

Pilot project to watch DTT on mobile without consuming data

## Cellnex tests 5G Broadcast emissions at ISE and MWC

**The project is part of the company's commitment to the European audiovisual innovation roadmap**

**The contents of the test broadcasts that can be accessed via mobile include RTVE's Canal 24h, La1 and Radio5.**

**Rohde Schwarz, Ateme and Qualcomm Technologies are also taking part in the project.**

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**Barcelona, 3 February 2023.** Cellnex Telecom has launched a pilot to test "5G Broadcast" emissions together with Rohde Schwarz, Ateme and Qualcomm Technologies. 5G Broadcast will allow viewers to receive live TV and radio content on their mobile phones with low battery consumption, without the need to consume data and high-quality network coverage.

The tests, which began in mid-January, were performed during the ISE international audiovisual fair and will end after the MWC Barcelona 2023 to be held at Fira Gran Via de l'Hospitalet from 27 February until 2 March. In this way, users can access the contents through their mobile devices compatible with the 5G Broadcast signal.

Thanks to the collaboration of RTVE, the contents that will be accessible include the Radio Televisión Española news channel "Canal 24h", the main RTVE channel "La1" and the regional radio channel of Radio Nacional de España called "Radio 5".

For this test, Cellnex has rolled out a new site to cover the area around the Fira Gran Via venue; the transmitter was contributed by Rohde Schwarz; content encoding uses Ateme equipment; and the receivers used for the demonstration incorporate Qualcomm technology.

5G Broadcast will allow broadcasters to reach more devices, offering their content directly to any mobile terminal - today a mobile phone, and tomorrow vehicles and any device incorporating this technology.

5G Broadcast (5GBC) is one of the three lines of innovation for the European audiovisual industry in its roadmap for the next decade. The evolution towards higher quality with UHD broadcasts and the expansion of hybrid services such as [LOVEStv](#) complement the innovation in new reception modes such as 5GBC.

Furthermore, 5GBC complements current networks and strengthens public service provision, opening the door to developing additional services, such as early warning for all or parts of the population in emergency situations.

"As the leader in DTT broadcasting in Spain, Cellnex is at the forefront of the European innovation roadmap in radio broadcasting," in the words of **Eduardo Fichmann, Global Director of Innovation and Product Strategy at Cellnex**. And he adds, "5G technology continues to improve day after day. With this test to evaluate 5G Broadcast abroad, we can show that the technology is up to the new needs of the audience."

"5G Broadcast technology has the potential to transform the way content services are delivered, without compromising existing mobile services," says **Mohamed Aziz Taga, Head of Business Development & Strategy for 5G Media Services & Customer Experience, Rohde & Schwarz**. "We are proud to be part of this 5G Broadcast test, with our TMU9evo transmitter, which is broadcasting the new signal from the Montjuic

communications tower, in the heart of Barcelona. This is part of a series of international 5G Broadcast tests and demos we have conducted, and shows once again how this new format takes the live consumer experience to another level."

"5G will enable broadcasters to transform their business and meet the needs of highly connected young generations. Ateme is delighted to be part of this transformative journey with Cellnex, driving the delivery of highly engaging and immersive experiences to viewers on any connected device," comments **Williams Tovar, Director of 5G Media Streaming Solutions at Ateme.**

### About Cellnex Telecom

The efficient deployment of next-generation connectivity is essential to drive technological innovation and accelerate inclusive economic growth. Cellnex Telecom is the independent wireless telecommunications and broadcasting infrastructures operator that enables operators to access Europe's most extensive network of advanced telecommunications infrastructures on a shared-use basis, helping to reduce access barriers for new operators and to improve services in the most remote areas.

Cellnex manages a portfolio of 138,000 sites - including forecast roll-outs up to 2030 - in Spain, Italy, the Netherlands, France, Switzerland, the United Kingdom, Ireland, Portugal, Austria, Denmark, Sweden and Poland. Cellnex's business is structured in four major areas: telecommunications infrastructure services; audiovisual broadcasting networks, security and emergency service networks and solutions for smart urban infrastructure and services management (Smart cities and the "Internet of Things" (IoT)).

The company is listed on the continuous market of the Spanish stock exchange and is part of the selective IBEX 35 and EuroStoxx 100 indices. It is also present in the main sustainability indexes, such as CDP (Carbon Disclosure Project), Sustainalytics, FTSE4Good and MSCI.

For more information: <https://www.cellnex.com>

### About Rohde & Schwarz

The Rohde & Schwarz technology group is among the trailblazers when it comes to paving the way for a safer and connected world with its leading solutions in test & measurement, technology systems, and networks & cybersecurity. Founded more than 85 years ago, the group is a reliable partner for industry and government customers around the globe. On June 30, 2022, Rohde & Schwarz had around 13,000 employees worldwide. The independent group achieved a net revenue of EUR 2.53 billion in the 2021/2022 fiscal year (July to June). The company is headquartered in Munich, Germany.

Rohde & Schwarz has been an innovator in Broadcast and Media for more than 70 years. The Rohde & Schwarz product portfolio covers the entire signal processing chain for digital video and audio content – from ingest and playout to encoding and multiplexing, from contribution to satellite and IP networks to terrestrial transmission. It includes solutions for monitoring in the studio, as well as for monitoring streaming and broadcast services and entire broadcast networks. The T&M expert also offers a diverse range of instruments for testing end user equipment and infrastructure components in development, production and quality assurance. Rohde & Schwarz invests in an IP and software based future built with the blend of innovation, experience and stability that the company can offer.

## About ATEME

Ateme is a global leader of video compression and delivery solutions, helping tier-one content providers, service providers and streaming platforms boost their viewers' engagement and reduce churn.

Leveraging an R&D task force that is unique in the video industry, Ateme's solutions power sustainable TV services, improve end-users' quality of experience, optimize the total cost of ownership of TV/VOD services, and generate new revenue streams based on personalization and ad insertion. Beyond offering technological agility, Ateme partners with its customers, offering flexible business models that match their financial priorities.

For more reports: [www.ateme.com](http://www.ateme.com)