

LIVE MEDIA STREAMING

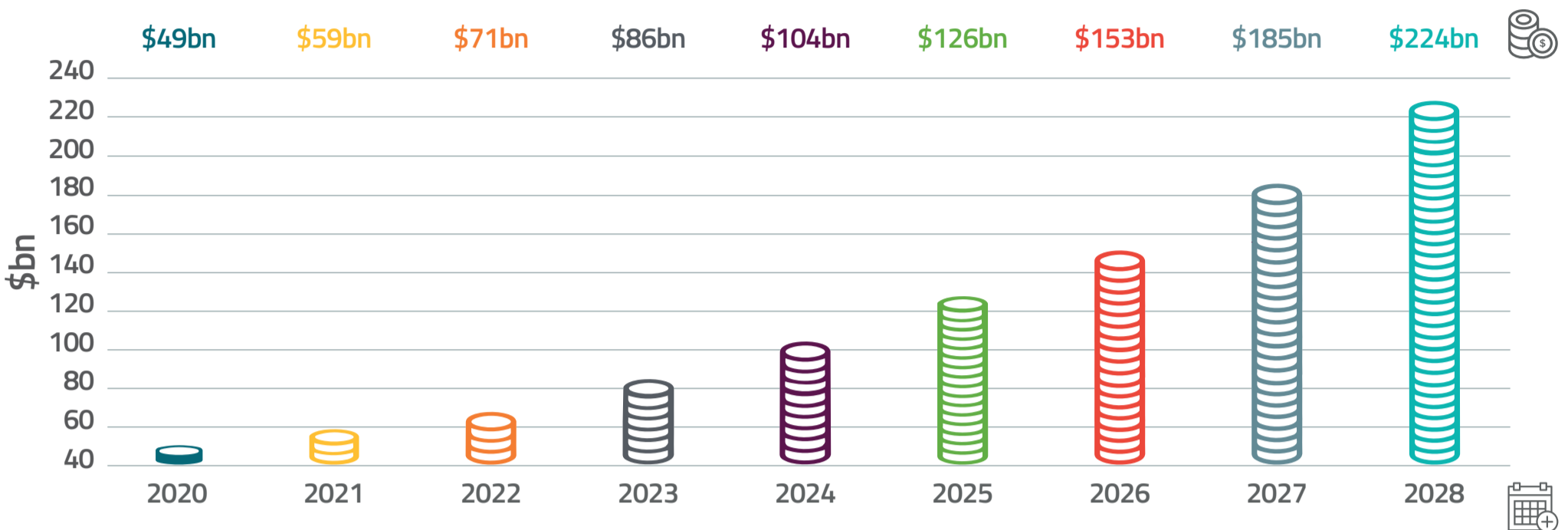


The ongoing rollout of 4G and 5G networks is transforming live broadcasting. For the first time it is possible to livestream 4k video across cellular networks, from virtually anywhere in the world. Not only does this make outdoor broadcasting easier and more cost-effective, it results in a superior viewer experience, with sharper footage and minimal buffering or delays. However, live media streaming requires robust cellular connectivity. Sierra Wireless 5G IoT modules play a major role in enabling the next generation of broadcasting.



