

WEBINAR TALK ON UNDERSTANDING 5G BROADCAST

17 OCTOBER 2024
THURSDAY
ONLINE PLATFORM
(ZOOM)

03:00 PM - 05:00 PM

 03- 78900133

BEM CPD Approved Hours : APPLYING
CPD Ref Num : IEM24/HQ/XXX/T



**Mr. Tengku Razman
bin Tengku Othman**

SYNOPSIS :

This talk introduce the fundamentals of 5G technology and broadcast especially video content, exploring its architecture, key requirements, capabilities, applications, and the innovations that content bring to the business and users. 5G broadcast technology represents a significant leap forward in mobile communications, offering enhanced data transmission capabilities, lower latency, and more efficient use of spectrum. Unlike traditional mobile communication, which relies on unicast transmission where each user is served individually, 5G broadcast enables the simultaneous delivery of content to multiple users using a multicast and broadcast on top of unicast. This makes it highly efficient for distributing data-heavy content such as live sports events, software updates, and emergency alerts.

One of the key features of 5G broadcast is its ability to seamlessly integrate with existing mobile and fixed networks. This ensures that users can receive high-quality broadcast services on a variety of devices, including smartphones, tablets, and smart TVs, without the need for additional infrastructure. Additionally, 5G broadcast can support higher data rates and improved coverage, making it ideal for both urban and rural areas.

The technology also introduces new business opportunities for mobile network operators and content providers by enabling them to offer innovative services such as enhanced mobile TV, real-time streaming, and interactive applications. Moreover, 5G broadcast can play a crucial role in public safety communications by providing reliable and timely dissemination of information during emergencies.

ABOUT THE SPEAKER:

Global and results-driven professional with almost 3 decade of experience in Telecom, Media and Technology, Cloud SaaS, and Service Automation utilizing AI/ML technologies. Demonstrated success in increasing revenue and achieving targets within global digital service companies. Possesses strong cross-functional collaboration skills and a keen business acumen. Currently pursuing Cloud Solution Architect-Associate certification. Highly credible with a proven track record of taking ownership and driving results. Inventive and able to simplify complexity, with a bias for listening from customers. Experience with iterative hypothesis/test/analyze/improve approaches. Ability to work with ambiguity and be comfortable with a pragmatic and startup mindset.

REGISTRATION FEES
IEM STUDENT MEMBER : FREE
IEM MEMBER : RM 15
NON IEM MEMBER : RM 70