

54 FESTIVAL





5G Festival is the world's first 5G powered, internationally accessible immersive festival experience creating new opportunities for artists to experiment and collaborate, new business models for festivals and live music venues, and enhancing the audience experience at home or at a venue.

The collaboration is led by Digital Catapult, the UK's leading advanced digital technology centre and 5G specialist, and brings together global music company Warner Music Group; renowned arts and culture organisation Brighton Dome & Brighton Festival; network operator, venue owner and 5G provider Telefónica UK, O2; pioneers in music production Metropolis Studio (audio mixing, production and venue), Audiotonix (audio equipment) and Sonosphere (immersive audio); and innovative digital technology companies Mativision (5G, 360° immersive live streaming and distribution platform) and LiveFrom (blockchain ticketing).

Objectives

Design, build and demonstrate a 5G enabled, immersive, virtual music platform, that enhance artists' ability to

- produce collaborative music performances
- transform in-venue audience experiences
- create new types of hybrid/live festival experiences



5G Festival will:

Demonstrate creation of a live, 360 immersive, professional music feed - produced synchronously from multiple locations - exploiting 5G high bandwidth, ultra-low latency and network slicing.

Live stream to both

- audiences 'at home'
- audiences 'in person' at 5G equipped venues

Investigate new types of hybrid/live festival experiences

Showcase the technology in venues like Brighton Dome, The O2 and Metropolis Studios

What use cases will 5G Festival develop ?

Three use cases combined to create a unique live music experience.

Remote Music Production

Two (or more) artists in remote locations are able to:

- Play synchronously
- See each other for visual cues
- Experience audience reaction

Virtual Festival (@home)

Fans at home consume a combined live feed from collaborating artists using any device (phone / laptop / VR headset) for a rich immersive live music experience without the need for travel.

Hybrid Festival (@venue)

Groups of fans at a physical venue experience part of a live collaborative performance physically with the collaborator “present” in XR - augmenting their traditional experience.

Showcase Events

Showcase events will take place at these prestigious and historic UK music venues:



Brighton Dome & Brighton Festival

- Brighton Dome is the South East's leading arts and entertainment venue
- It is Grade I listed with three distinct performance spaces including its 1,800 seat Concert Hall
- Pink Floyd first performed Dark Side of the Moon and Abba won Eurovision in 1974



The O2 Arena and O2 Academy venues

- The O2, has been the world's top arena for ticket sales since 2008 with a capacity of 20,000.
- 2m tickets sold in 2018, 0.8 million more than its closest rival Madison Square Garden
- More than 60 million people have visited the O2 since it opened

