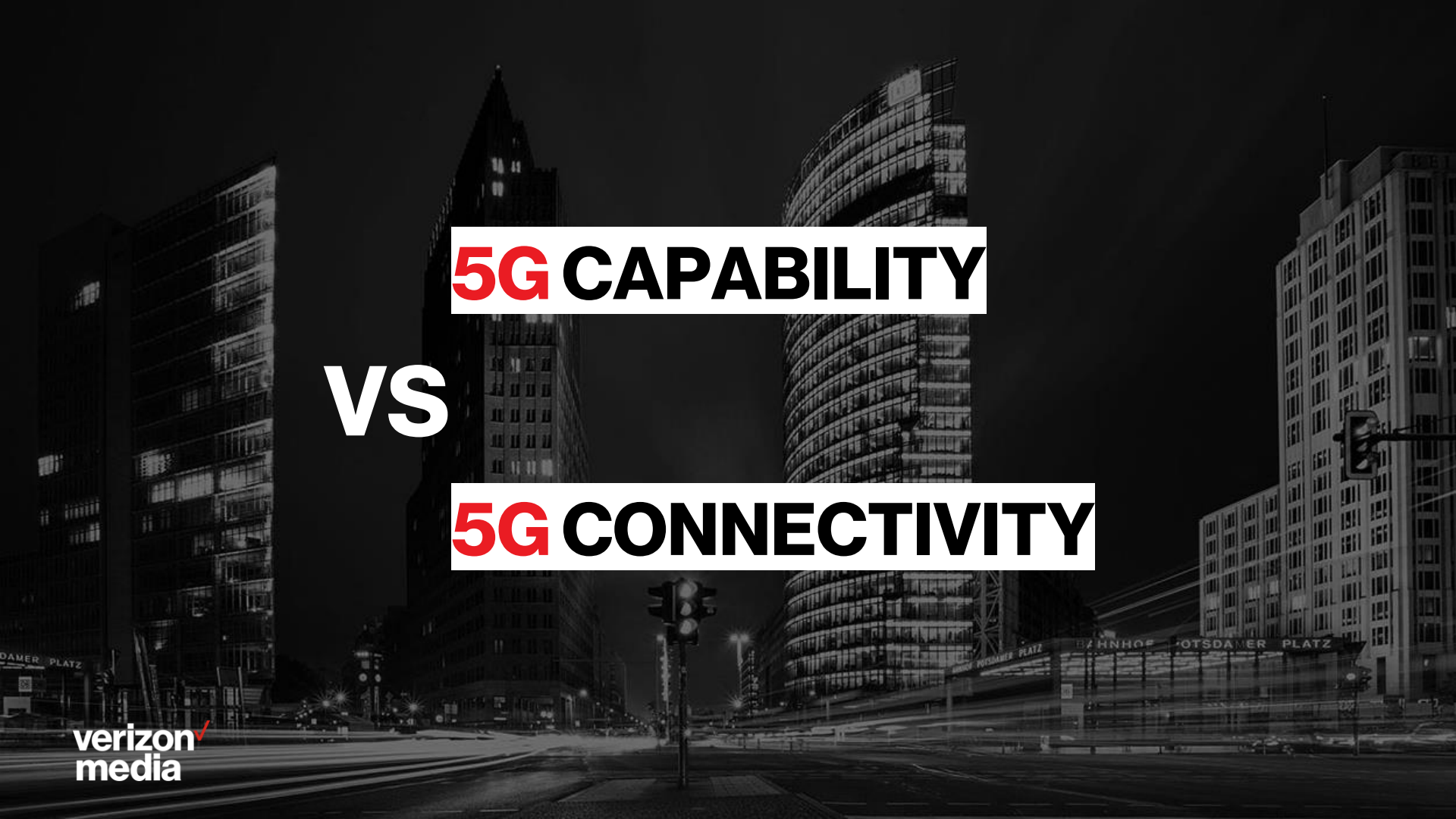


The image features a dramatic landscape of snow-capped mountains under a sky with large, golden-hued clouds. A bright light source, possibly the sun, is breaking through the clouds, creating a lens flare effect. In the foreground, a body of water reflects the light. Overlaid on this scene is the text "5G" in a large, white, sans-serif font. A red checkmark is positioned to the right of the "G", indicating approval or success.

5G✓

RYOT.





5G CAPABILITY

VS

5G CONNECTIVITY

“

**5G WILL ENABLE \$765BN
CUMULATIVE REVENUES FOR
GLOBAL MEDIA INDUSTRY**

”

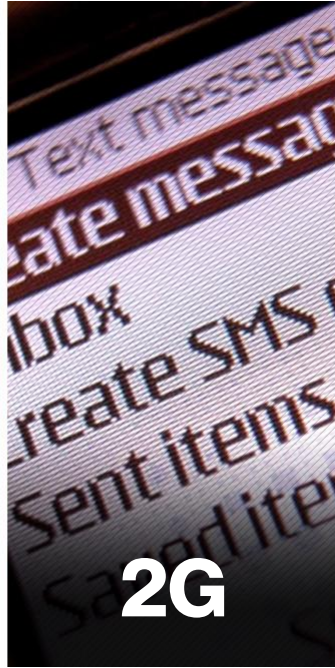
OVUM / INTEL:

“HOW 5G WILL ENABLE THE BUSINESS OF MEDIA & ENTERTAINMENT

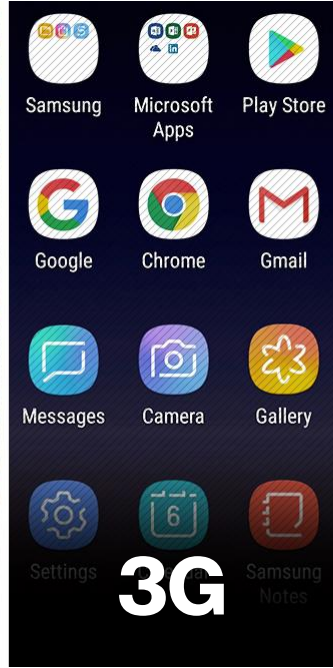
Foundational Technology



VOICE



TEXT



DATA



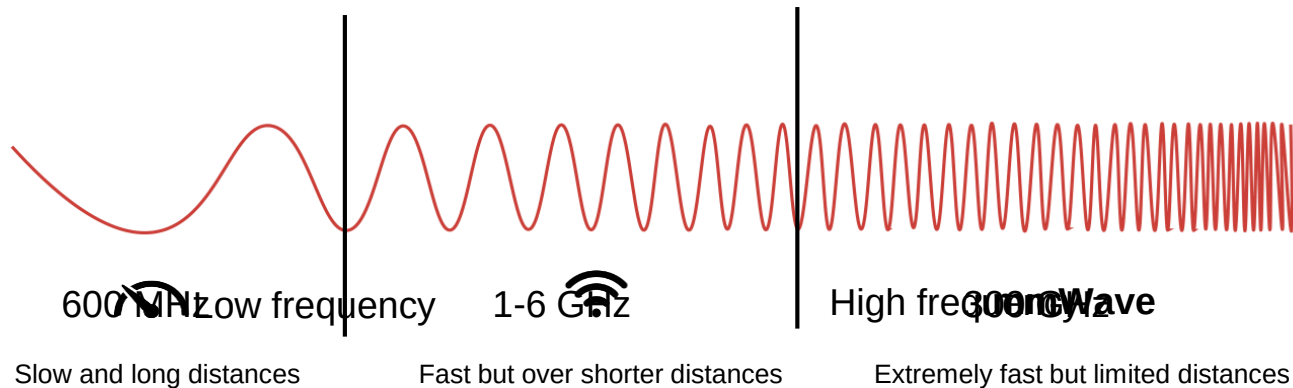
VIDEO



EXPERIENCES

What is 5G?

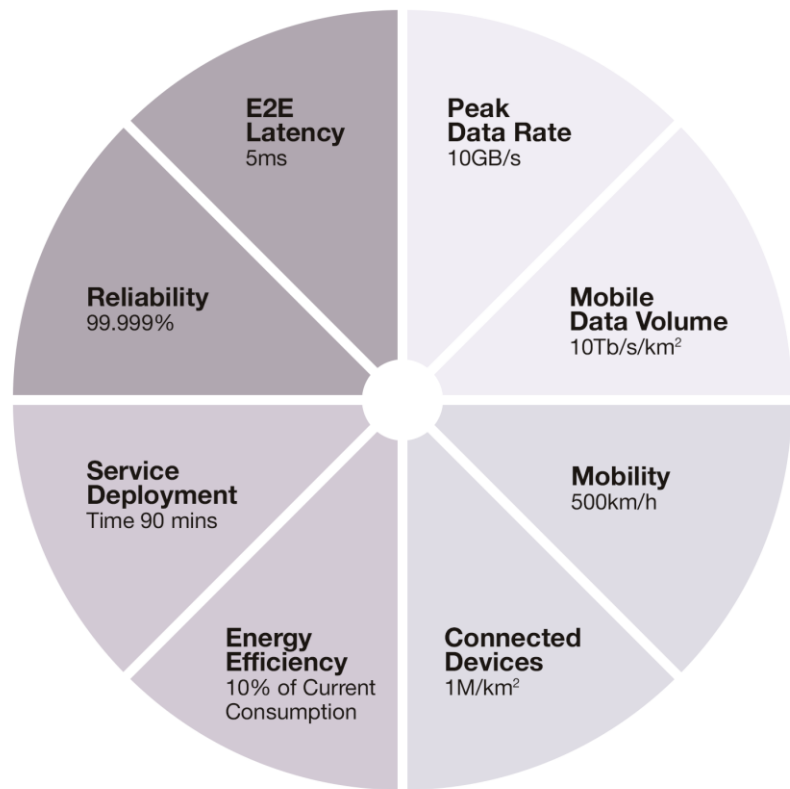
Higher Frequency Radio Bands



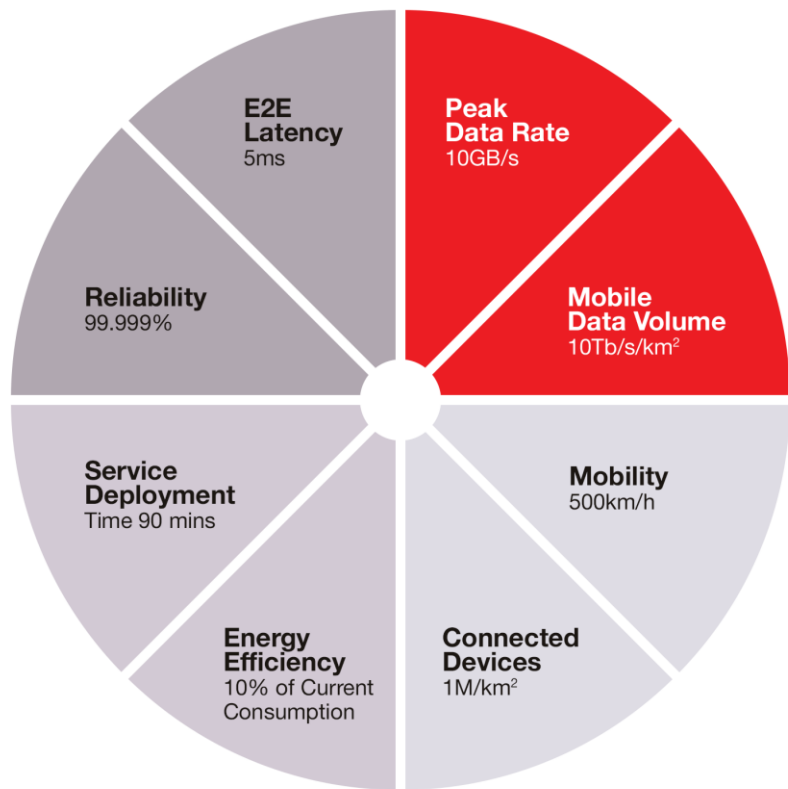
5G[✓]

Value Exchange

verizon[✓]
media



THE EIGHT CURRENCIES OF 5G



SPEED & THROUGHPUT

5G Download Speeds

Downloading a 2-hour HD film...

