

# 5G is a game-changer. Are you ready?

## How blazing new speeds are reshaping the media business

There's a lot of buzz about 5G, but is it really changing things for news organizations? The short answer is yes. Think about how consumer behavior has adapted with evolving technology – from cable TV to mobile phones, to virtual headsets and HD streaming. 5G takes transmission speed to a mind-boggling new order and with it, the probability of transforming consumer behavior and expectations.

5G will continue driving massive mobile video consumption, power more immersive media experiences, and create new revenue opportunities. With the 5G tipping point expected by 2025, it's time to lay the groundwork for new production, product, and storytelling strategies.

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**\$1.3** Trillion

in expected revenue from media and entertainment experiences enabled by 5G by 2028. ([Intel/Ovum](#))

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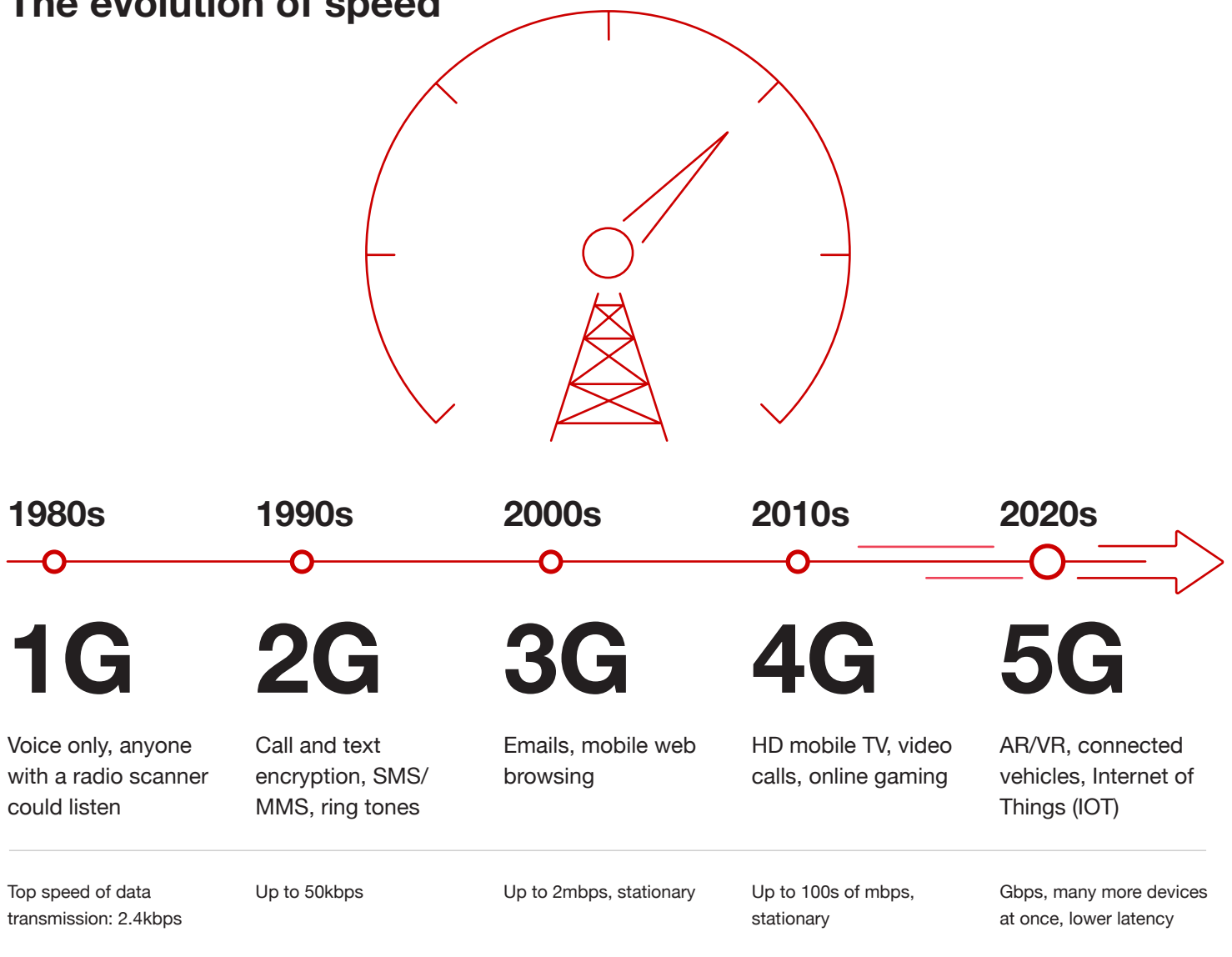
# What is 5G?

