11h30 - 13h | Aug.22, 2017 – Tuesday | ROOM 13

NEW PLATFORMS AND INFRASTRUCTURE

VIDEO OTT: BEST PRACTICES AND NEW FRONTIERS

Chair: Jose Salustiano Fagundes, CEO, HXD OTT SOLUTIONS

Between 2010 and 2017, more than 200 OTT video platforms were launched in Latin America and the Brazil, which already occupies the 7th place in online video viewing and still has space to grow, has become one of the main market for this segment, with The presence of local and international players. In this panel we will know the current status of development, best practices and new technological frontiers, such as the use of cognitive computing Technologies.

- **COGNITIVE COMPUTING IN MEDIA AND ENTERTAINMENT INDUSTRY**

Speaker: Zalkind Lincoln - IBM Global Markets Technical Leader

Data from media consumption is rapidly growing in volume, variety and complexity. This digital data may be the most valuable asset the industry has. Let's explore how cognitive computing can harness insights that reside in all this data and make them useful for discovery, decision support and ways of interaction with clients.

- **LANDSCAPE OF HYBRIDCAST IN JAPAN**

Speaker: Masaru Takechi - Advanced R&D Department, NHK Engineering System Inc. and NHK Science & Technology Research Laboratories

Hybridcast is the world's first HTML5 based Integrated Broadcast-Broadband (IBB) system. Since its commercial launch in 2013, more than five million TV receivers have been deployed in Japan, and more than 20 broadcasters experiences offering service by Hybridcast. Hybridcast is capable to offer various services including second screen and VOD/streaming. Recently, MPEG-DASH is widely used to deliver audio-visual content over the Internet. In Hybridcast, handling of MPEG-DASH based delivery is standardized by the use of the technique called Media Source Extension (MSE) which is a set of APIs in JavaScript. A software called "dashNx" is developed to use it on TVs where available system resources are quite limited. "dashNx" can also be used on usual smartphones or tablets,

which allows service providers to offer their services on second screens in a common way. In this talk, how MPEG-DASH works in Hybridcast, and some examples will be addressed.

- **NETFLIX OPEN CONNECT, THE NETFLIX CONTENT SERVER**

Speaker: Flavio Amaral - South America Network Strategist do Netflix

To operate as a global provider of streaming movies and television series serving more than 100 million users, Netflix has invested in innovative technologies to provide a good access experience. In this talk we will learn about the Netflix Open Connect solution, a CDN installed on ISPs to allow users to access and watch content faster.

- **HYBRID CONVERGENCE MODELS OTT & OPEN DIGITAL TV**

Speaker: Marcelo Knörich Zuffo - Coordinator of the Interdisciplinary Center on Interactive Technologies University of Sao Paulo (USP)

OTT is an established concept in the audiovisual industry. New paradigms of distribution and consumption of access to digital media continue to emerge. We will focus our presentation on trends in hybrid models where there is the convergence of OTT technology with Digital Terrestrial TV.

- **OTT VIDEO: GLOBO PLAY AND GLOBOSAT PLAY CASES**

Speaker: Marcello Azambuja - Director of Digital Platforms - Globo.com

We'll talk about the learnings and challenges of the biggest media group in LATAM regarding two cases: Globo Play and Globosat Play, and the challenges in building such a technological platform.

- **BUILDING A BRAZILIAN OTT VIDEO PLATFORM**

Speaker: Luiz Bannitz Guimaraes - Director of Content and Business for Looke

In this session we will present the lessons learned to create and position Looke, a Brazilian platform launched in 2015, in the video OTT services market. With more than 10,000 titles cataloged, organized into 19 categories, Looke now has a base of approximately 600 thousand users who access the platform by SVOD and TVOD for rent or purchase of videos. Currently it promotes actions to consolidate itself among the Brazilian public and to expand its service in Latin America.