3G



**FLY FROM
SYDNEY TO
NYC**

4G

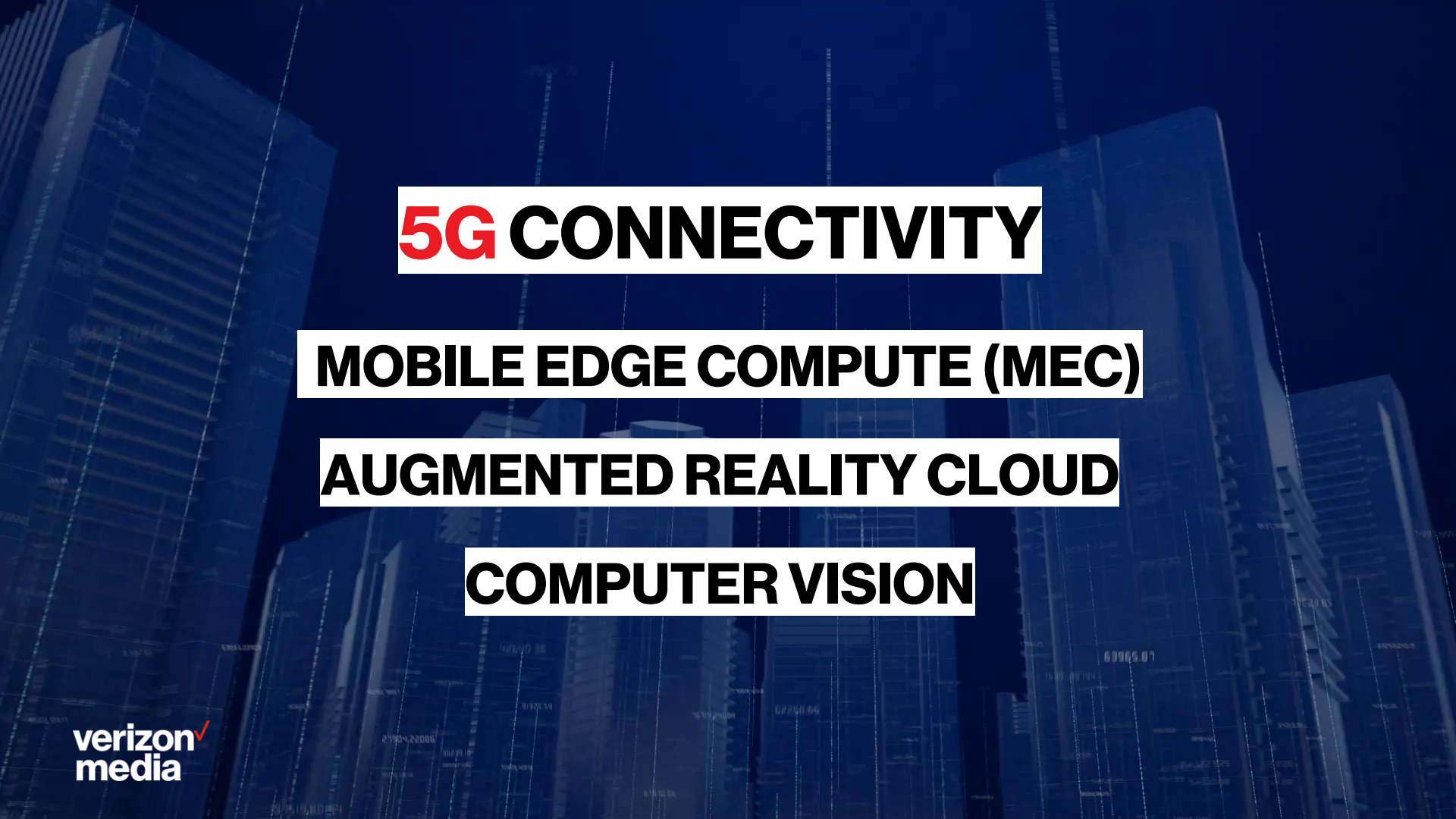


**RUN A QUICK
MILE**

5G



**ASK "HAS IT
DOWNLOADED
YET?"**



5G CONNECTIVITY

MOBILE EDGE COMPUTE (MEC)