Since first generation wireless coverage emerged in the 1980s, there's been a speed revolution roughly every decade. So, 5G simply means "fifth generation."

Compared to 4G, 5G optimizes frequencies to provide more space and adds more efficient technologies to accommodate more devices simultaneously. 5G networks are expected to be at least 10 times faster than 4G, but [some believe that ratio could reach 100](#).

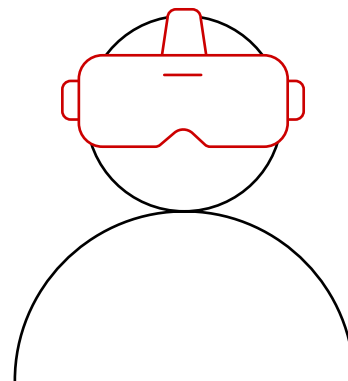
While 5G won't operate at the maximum speeds in less densely populated areas, its frequency range is expected to help bridge the digital divide between rural and urban – providing greater broadband access for all.

## The evolution of speed



(Sources: [CENGNI](#), [Verizon](#))

# 5 ways 5G will change consumer experiences



1

**Mobile upgrades.** To take advantage of 5G networks, consumers will need 5G-compatible devices. [Cisco](#) predicts 5G will account for more than 10 percent of global mobile devices and connections by 2023. By then, 1.4 billion devices will be 5G capable.

2

**Voluminous video.** Faster downloads and better connections mean drastic increases in video consumption. [Per an Intel/Ovum study](#), the monthly traffic from a 5G cellular subscriber will grow from 11.7GB in 2019 to 84.4GB per month in 2028, at which point video will account for 90% of all 5G traffic. This means a higher potential audience for local news video.

4

**Immersive media experiences.** From sports to concerts to learning, 5G-enabled wireless headsets and smart glasses will allow users to experience events individually and collectively with rich data and other multimedia elements – sometimes overlaid on real world action or historical video. Local news audiences may develop new expectations for immersive storytelling.

3

**Gaming growth.** 5G is a gamer's dream on many levels. It's so fast that, according to [Ericsson](#), a player could download close to 10 games in the time it takes 4G to deliver the first half of one. The reduced latency – or lag time between an action and a response – can mean life or death (for avatars) in competitive and casual gaming.

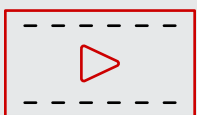
5

**Connected cars.** Passengers will be able to consume more media during drive time. In fact, support for 5G video streaming could become a [key differentiator in vehicles](#). More media during drive time means more opportunities for local news organizations to grow their audiences.

## More time for consuming media

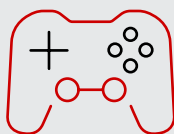
[PCMag](#) estimates that 5G could save a person almost 24 hours of download time per month.

Some 5G versus 4G savings:



One HD movie download

7 mins



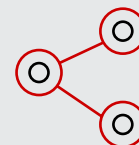
One large game download

7 hrs



A 10,000-song library

3 hrs



Daily social media loading

2:20 mins

# A new content strategy for local news organizations

If you haven't already, it's time to start laying the groundwork for your 5G content and product plans. In addition to lightning-fast mobile, consider that 5G will allow more reliable connectivity for multiple devices at the same time – phones, TVs, tablets, gaming consoles, alarm systems, smart appliances, and more.

