

AT&T Innovations

AT&T and LiveU Team Up on 5G for Live News and Sports Broadcasts



Broadcasters, production crews, and sports organizations must deliver breaking news and live events quickly and efficiently. 5G offers the potential to transform behind-the-scenes video operations, expand broadcast production capabilities, and deliver the next generation of entertainment options.



LiveU's LU300 HEVC: A Compact HEVC Field Unit for On-the-Go Live Streaming

[Learn more about LiveU.](#)

5G will Bring Portable Transmission Solutions

[AT&T](#) and [LiveU](#) are working together to bring 5G to LiveU's HEVC (High Efficiency Video Coding) bonding portable transmission solutions. We will test the real-world impact and performance enhancements 5G technology can have on live broadcast video production using LiveU HEVC portable broadcast units.

AT&T and LiveU plan to explore using 5G capabilities in the AT&T Foundry to enhance the capture and delivery of live video content.

LiveU HEVC portable units currently use a patented technology that bonds multiple cellular networks together for video transport, including AT&T's 4G LTE network. In addition, they offer other transport technologies such as Wi-Fi and satellite.

LiveU Global Customer Base

LiveU provides reliable live video streaming solutions on TV, mobile, online, and social media for newsgathering, live sports, and events coverage in more than 130 countries. The combination of HEVC bonding and 5G capabilities is intended to allow LiveU's global customer base to take advantage of higher speeds and lower latency in the field and promises enhanced features for future LiveU video solutions.

"We see 5G as a critical advancement for the broadcast industry disrupting the way breaking news, live sports, and other live events are produced. We anticipate the technology will bring more capabilities to our customers, such as multiple channels of audio, multi-camera productions from a single portable transmission solution, 4K streaming, and high-quality video return."

- Avi Cohen, Chief Operations Officer and Co-Founder, LiveU