AUGMENTED REALITY CLOUD

COMPUTER VISION

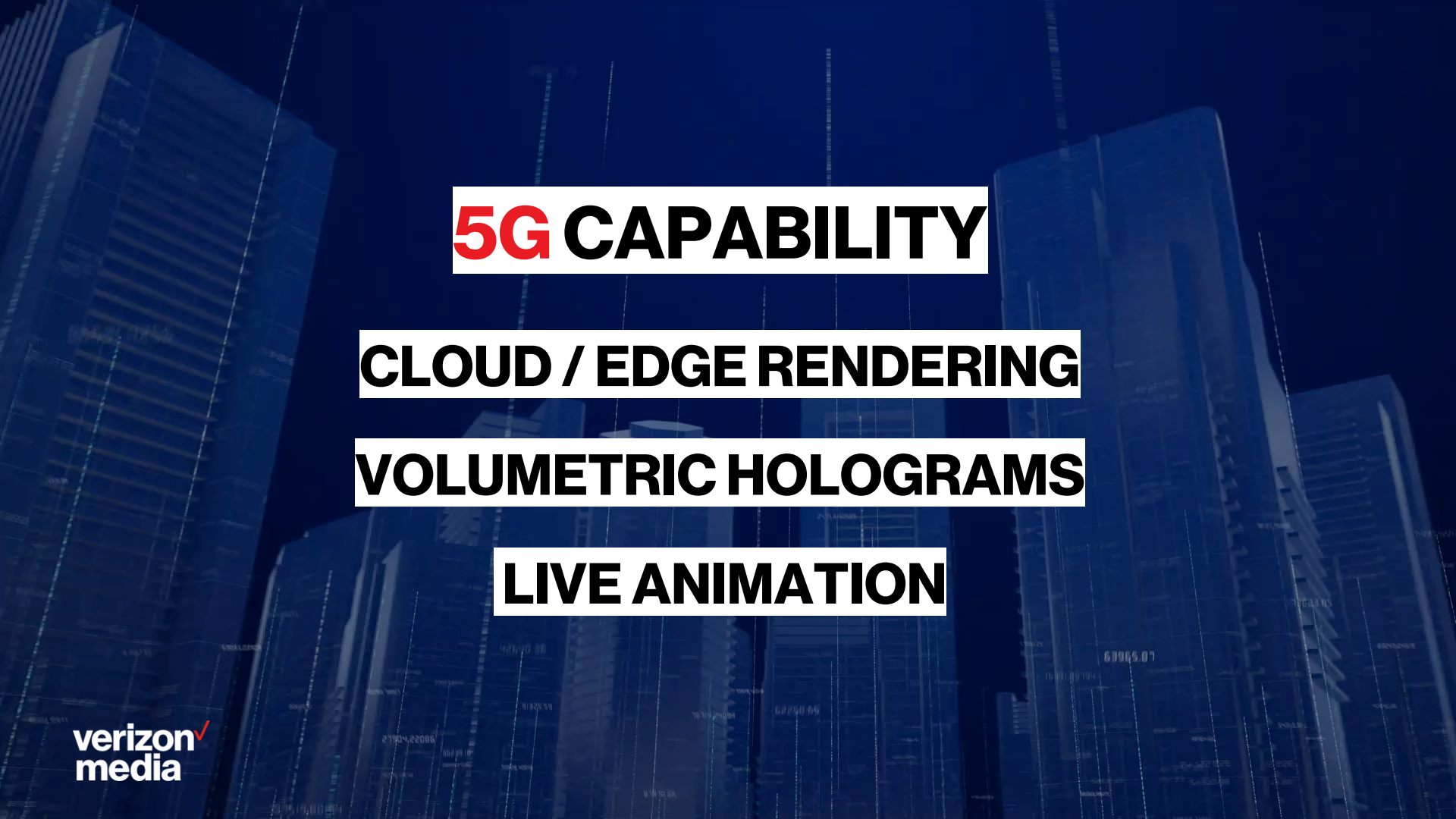


Images simulated.





