# Media&Entertainement White paper 2025

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*NEM Summit, Berlin, 21 October 2025*

Co-funded by the European Union

# SNS CO-OP support action

- SNS CO-OP will facilitate the achievement of the SNS JU impact by operating, maintaining and improving the mechanisms to facilitate and foster the necessary knowledge sharing, collaboration, exploitation, and consolidation among the new SNS JU actions, the affected communities and relevant vertical sectors to help reach the digital targets. The SNS CO-OP impact goals will be distributed across the project activities and will include among others:

  - Enhancement of the 6G SNS Vision
  - Measurable Programme Progress and KPIs/KVIs
  - Maintaining the holistic view of progress on implementing SNS and 6G in Europe
  - Widespread dissemination of European achievements
  - Growing the 6G SNS constituency
  - Supporting early exploitation of results
  - Supporting relevant Key Values and Policies

# Vertical white papers development

- In 2025, The SNS JU technology board has decided to develop white paper presenting the results of SNS JU projects with regards to verticals
- 4 papers are being developed
  - **Media&Entertainment**
  - Public safety (PPDR)
  - Health
  - Manufacturing
  - Others will come later

# Objectives of these white papers

- What are the key requirements from the M&E sector?
- What technologies are being investigated?
- What is the added value of B5G/6G for these use cases?
- What are the main challenges and envisioned solutions?
- What has been achieved so far within SNS JU?
- What are the lessons learned and way forward?
- Business models?
- Open calls?

# M&E white paper content

# M&E white paper status and next steps

A full draft version has been provided to internal reviewers last week (78 pages), it has been populated by 39 experts working in 14 projects from Call 1, Call 2 and Call 3.

The objective is to get comments from reviewers by the end of October and to get approval from the SNS JU Board in November.

In the context of the 6G-IA/NEM MoU, we shall be happy to get comments from the NEM members, it will be a real added value.

This paper will be used to feed the SNS JU 2027 WP which will be developed early next year. A number of projects will be funded under stream D which will address vertical use cases development.

# Main conclusions (1/2)

The paper is highlighted the following key take aways

- The 22 SNS JU running projects have developed and experimented a number of new technologies and use cases addressing the Media and Entertainment vertical sector.
- They are addressing Virtual and augmented reality, Live streaming and broadcasting, advanced sports area media services, immersive fan engagement, Media streaming carbon footprint transparency, networked music performance, smart advertising, holographic communications and collaborative metaverse scenarios.
- The main expectation of this M&E vertical sector are high bandwidth and low latency in order to deliver innovative services with a good quality of experience.
- M&E applications are also facing security and privacy issues with regards to fake information and AI generated content.
- Interoperability and standardisation challenges need also to be taken into consideration, sustainability and end user devices are also key topics addressed by the projects.

## M&E use cases developed and experimented by projects

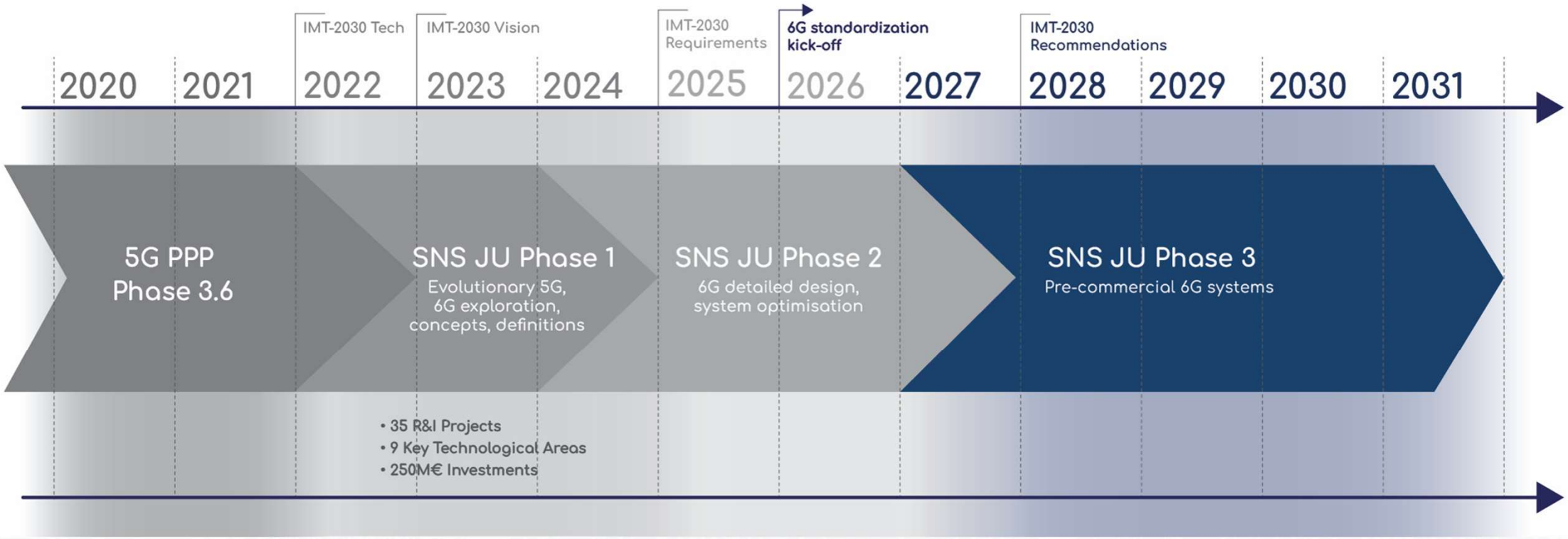
- 46 M&E use cases have been developed by 22 SNS JU projects, some are focussing on technologies for M&E use cases, others on verticals use cases.
- All these use cases are available in the Vertical Engagement Tracker https://verticals-tracker.sns-ju.eu/vertical-engagement-tracker
- The VET is open to anyone
- Some use cases have been identified as “Replicable”, they are offering a replicability level which can help anyone to reuse those use cases in other locations.