**Here's what to consider to grow your news business in a 5G world:**

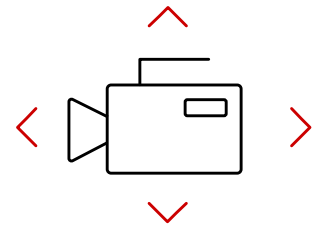
## More video – live and on-demand.

Stream “must-see” live events like marathons, parades, local sports, and court trials. Evaluate your current on-demand video offerings with a hard eye to performance and determine what to ramp up and what to dial down.



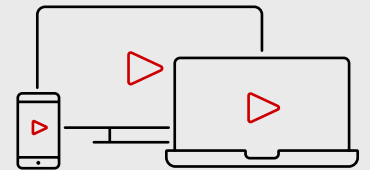
## New camera angles and locations.

Fast and reliable 5G connections will allow you to cover more physical ground without the wires and expensive set-ups. You'll be able to show multiple angles and feeds to tell stories in exciting new ways. For instance, at a high school football game, you could show views from the stands (even from a specific parental view), the sidelines, player POVs, and goal posts.



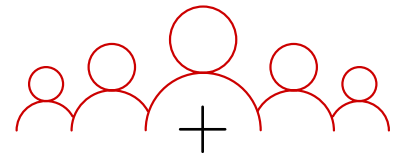
## OTT products.

With cheaper bandwidth and lower entry costs, both large broadcast players and independent creators will look to create new services for niche audiences. Consider how you can take advantage of your unique content offerings that have passionate followers.



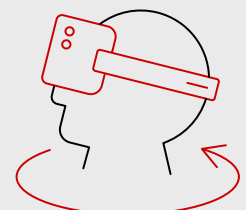
## New broadband audiences.

While rural audiences likely won't get the speediest 5G at home, many will have access to connections that are faster than 4G, thanks in part to [government funding](#). This means a potentially larger audience for your website and videos, particularly in smaller markets. Along these lines, make sure your site and app are ready for prime time.



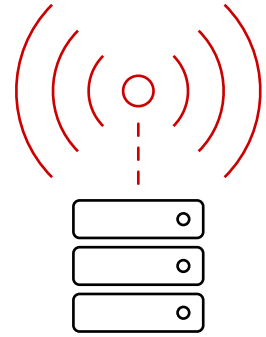
## Augmented Reality (AR) and Virtual Reality (VR).

Leading the way in AR/VR experiences, live sports are a great resource for inspiration. For example, [NBA on TNT VR](#) allows users with the [right headsets to choose camera angles](#), stream games, and go Inside the NBA Studio. Or you can incorporate 360VR on your website or app to [explore unique experiences](#). Think about how multiple elements and views can enrich and transport the viewer whether it's during a debate or severe weather.



# Evolving news production

5G, combined with Multi-Access Edge Computing (MEC), will continue to advance many of the remote-driven practices adopted during the Covid-19 pandemic, while also providing novel avenues for creativity. Beyond sports and news production says TVTech, 5G and MEC will also transform workflows for reality shows and scripted television. Get ready for:



## Even more distributed newsrooms.

You will have faster, more reliable wireless connections at home and in the field – providing efficiency and locational flexibility for reporters, editors, and producers.

## Powerful storytelling combos.

You'll be able to stake out new locations and angles to stream and mix untethered ultra-HD video. Plus, combine it with new formats like live 360° and AR. An expected increase in user-generated content will add to your options.

## Potentially lower fixed costs for live events.

By tapping into 5G for event coverage, you may save money with fewer trucks, on-site personnel, and satellites.