TALESPIN

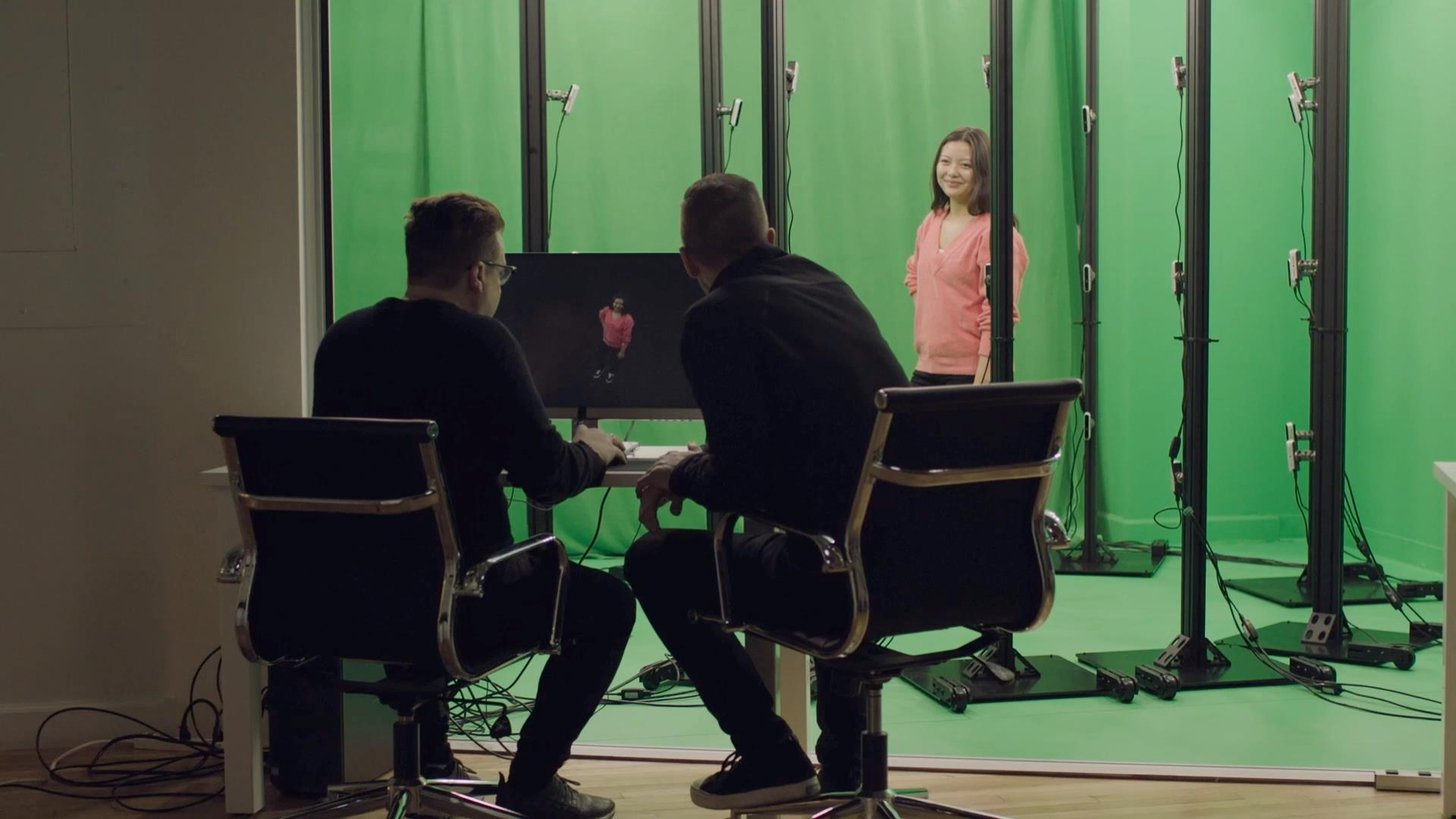


5G CAPABILITY

CLOUD / EDGE RENDERING

VOLUMETRIC HOLOGRAMS

