



KANTAR

Montrouge, 3 March 2025

PRESS RELEASE

TDF COMMITS TO 5G BROADCAST: A REVOLUTION FOR TELEVISION ON THE MOVE

TDF today unveils the results of a study conducted jointly with Kantar on the potential of 5G Broadcast, an innovative technology that enables optimal mobile television reception. The study highlights strong public interest and concludes that this is a major advancement for Digital Terrestrial Television (DTT), opening up new opportunities for broadcasters

A few months after the success of the [5G Broadcast Live Test launched during the Paris 2024 Olympic Games](#), the world's first large-scale 5G Broadcast broadcasting, TDF is now anticipating its deployment in collaboration with its broadcasting partners.

5G Broadcast technology allows people equipped with a compatible smartphone to receive linear TV programs without requiring a Wi-Fi connection or consuming mobile data consumption.

The new survey conducted by Kantar reveals a strong appetite among the public for mobile viewing

Conducted for TDF in January 2025 on a representative sample of 2,045 French individuals aged 16 and over, the survey reveals a strong enthusiasm for mobile television viewing outside the home:

- 24% of people aged 15 to 49 watch classic TV programs live on their mobile at least once a month.
- Public transport is a key place for video consumption.
- More than 1 in 2 people aged 15-49 say they are ready to use 5G Broadcast to watch TV on the go.

A High-Performance and Responsible Technology

5G Broadcast combines performance and energy sobriety:

- It provides a seamless, latency-free experience, similar to DTT.
- It allows users to watch television for free, without consuming mobile data—an essential advantage for viewers.
- Leveraging existing infrastructure, it could be available nationwide, making it ideal for live events and travel.
- Like DTT, it is less energy-intensive than internet networks, reducing its environmental impact.

High-Quality Use Cases for a Connected Population

TDF has combined the findings of the Kantar survey with those from Médiamétrie's benchmark "Global Video" study to project usage and audience potential for 5G Broadcast.

The results of this unprecedented study have been shared with the leading DTT broadcasters:

- A younger, more urban population eager for digital content will be able to access an unmatched mobile viewing experience on the move.
- Enabling 5G Broadcast on smartphones enhances mobile offerings: the quality and seamlessness of DTT merge with the smartphone's natural interactivity, bridging linear and non-linear content with personalized and uninterrupted contextualization.
- This offer aligns with current trends in mobile video consumption while meeting user expectations.

In partnership with broadcasters and audiovisual stakeholders, TDF is actively preparing the future of terrestrial broadcasting, in line with evolving viewer habits, responsible innovation, and the continued pluralism of DTT.

Karim El Naggar, General Manager for Audiovisual and Networks, TDF, said:

"As mobile video consumption becomes essential, the mobile broadcasting of DTT channels presents an opportunity for seamless and direct access, ultimately expanding their audience. As a technological and strategic partner to broadcasters, we continue to innovate alongside them to support usage trends and address their needs: rejuvenating audiences, enabling mobile viewing, and managing carbon footprints. 5G Broadcast is a solution that meets these challenges, and we are eager to deploy it".

Jacques Donat-Bouillud, Director of Distribution at France Télévisions, said:

"The 5G Broadcast experiment during the Paris Olympic Games, in which France Télévisions participated as a partner, demonstrated its potential to support new viewing habits, particularly among younger audiences on the move. 5G Broadcast exemplifies technological innovation that respects the environment while enabling France Télévisions to better serve its viewers".

About the TDF Group

As a neutral and open infrastructure operator, TDF supports digital players in their strategic connectivity challenges in both mainland France and overseas territories. Whether for audiovisual broadcasting, ultra-high-speed mobile coverage, or network solutions, TDF provides its clients with industry expertise, a unique and innovative technological mix, and a strong local presence. In an increasingly connected world, TDF has been enabling telecom and media industries to connect territories and people faster for over fifty years, with its portfolio of 8,600 commercialized sites. www.tdf.fr

Press contact TDF - Pauline Mauger

Tel.: 07 70 01 18 27 - Email: pauline.mauger@tdf.fr

About Kantar

Kantar is the world's leading marketing data and analytics company and a key brand partner for the largest global corporations. We combine the most meaningful attitudinal and behavioral data with deep expertise and technology platforms to track how people think and act. We help our clients develop marketing strategies that shape their future and drive sustainable growth. For more information, visit <https://kantar.com/fr/>

Kantar press contact - Pauline Germain

Phone : 06 07 54 69 72 - Email : pauline.germain@40hertz.fr