## Securing access.

To take full advantage of 5G, broadcasters may set up a nonpublic 5G network – either permanently or temporarily. Or in the case of breaking news, they'll likely gain temporary access to a slice of a public 5G network (Avid).

## New technology.

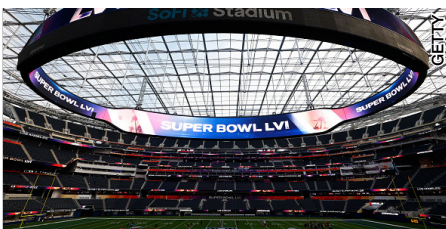
As workflows evolve, you may need to invest in new solutions, such as end-to-end support for distributed workflows and kits with 5G technology. You can read more about some of these critical tools in our piece about remote newsrooms.



## Lower Production Costs

The use of a 5G network at the 2018 U.S. Open resulted in a 34 percent decrease in overall production costs with fewer personnel, vehicles, and satellite expenses. (Avid)

## A look at 3 different VR/AR experiences



### 2022 Super Bowl

With 5G capability inside the Los Angeles SoFi Stadium, attendees could use the NFL Ticketholder app to switch between 7 different field views including a sky-cam and on-field camera. (Inc.)



### AT&T 5G HoloVision: NBA

This pre-game activation with Warner Media, Turner Sports, and ESPN during the 2020 NBA season allowed reporters to interview athletes via hologram inside the NBA bubble. (Clio Sports)



### Exploring History with CNN

CNN's virtual reality experience has transported users to space 50 years after the moon landing, Normandy 75 years after D-Day, and provided a look inside Chernobyl's exclusion zone. (CNNVR)

# 5G and advertising

The future looks bright for 5G's impact on advertising – from richer consumer experiences to the monetary value created from them. An [Intel/Ovum](#) study predicts that 5G will add an additional \$100 billion to annual mobile display ad revenue by 2028, with \$35 billion of that in the U.S.



## 6 things to expect:

- 1 Faster ad load times** and lower lag times when clicking on a link, potentially creating higher click-through rates. This applies to your content as well, leading to more page views.
- 2 Higher resolution ads**, such as 4K video.
- 3 Immersive mobile experiences** like 360-degree product views, virtual travel, and the ability to try products in a simulated 3D environment.  
[Early data suggests consumers find this opportunity extremely appealing.](#)
- 4 Hyper-personalized experiences** with the ability to pass data more quickly to and from the cloud via edge computing.
- 5 New ad formats and pricing structures**, so you may need to adjust your offerings accordingly.
- 6 Opportunities for branded/sponsored content.** If your business has a branded arm, you'll want to start experimenting sooner than later so your team can deliver.

(Sources: [Digiday](#), [Forbes](#))

## Transforming digital commerce

An [Accenture Interactive](#) survey suggests that immersive brand experiences may make for more engaged customers – especially in areas like online shopping.

# 47%

of consumers say immersive tech makes them feel connected with products.

# >50%

would recall brands that regularly engage them with immersive tech.

# 47%

say they'd pay extra if they could customize a product using immersive tech.



# Exploring the metaverse



[PCMag](#) defines the metaverse as “a persistent, open virtual- or augmented-reality platform.” In the metaverse, people do what they’d normally do in real life, but they do it virtually and appear as avatars. To feel truly immersed, you’ll need a VR headset and motion tracking ([although you still can’t have legs](#)). While Facebook changed its name to Meta, many companies are building metaverses.

Lines between the real world and virtual worlds will become less distinct as 5G catapults the metaverse out of your living room and into the world via AR. (A now-primitive example is 2016’s [Pokemon Go](#).) More recently, for 2022’s NBA All-Star Game, [AT&T’s Playmaker at NBA Crossover](#) gave fans a 3D body scan to customize their avatars and place themselves in All-Star themed AR playgrounds. Even if you weren’t in Cleveland, you could use a mobile device to project LeBron into your neighborhood.