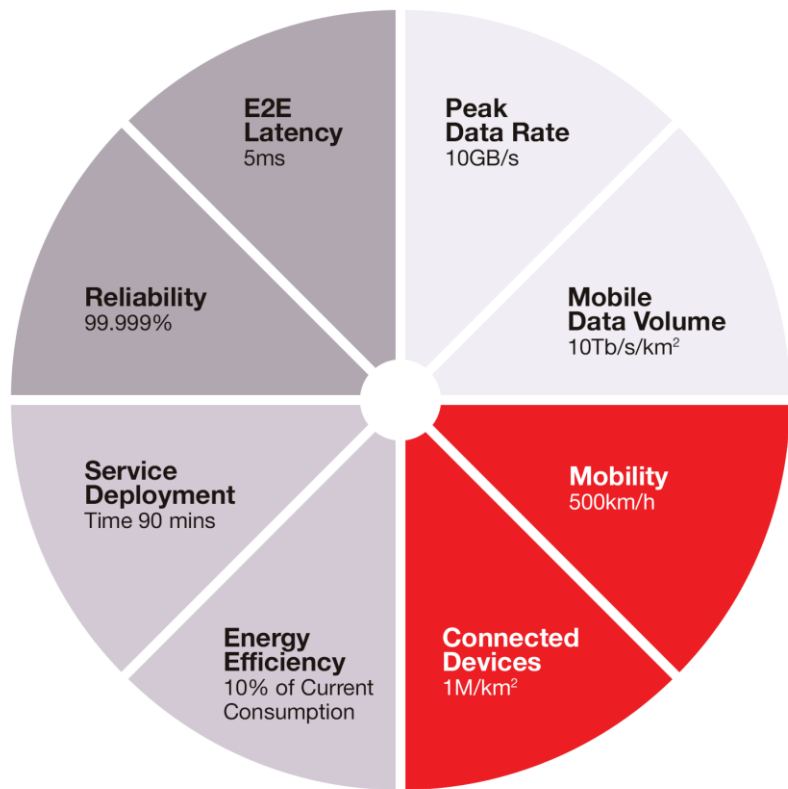
LIVE ANIMATION









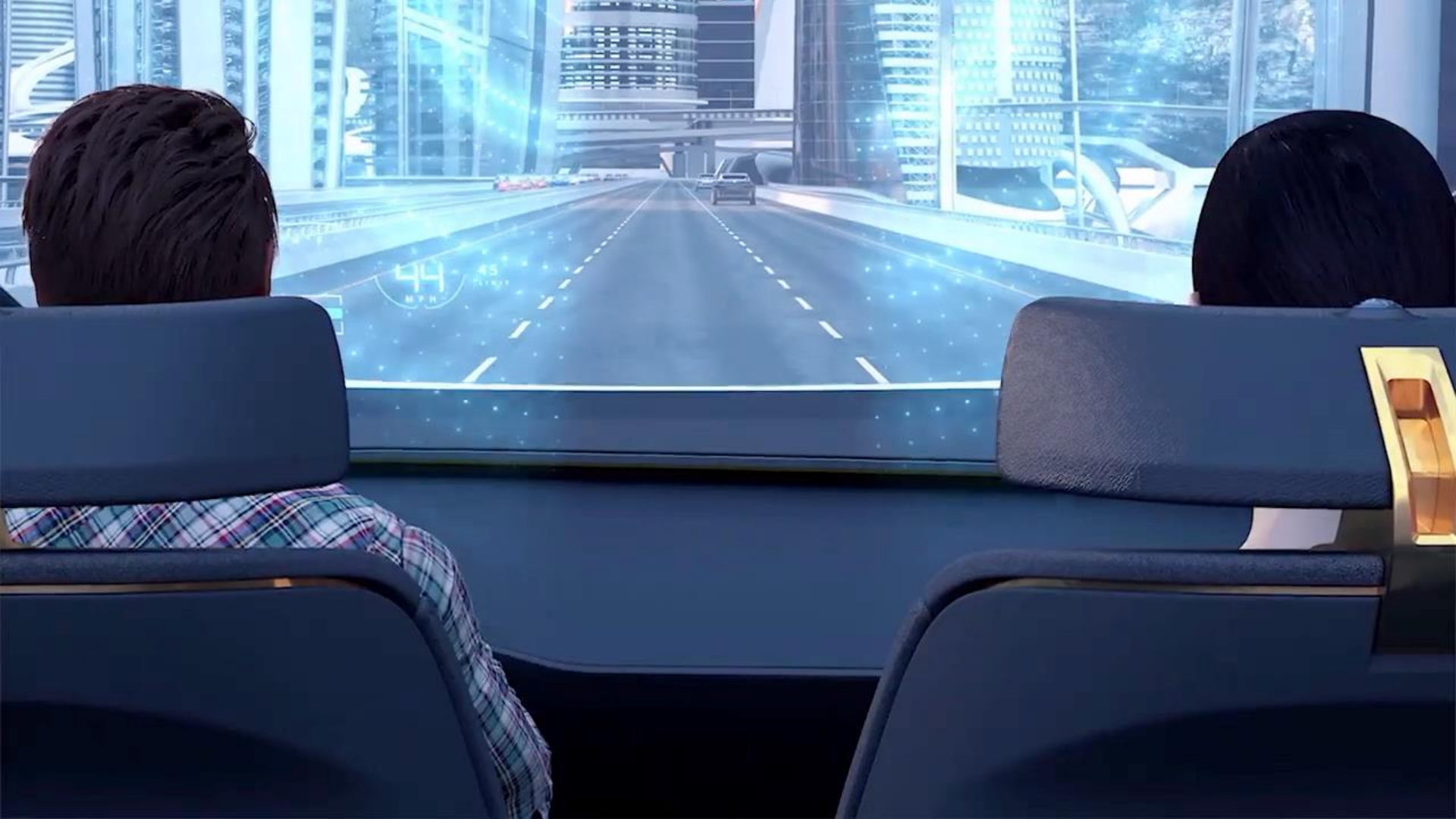


MOBILITY & CONNECTED DEVICES