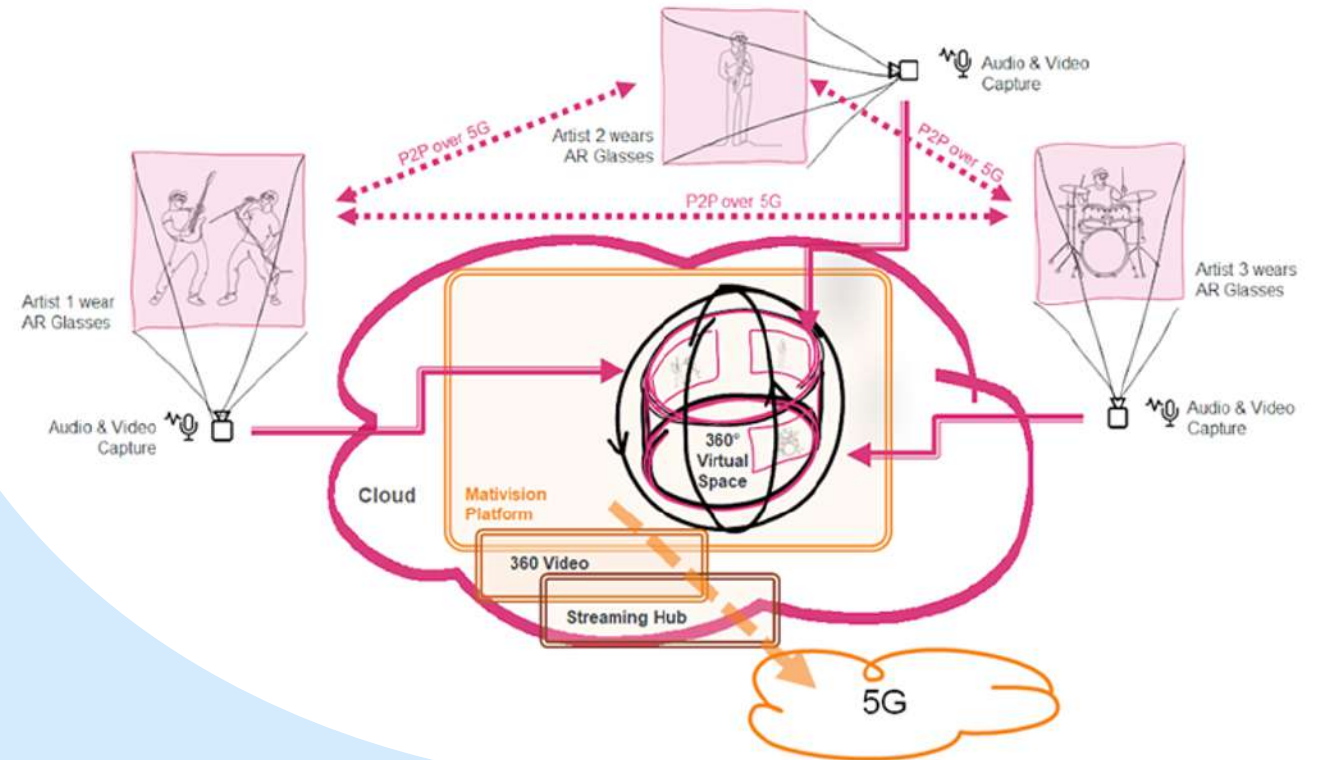


Metropolis Studios

- Europe's #1 independent recording studio and home to the best mastering engineers in the world
- The Power House, is a prestigious Grade II listed building used as a intimate event space

The 5G Festival use cases will be hosted on a bespoke platform

The 5GF project will design, build and demonstrate a platform leveraging 5G technology to transform audience experience and artist's ability to produce collaborative music performances that can be engaged with online and in a digitally enhanced live venue experience.



World-leading project partners

5G Festival has 9 partners for delivery...

5G FESTIVAL

and 6 partners* in its advisory board.