# List of M&E use cases developed and experimented by projects

| Project | Phase | Stream | case-name |
|---|---|---|---|
| 5G-STARDUS | Phase 1 | Stream A | Residential Broadband |
| 6G-BRICKS | Phase 1 | Stream C | Use Case 1: Metaverse as an enabler of a Modern |
| 6G-DALI | Call 3 | Stream B | AIaaS for CDN apps via cross-testbed decentralize |
| 6G-INTENSE | Phase 2 | Stream B | Metaverse |
| 6G-LEADER | Call 3 | Stream B | XR and UAV seamless real-time interaction |
| 6G-SANDBOX | Phase 1 | Stream A | Testing the integration of an open-source 5G FR2 |
| 6G-SANDBOX | Phase 1 | Stream C | Internet of Sense |
| 6G-SHINE | Phase 1 | Stream B | Virtual live production |
| 6G-SHINE | Phase 1 | Stream B | Indoor interactive games |
| 6G-XR | Phase 1 | Stream C | Energy Monitoring System for Energy-Efficiency O |
| 6G-XR | Phase 1 | Stream B | 6G-REMIX |
| 6G-XR | Phase 1 | Stream C | FALADIN |
| 6G-XR | Phase 1 | Stream C | METAPHOR - Volumetric Capture and Transmissic |
| 6G-XR | Phase 1 | Stream A | 6G-SLICE: Enabling end-to-end O-RAN slicing in 6( |
| 6G-XR | Phase 1 | Stream C | 5G-SIAIce |
| 6G-XR | Phase 2 | Stream B | 5G/6G FWA with optical RAN |
| 6G-XR | Phase 1 | Stream C | REQUIEM |
| 6G-XR | Phase 1 | Stream C | TrustNet |
| 6G-XR | Phase 1 | Select Strear | ExCalibAR |
| 6G-XR | Phase 1 | Stream C | Control plane optimisations |
| ADROIT6G | Phase 1 | Stream B | Holographic Teaching |
| DESIRE6G | Phase 1 | Stream B | Intelligent and resilient VR/AR applications with p |
| EXIGENCE | Phase 2 | Stream B | Media streaming carbon footprint transparency |
| FIDAL | Phase 1 | Stream D | Music live streaming over 5G network |
| FIDAL | Phase 1 | Stream D | VideoGee |
| FIDAL | Phase 1 | Stream D | AI-HOLOCOM |

| Project | Phase | Stream | case-name |
|---|---|---|---|
| FIDAL | Phase 1 | Stream D | B5GVideoNet (B5GVN) |
| FIDAL | Phase 1 | Stream D | Internet of senses / Haptic sensing |
| FIDAL | Phase 1 | Stream D | UC4: Advanced sports area media services |
| FIDAL | Phase 1 | Stream D | UC5: Virtual Reality Networked Music Performanc |
| FirstTo6G | Phase 2 | Stream B | Ultra-high data rate |
| FLECON-6G | Call 3 | Stream B | Seamless Immersive Reality |
| Hexa-X-II | Phase 1 | Stream B | End-to-End Extended Reality: Seamless Immersive |
| Hexa-X-II | Phase 1 | Stream B | ML-based channel state feedback compression in |
| Hexa-X-II | Phase 1 | Stream B | AI-Native Air Interface: Seamless Immersive Realit |
| Hexa-X-II | Phase 1 | Stream B | Training and inference of collaborative distribute |
| HORSE | Call 1 | Stream B | Remote Rendering to Power XR Industrial |
| IMAGINE-B5 | Call 3 | Stream D | Robust and flexible remote production |
| IMAGINE-B5 | Phase 1 | Stream D | New Use Cases: Enhanced Touristic Experiences w |
| NANCY | Phase 1 | Stream A | Greek outdoor demonstrator |
| SAFE-6G | Phase 2 | Stream B | Metaverse for Education & Formation |
| SAFE-6G | Phase 2 | Stream B | Industrial Metaverse of a production line |
| SEASON | Phase 1 | Stream A | User-driven immersive experiences |
| SEASON | Phase 1 | Stream A | User-driven immersive experiences |
| Select projec | Phase 1 | Stream D | Content Distribution |
| select projec | Phase 1 | Select Strear | AR enriched events |
| 5G TOURS | Phase 1 | Stream D | UC13.2- Extended XR Museum Experience |
| SUNRISE-6G | Phase 2 | Stream C | Federated Metaverse |
| TeraGreen | Phase 2 | Stream B | Live immersive XR in large-scale events |
| TrialsNet | Phase 1 | Stream D | UC10- Immersive Fan Engagement |
| UNITY-6G | Call 3 | Stream B | Real-time XR/holographic communication |

# SNS JU roadmap



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# THANK YOU FOR YOUR ATTENTION

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