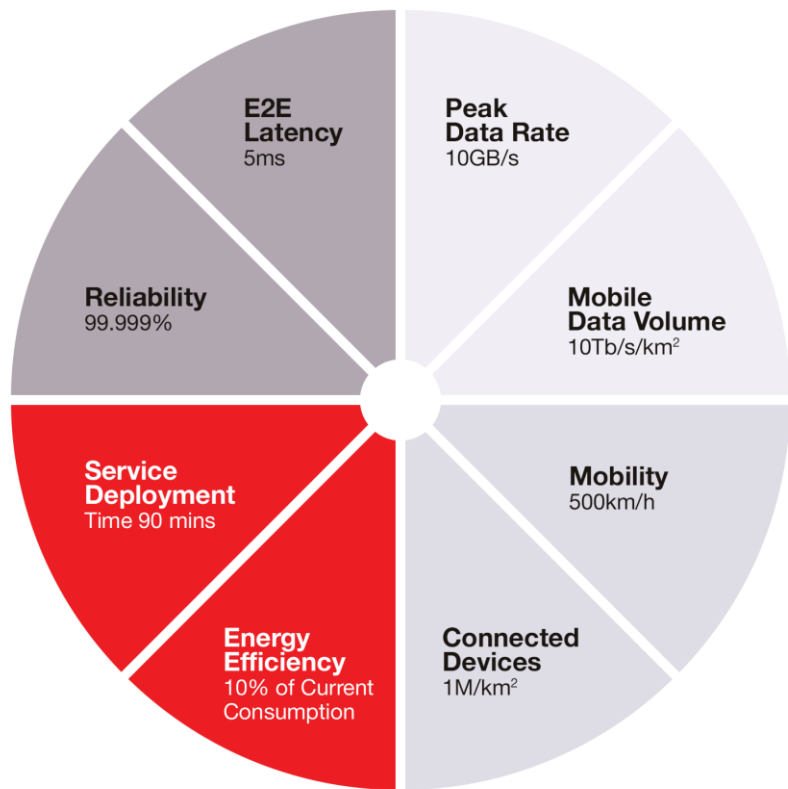






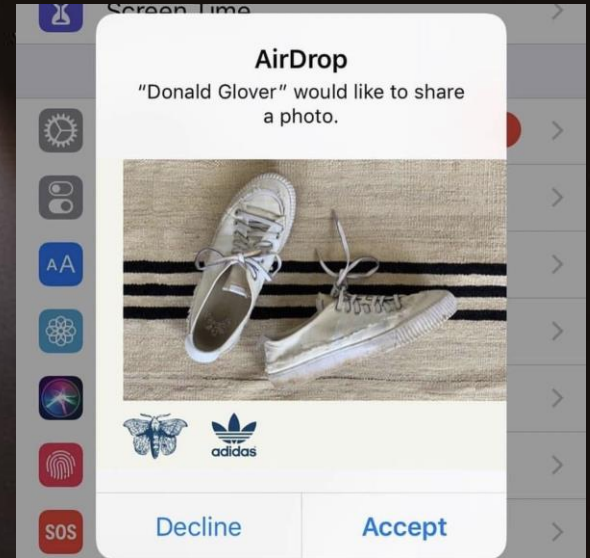
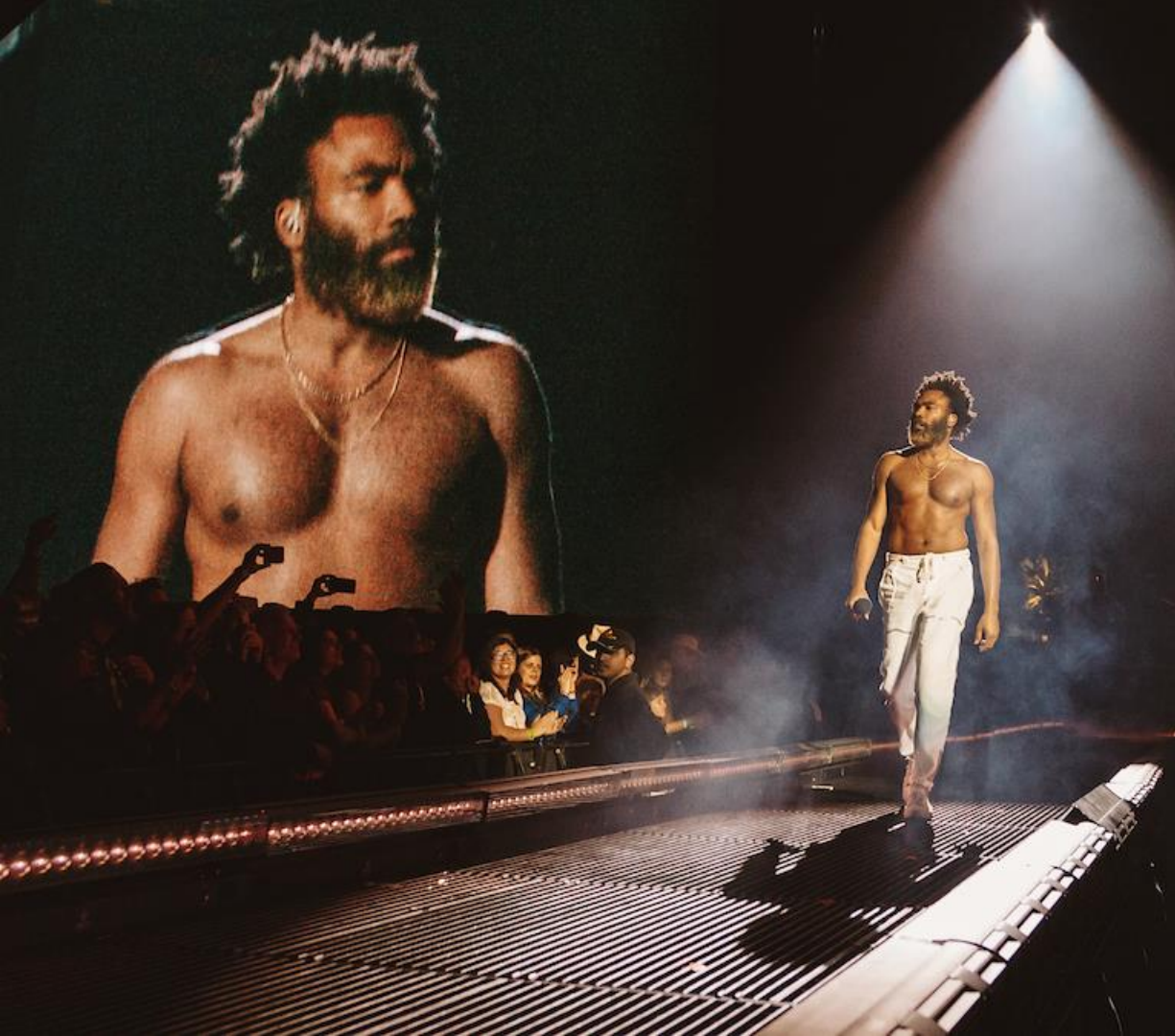






