

# Open seminar - The future of media in 5G

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**21.3.2018, 13.00-16.00**

**Aalto campus, T-building, room T6 (Konemiehentie 2, Espoo)**

13.00-13.15 Coffee

13.15-13.30 Welcome and introduction to Wireless for Verticals (WIVE) and 5G Test Network Finland

*Jarkko Paavola, Turku University of Applied Sciences*

13.30-13.50 What are the youngsters doing? Insights from a longitudinal media diary study

*Johanna Lindström, Åbo Akademi University*

13.50-14.10 Understanding customer experiences in media services

*Jacob Mickelsson, Åbo Akademi University*

14.10-14.30 Virtual reality as a media format

*Henrik Helin, 360Mediatalo*

14.30-14.45 Break with fresh coffee

14.45-15.05 Opportunities in 5G

*Janne Koistinen, Telia*

15.05-15.25 Artificial intelligence in the media industry

*Jouni Frilander, YLE*

15.25-15.45 5G-Xcast: Enabling mass media delivery and interconnected social experiences in the 5G era

*Athul Prasad, Nokia BellLabs*

15.45-16.00 Closing words

The event is free of charge and open for all interested. For more information, contact Anna-Greta Nyström, [anna-greta.nystrom@abo.fi](mailto:anna-greta.nystrom@abo.fi)

**Registration** by 14<sup>th</sup> March via: [https://www.lyyti.fi/reg/The\\_Future\\_of\\_Media\\_in\\_5G\\_6466](https://www.lyyti.fi/reg/The_Future_of_Media_in_5G_6466)