Technology Providers

CATAPULT
Digital

Audiotonix

Telefonica | O₂


mativision

LIVE
FROM

Venue

DEF

Metropolis Studios

Telefonica | O₂

Music Production



WARNER MUSIC GROUP

 **Sonosphere**

Metropolis Studios

Advisory Board

verizon

MEDIACOM

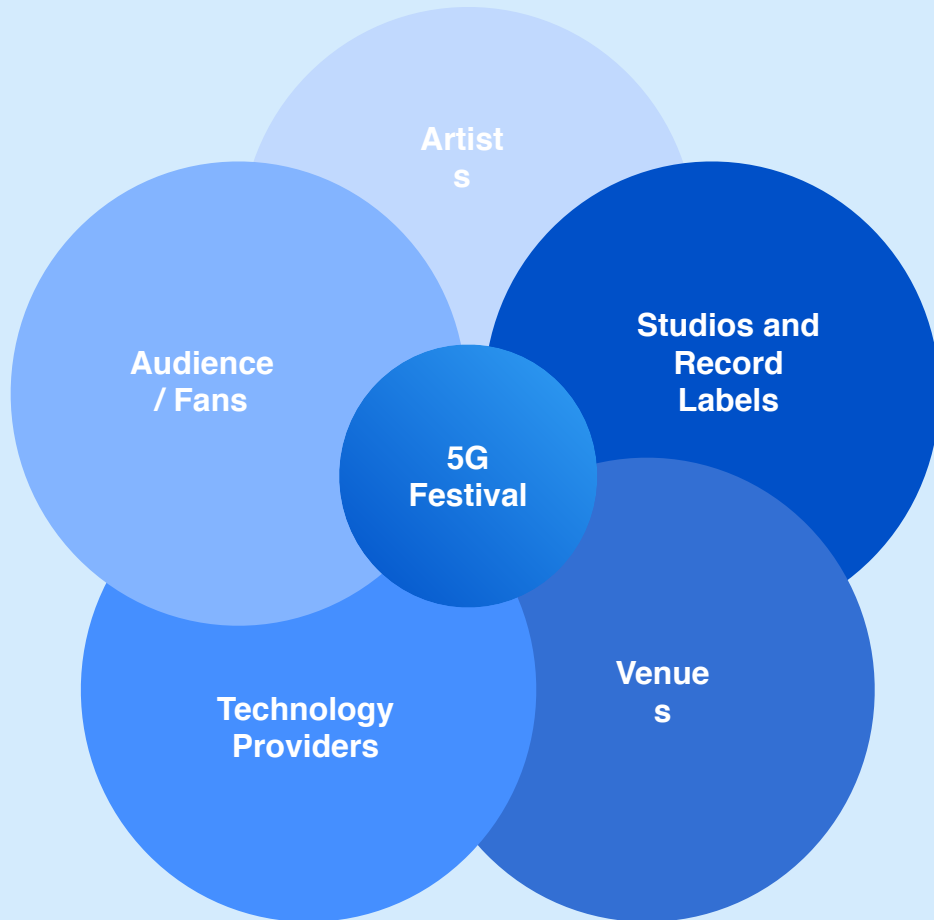
 **unity**

 **ELEVEN**

ticketmaster

ACM

5G Festival project delivers value to the entire music ecosystem.



Benefits



Reduced cost of collaboration

Increased Audiences

Increased Artistic Creativity

New talent acceleration

Reduced environmental impact of music industry

Accelerated 5G deployment

Indicators



Number of artistic collaborations

Audience sizes for live music (physical and virtual)

Musical Diversity and Experimentation

Number of emerging artists

Estimated differential in GHG emissions between physical, hybrid and virtual performances

Other uses for low latency 5G collaboration

5G Festival is a unique project at world level

The 5G Festival will develop a platform that...



Delivers professional quality **live music collaboration** for artists and **enhances audience experiences**.

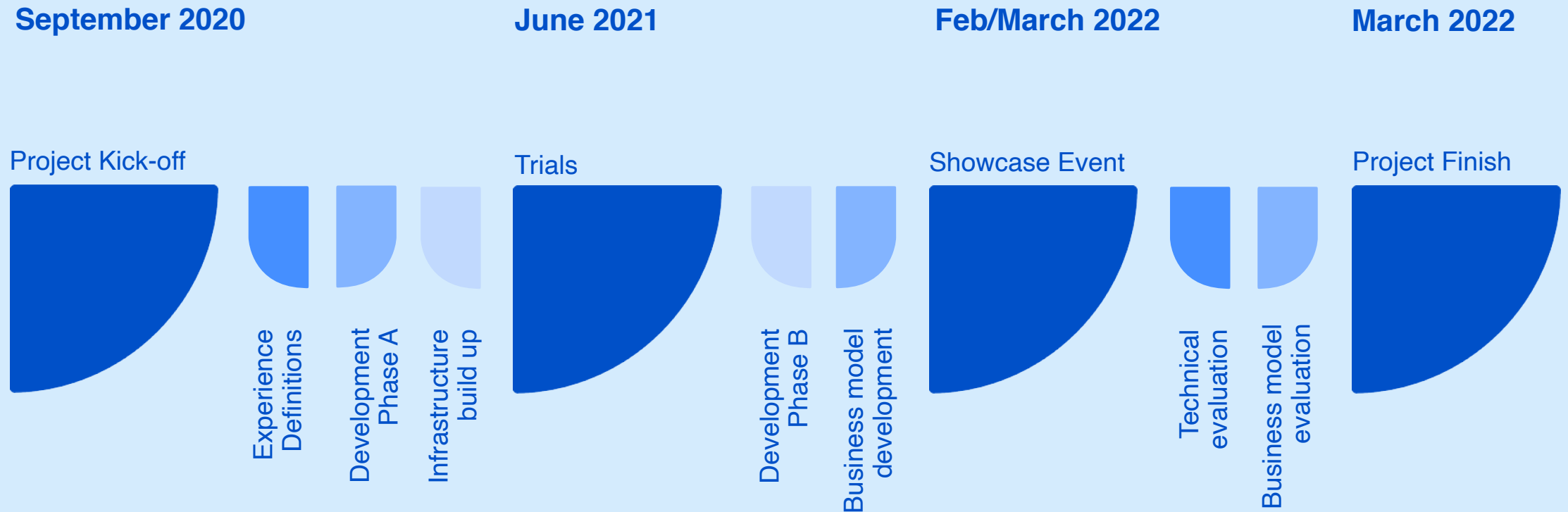


Uses the latest advances in **5G** (Stand-alone, Mobile Edge Compute) and **Immersive** (AR headsets).



Offers a **commercially sustainable business** opportunity for wide range of stakeholders.

Project Timeline



5g FESTIVAL

Audiotonix

Metropolis

Sonosphere

mativision
the experience is everything

WARNER MUSIC GROUP



CATAPULT
Digital

O₂



5gfestival.co.uk