DEPLOYMENT & EFFICIENCY



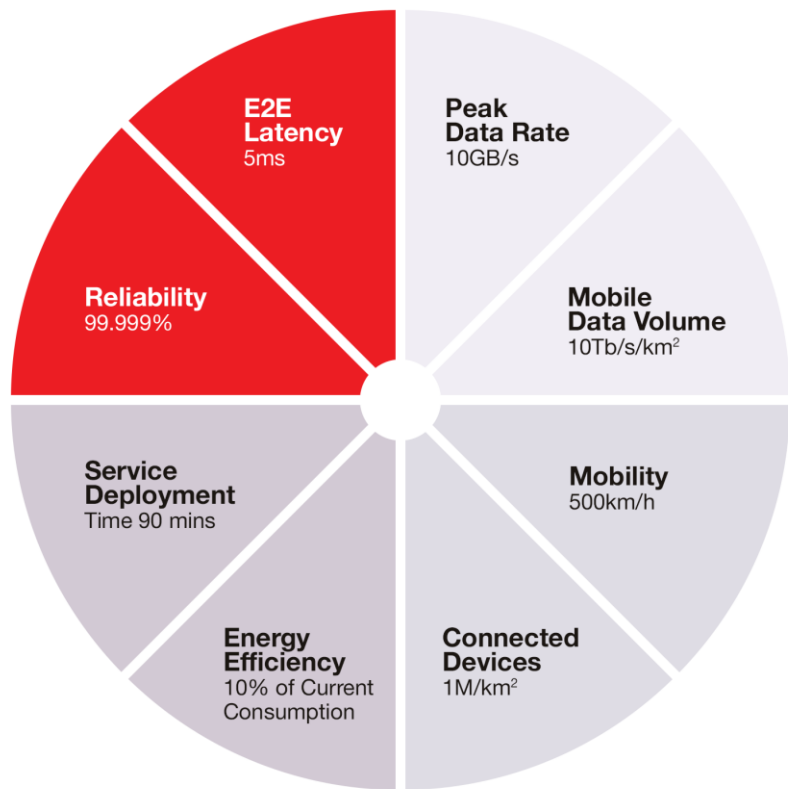




sky

EXF13





RELIABILITY & LATENCY



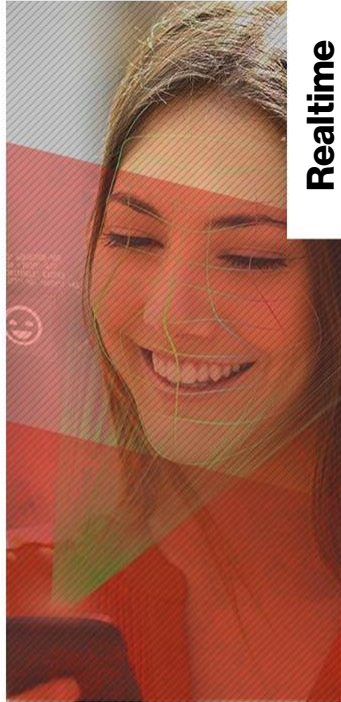








The Road to **5G** Opportunities



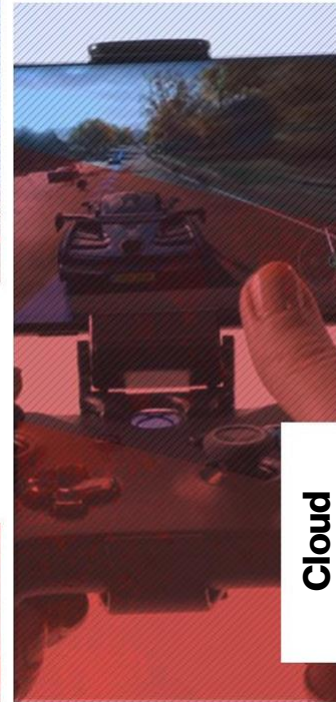
Realtime



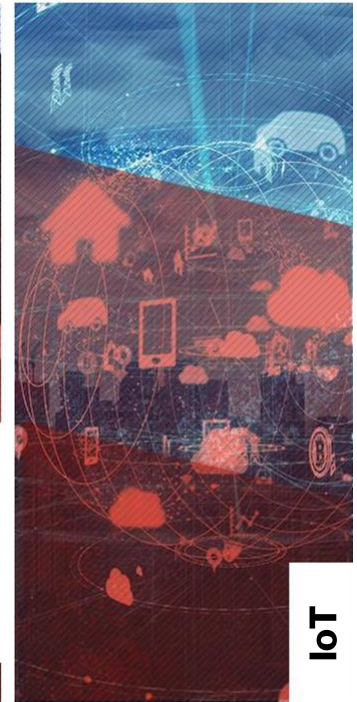
Immersive



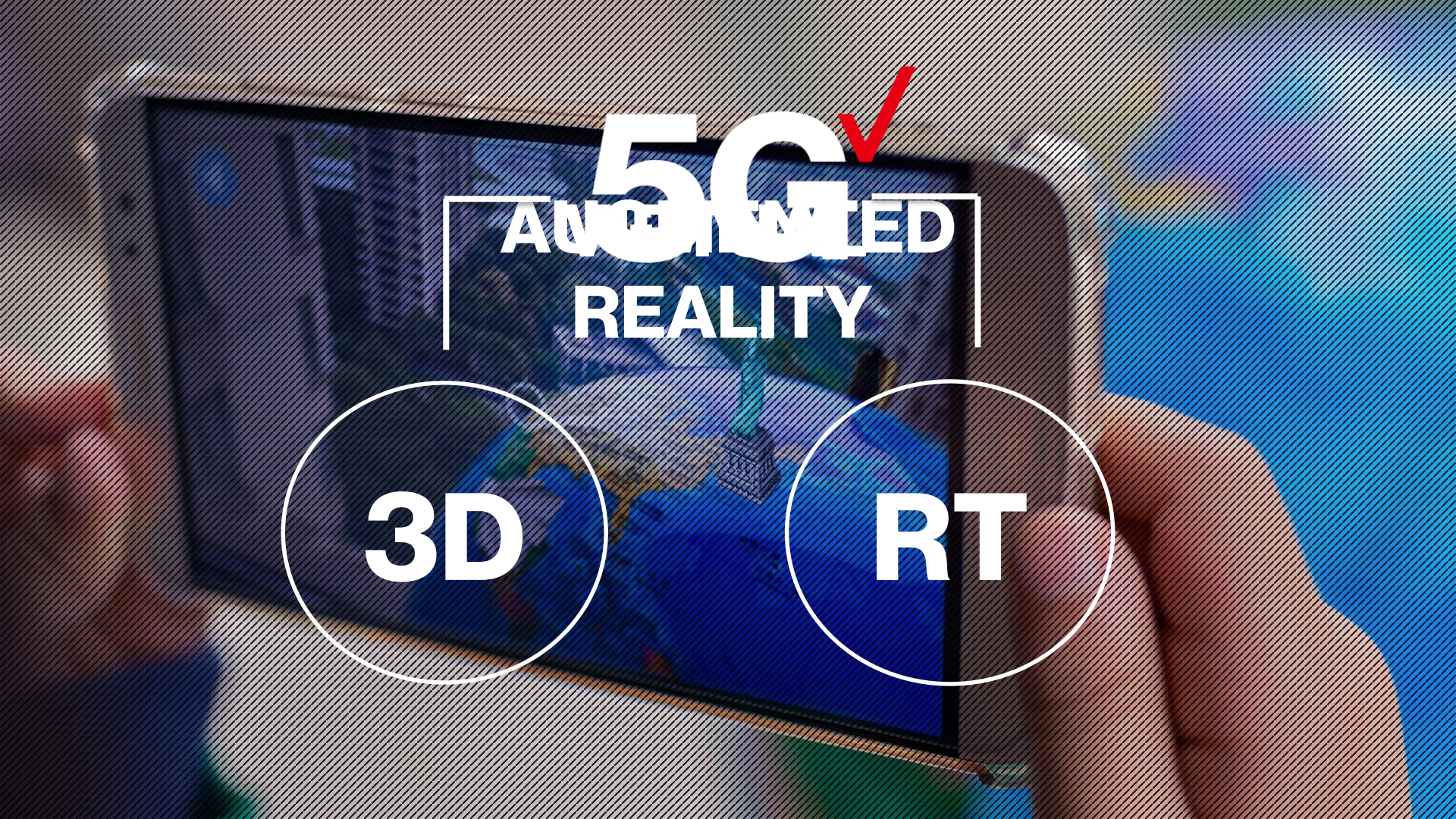
Interactive



Cloud



IoT



5G[✓] ANIMATED REALITY

3D

RT

THANK YOU!

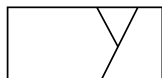
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RYOT STUDIO

