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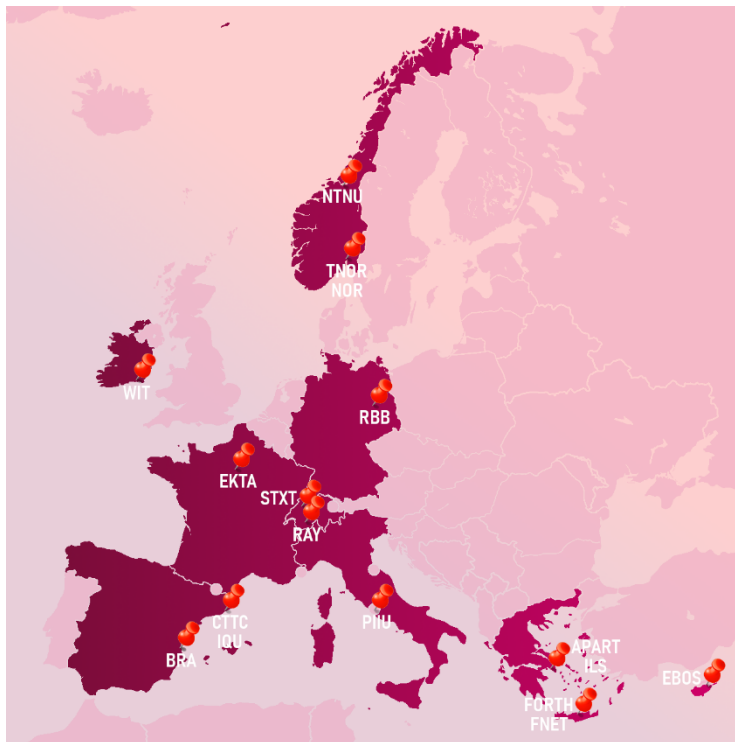
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## 5GMediaHUB commences

The new 5G-PPP Phase 3 project 5GMediaHUB “5G experimentation environment for 3rd party media services” started its activities in January 2021. The kick-off meeting was held virtually 26-27 January and the 17 consortium partners discussed project plans regarding implementation of the project over the next three years, acknowledging the significant role and potential of 5G.



The 5GMediaHUB project’s objective is to develop a testing and validation platform over two existing 5G testbeds, located in Barcelona and Oslo, in order to create the 5GMediaHUB Experimentation Facility, which will constitute an elastic, secure, trusted, all-in-one and multitenant execution service and Network Applications (NetApps) development environment.



5GMediaHUB will offer 3<sup>rd</sup> party application developers, such as service providers, the opportunity to experiment, test and validate their media applications by using the 5GMediaHUB Experimentation Facility. This will decrease the time needed for an enterprise to make its services available to end users. The outcomes of the project will benefit the European media industry considerably, particularly SMEs, enabling it to become a force to be reckoned with at a global level.

“In 5GMediaHub we capitalize on the experience from previous 5G projects in network slicing and orchestration. Existing well-established 5G platforms will be extended during the project in

order to test 3rd party media services to enable EU achieve its goal to become a world leader in 5G.” stated 5GMediaHub Project Coordinator Christos Verikoukis, from CTTC, Barcelona.

The use cases that will be tested are: I) Immersive Augmented, Virtual and Extended Reality applications; II) smart media production; and III) smart media content distribution. The outcomes of the experiments will offer valuable information and insight regarding the 5GMediaHUB Experimentation Facility performance.

5GMediaHUB is a Horizon 2020 project funded by the European Commission and coordinated by the **Centre Tecnològic de Telecomunicacions de Catalunya** (Spain). Seventeen partners from the academic, multimedia, IT and telecommunications sector from 9 European countries will collaborate to achieve the goals set in the framework of the project and ensure its successful execution. These include: **Centre Tecnològic de Telecomunicacions de Catalunya** (Spain), **Associazione PIU - Promozione dell’Innovazione fra Industria e Università** (Italy), **Foundation for Research and Technology Hellas** (Greece), **Norwegian University of Science and Technology** (Norway), **Waterford Institute of Technology** (Ireland), **Telenor ASA** (Norway), **FORTHNET S.A. Hellenic Telecommunications and Telematic Applications** (Greece), **Rundfunk Berlin-Brandenburg** (Germany), **APPART AE New Technologies Computer And Telecommunications** (Greece), **Brainstorm Multimedia S.L.** (Spain), **EBOS Technologies LTD** (Cyprus), **INLECOM Innovation** (Greece), **Iquadrat Informatica SL** (Spain), **SWISS TXT** (Switzerland), **EKTACOM** (France), **RayShaper** (Switzerland), **Norigin Media AS** (Norway).



[www.5gmediahub.eu](http://www.5gmediahub.eu)

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