Jose Salustiano Fagundes, CEO, HXD OTT SOLUTIONS

Founder of HIRIX Systems Engineering and CEO of HXD Smart Solutions - a Brazilian company that since 2007 has been "thinking and doing the new television", building cases with clients such as Caixa Econômica, Bandeirantes Communication Group, TV Globo, Climatempo TV, LG, Amazon Sat, Panasonic, Philips and History Channel, among others. He was vice-president of SUCESU (Society of Users of Information Technology and Telecommunications), evaluator of the Dorgival Brandão Award for Quality and Productivity in Software MCTI / PBQP / Softex and member of the

Deliberative Council of the SBTVD Forum. He currently participates in the New Media Research Group of the Brazilian Society of Television Engineering (SET) and LabArteMidia-Laboratory of Digital Arts, Media and Technologies of USP.

Zalkind Lincoln - IBM Global Markets Technical Leader

Software Engineer with experience in the Digital TV area, having participated in Coordination of software implementation projects for ISDB-T. He works at IBM leading companies to create disruptive solutions using technologies such as Cognitive Computing and Cloud.

Masaru Takechi - Advanced R&D Department, NHK Engineering System Inc. and NHK Science & Technology Research Laboratories

Mr. Takechi received B.E and M.E. degree from Tohoku University, Sendai, Japan in 1987 and 1990 respectively. He joined NHK in 1990. Since then, he studied many areas of broadcasting technologies at its STRL including satellite digital broadcasting system, multiplexing, and middleware and interactivity. Among them, his particular interest is middleware and architecture of interactive TV. His research contributed to receiver architecture and system design of Japanese interactive TV systems and Integrated Broadcast-Broadband (IBB) systems, namely BML, ARIB-J and Hybridcast. He has also been active for international standardization. He took a lead to create more than 15 ITU-R and ITU-T Recommendations and ITU-R Reports for interactive TV systems, IBB systems, and accessibility. He is Co-Chair of IRG-IBB which are in charge to develop Recommendations for interactivity and IBB systems at ITU-R and ITU-T. He also made a contribution to ISO/IEC JTC 1/SC2 to revise Universal coded Character Set (UCS, ISO/IEC 10646) 5th edition to add new symbols for UHDTV services in Japan to the UCS standard. Currently he is Senior Research Engineer at NHK Engineering System Inc. and works for implementation, deployment, and harmonization of Hybridcast.

Flavio Amaral - South America Network Strategist do Netflix

Graduated in Computer Science with a Master's Degree in Electrical Engineering from UFRN. Since graduation, she has been working in projects related to the Internet, starting as a fellow in the Department of Informatics at UFRN in 1994, when we connected several computers from the laboratory to the Internet. ? Works in the implementation of PoP-RN in 1996, project of RNP, where he held the position of network engineer and security. He was a professor at the Federal Technical School of Rio Grande do Norte from 1998 to 2000, where, in addition to teaching, he helped expand the institution's provider. In 2000, he joined Yahoo! Brazil as an operations engineer to start the site expansion project in Brazil and Latin America. Joined Netflix in May 2012, serving today as network strategist for Latin America, is a content winner for a region and a user experience.

Marcelo Knörich Zuffo - Coordinator of the Interdisciplinary Center on Interactive Technologies University of Sao Paulo (USP)

Graduated in Electrical Engineering from the Polytechnic School of the University of São Paulo - EPUSP - (1988). Master, Doctor of the Polytechnic School. Visiting professor at the University of Calgary. Researcher at the Integrative Systems Laboratory and coordinator of the Interdisciplinary

Center on Interactive Technologies. Chairman of the Superior Council of the Association of Polytechnic Engineers.

Marcello Azambuja - Director of Digital Platforms - Globo.com

Graduated in Electronic and Computer Engineering from UFRJ, MBA degree from COPPEAD/UFRJ, pursued a Management degree from Hardware and finishing his PhD in Artificial Intelligence/Computer Science from PUC-Rio. Joined Globo.com in 2003 as software engineer, was in the team of the first OTT launch in Brazil, Globo Media Center (2004). Currently Director of Digital Platforms at Globo.com, responsible for the development of Globo Play and Globosat Play.

Luiz Bannitz Guimaraes - Director of Content and Business for Looke

Lawyer, Economist and Business Administrator, worked in company like HBO Brasil, GEO Eventos, EMI Music. He is content evaluator and business development for Fitness Channel, and Director of Content and Business for Looke. He participates as a speaker in events of technology, digital distribution and audiovisual.

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