THE GLOBAL MEDIA STREAMING MARKET

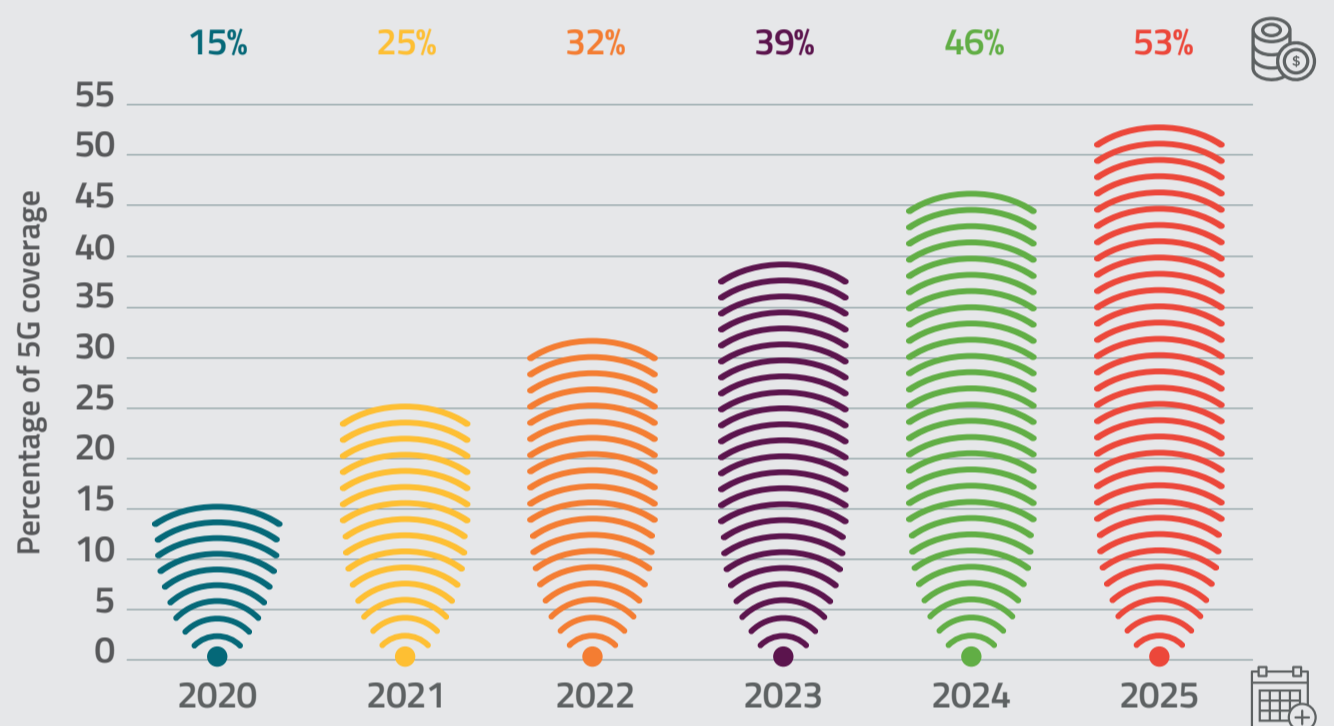
The global market for media streaming is set to explode, reaching a value of **\$224 billion** by 2028.¹ Due to technologies like bonded cellular networks, and mobile encoders, live media streaming will be a major driver of this growth.



Source: Grand View Research
1. StreamingMedia. 'The State of Live Streaming in 2021'. Available at: <https://www.streamingmedia.com/Articles/ReadArticle.aspx?ArticleID=146325>. Accessed June 2021.

5G ROLLOUT IS PICKING UP SPEED

The growth of 5G networks will support faster data speeds and high-quality live media broadcasting. Presently, an estimated **15%** of the global population has access to 5G coverage, but by 2025 this will have **more than tripled**.



Source: Ericsson Mobility Visualizer, Banknl

LIVE MEDIA STREAMING – TRANSFORMING BROADCASTING

There are many potential benefits of using cellular networks for outdoor broadcasting:

Lower costs



Using cellular networks does not require large off-site crews and production facilities, which greatly cuts expenses.

Flexibility



The technology is small and lightweight. Skeleton crews of 2-3 people can cover events even in remote locations.

Broader coverage



Production teams can broadcast smaller events or niche sports that would have been too expensive previously.

Improved viewer experience



Events can be covered with multiple 4k or even 8k cameras, providing an unprecedented visual experience.

IOT MODULES – THE KEY INGREDIENT

Getting the most out of live media streaming opportunities requires fast, secure and reliable connectivity. Sierra Wireless EM91 series 5G New Radio (NR) embedded module, allows manufacturers to enable 5G connectivity in their next-gen broadcasting products.



High data speeds

Sierra Wireless 5G modules offer robust network performance, enabling broadcasters to livestream 4k video from multiple cameras, without buffering or disruptions.



Flexibility of design

The EM91 modules are certified on major global carrier networks and support multiple technologies, including 5G NR mmWave and 5G NR sub-6. This simplifies production and manufacturing, and shortens time to market. Companies can deploy around the globe and easily switch between different technologies.



Future-proof development

The IoT world is fast moving. Sierra Wireless' modules use components and technologies that will easily migrate in the future, so new products can adapt as the industry develops.



Data and security from the start

Sierra Wireless is a pioneer in the industrial IoT. Our devices are built from the ground up with security in mind to protect your data, minimize risk, and reduce time and delays to meet certification requirements.