



6G Networks for Media/Entertainment vertical

**identify challenges and opportunities from the media and/or
Entertainment sector to be considered for potential input at SNS
R&I WP 2026**

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Motivation & Background

In 2025, experiential entertainment moves into spotlight, AI goes mainstream, streaming profitability accelerates and M&E executives recalibrate portfolios as linear fades.

- Investments continue in location-based entertainment as consumers demand access to experiences.
- The use of artificial intelligence (AI) and generative AI (GenAI) will gain momentum, but media and entertainment (M&E) executives want to see the ROI.
- All eyes are on direct-to-consumer (DTC) models for sustainable profitability.
- Linear TV has arrived at a strategic crossroads: harvest or divest.

5G offers a range of key technologies to enable and support these cases. The main ones are **higher bandwidth**, both downlink (mainly) but also uplink; **edge computing** that enables latency reduction in some uses; support for increased **user density** – to reduce congestion both for production and consumption; **slicing and orchestrated virtualised services** using 5G Core to enable QoS “guarantees” for paying customers in stand-alone (SA) networks; **NPN networks** and NPN-PN roaming and collaboration models; and **broadcast/multicast** support.

Looking to foreseen network development, AI, MEC and NTN should find a place in the M&E technical chain but from the end user point of view, the Network is not the main weakness today, end devices have also a big role in the E2E user experience

6G innovative capabilities



Precise positioning

Environment understanding

Environment control

Real time data capture

AI impact on communicating entities

Non public networks

Exposure of network capabilities and performance data in real time

Media & Entertainment sector landscape

The Media and Entertainment industry has multiple segments that combine into one vertical:

- Movies/Cinema,
- Television,
- Music,
- Publishing,
- Radio,
- Internet,
- Advertising,
- Gaming



Time to contribute !

Slido (#2771889) <https://app.sli.do/event/73ZprNFSmYqqt2kHbyxx2V>

Questions:

1. Which M&E services are requiring advanced connectivity?
2. What 6G will bring to M&E services?



Source Deloitte report 2023

SNS projects that are already addressing M&E



46 use cases developed by 22 SNS JU projects are addressing different aspects of the Media/Entertainment sector:

1. IMAGIN-B5G
2. 6G-XR
3. 6G-SANDBOX
4. SUNRISE-6G
5. EXIGENCE
6. 6G-INTENSE
7. SAFE-6G
8. TeraGreen
9. Fidal
10. TrialsNet
11. FirstTo6G
12. DESIRE6G
13. 6G-BRICKS
14. 6G-SHINE
15. 6G-NTN
16. 6G-XR
17. NANCY
18. HEXA-X II
19. 5G-STARDUST
20. 6G Tandem
21. ADROIT 6G
22. SEASON

Following this workshop, 4 actions are planned

1. Identification of M&E requirements with regards to 6G to feed the SNS JU WP2026
2. Development of White paper with the SNS JU projects
3. Organisation of a session at the next NEM Summit (31/22 October in Berlin)
4. Contribution to the new Virtual Worlds PPP SRIA on the Infrastructure networks and compute chapter

6G SNS

6TH GENERATION SMART
NETWORKS & SERVICES

THANK YOU FOR YOUR ATTENTION

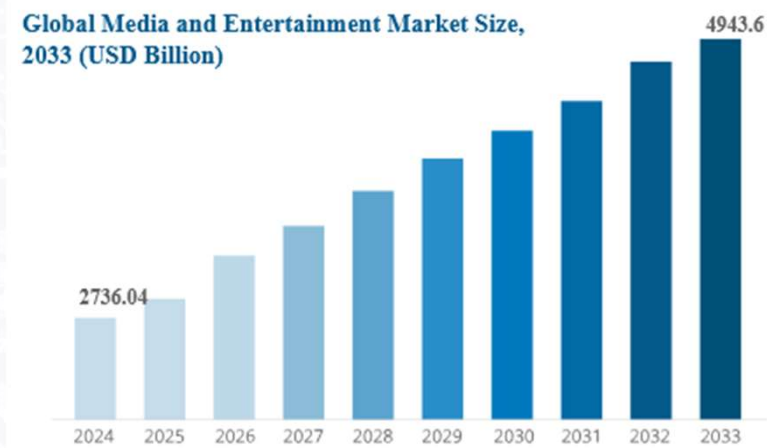


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Media & Entertainment sector trends

- Streaming video, social media, and gaming are all considered strong categories on their own, helping to enable new business models and reshape media and entertainment and beyond
- Streaming video services seek profitability amid more competition
- Social media is looking more like 21st century TV
- Creators outgrow the social feed and go direct-to-consumer
- "Gen Zs are defining the future of "media and entertainment"
- Brands focus on harnessing the power of fandom and communities



Source Deloitte report 2023

Connectivity is driving growth