From a local news perspective, the metaverse may become a place where you hold newsroom staff meetings, conduct newsgathering, attend conferences, and engage with the local community. It could also become a beat unto its own, as more entities like retail and banks conduct business there.



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## Monetizing the metaverse

**\$1  
Trillion**

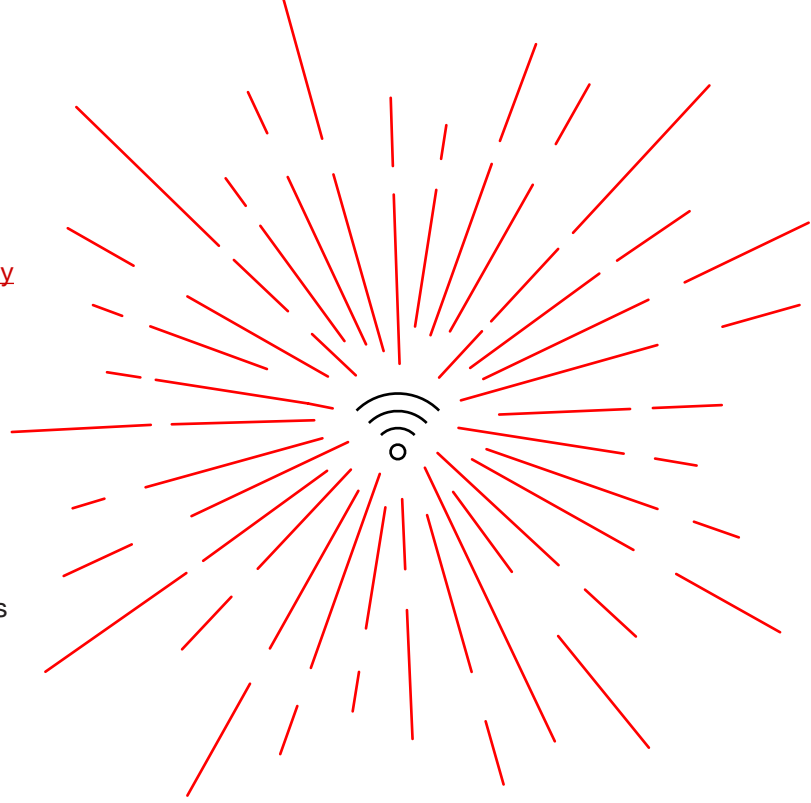
market opportunity in yearly revenues, given that its virtual worlds will “infiltrate every sector in some way in the coming years.” ([JP Morgan](#))

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# 6G. Too soon?

Even though 5G hasn't reached mass penetration, there's plenty of chatter about 6G. [According to New York University \(NYU\) professor Theodore Rappaport](#), the definition of 6G will take shape over the coming years with the help of international standards bodies made up of hundreds of companies around the world. But, he says, "work at NYU shows that by 2035, 6G will usher in the ability to send wireless signals at the rate of human computation."

These faster rates could give 6G phones the capabilities to remote-control robots, take the place of prescription glasses in the form of goggles, and allow smart glasses to project information related to, say, a building you see. The impact to reporting could be breathtaking.



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## Key takeaways for local news providers

While the hype may have preceded the rollout, 5G will be transformative for local audiences and those who serve them.

1

**As a news provider**, you'll be able to engage and grow your audience with innovative storytelling and new video services (some with subscription potential). You'll connect with them via immersive experiences to drive brand loyalty.

2

**On the production side**, you'll find new efficiencies and ways of doing things – giving your team the chance to grow along with the technology.

3

Finally, you can **tap into rising ad dollars** by ensuring that you have strong video inventory, a terrific mobile/web user experience, and the right mind-shift to partner with advertisers in search of 5G-enabled solutions.

CNN NewsSource understands what it takes to win in the digital space. We work closely with our network of 1,000+ local news partners to offer valuable insights relevant to the news business while providing powerful, trusted news content.

