14h - 15h30 | Aug.22, 2017– Tuesday | ROOM 13

HOT SESSION

SWITCH-OFF: LESSONS LEARNED AND WHAT LIES AHEAD

Chair: Fernando Ferreira – SET

- What we can expect in the next 12 months in cities and regions as relevant as Rio de Janeiro, Belo Horizonte, Curitiba, Porto Alegre and the São Paulo hinterland, among others.
- Looking forward, what is the view of the value of Digital TV in a new media context that exists today.
- Research Institute's view of the perceived value of Digital TV. What can free-to-air TV expect with the new media, through its own eyes.
- Sinclair's view of where free-to-air TV will go. The USA has already implemented Digital TV across a large stretch of the country.
- With the new ATSC 3.0 standard, what do they expect to obtain from the evolution of free-to-air TV.

- **Speaker: Raymundo Barros – Director of Technology Rede Globo**

- **Speaker: Antônio Carlos Martelletto - Presidente EAD - Be Digital**

- **Speaker: Dora Câmara - Commercial Executive Director Brazil - Kantar IBOPE Media**

- **ATSC 3.0 IS JUST THE BEGINNING OF A NEW MOBILE EXPERIENCE!**

Speaker: Louis Libin - Sinclair Broadcast Group

ATSC 3.0 is the natural progression to higher video and audio quality. It improves the viewing experience, there is higher compression efficiency, there is much more robust transmission for reception on both mobile and fixed devices, and there is more accessibility, personalization and interactivity. ATSC 3.0 also addresses the fast-changing consumer behavioral preferences and changes, providing TV content on a wide variety of devices. ATSC 3.0 will continue to add value to the broadcasting service platform, extending its reach and adding new business models – all without

restriction of backwards compatibility with the legacy system. It is a new world, that we will explore next...

Fernando Ferreira - SET

Graduated in electronic engineering, specializing in Telecommunications, in Porto Alegre; has a graduate degree from the Kellogg School of Management, Northwestern University, in Evanston, Chicago. Participated on the Deliberative Council of the Forum of the Brazilian Terrestrial Digital TV System in the Broadcasting sector. Headed up the creation of digital TV broadcasters in Porto Alegre and Florianópolis, as well as other broadcasters in the same states (RS and SC)..

Raymundo Barros – Director of Technology Rede Globo

Raymundo Barros is an Electronic Engineer graduated from the Polytechnic School of the University of Pernambuco. He holds an MBA from IBMEC / SP and a postgraduate degree in networks and telecommunications systems from Inatel. He began his career as a trainee at Globo Nordeste. Director of Engineering of Globo Nordeste and Director of Engineering of Globo São Paulo. In 2014, Raymundo Barros took over the Technology Direction of Rede Globo.

Antônio Carlos Martelletto - Presidente EAD - Be Digital

Holds a degree in Electrical Engineering/ Electronics from PUC-RJ, with a specialization in Telecommunications from UNICAMP. He has been an Executive Officer of the América Móvil group since 2008, having previously CTO at Vivax and having worked at companies like Globosat, Telebrás and Promon Engineering.

Dora Câmara - Commercial Executive Director Brazil - Kantar IBOPE Media

Dora Câmara has a degree in Social Communication from ESPM and an MBA in business management by the FIA. She has been in Kantar IBOPE Media for 31 years. In 2010, received the Professional Contribution Award - Specialized Services category of APP. In 2011, she was nominated for the Outstanding Professional Communication Award in the Research category promoted by the Brazilian Advertising Association. Currently, she has been working on multi-screen metrics solutions and simultaneous multimedia consumption.

Louis Libin - Sinclair Broadcast Group

Louis Libin is Senior Director of New Technology for Sinclair Broadcast Group. At Sinclair, Louis will be building out the SFN's. Louis specializes in broadcast, new product development, and new media. Louis has worked in strategic development for advanced television in many countries. In the United States, Libin has advised on spectrum and FCC issues. Libin provides workshops on equipment and technology to international regulatory agencies. Louis chairs the advisory committee of the Advanced Television Broadcasting Alliance. Mr. Libin is the local frequency coordinator for the New York Region. Louis is involved in the ITU and has written numerous papers on spectrum..

Cite this article:

Ferreira, F., Barros, R., Martelletto, A. C., Câmara, D. and Libin, L.; 2017. Switch-off: Lessons Learned and what lies ahead. ISSN Print: 2447-0481. ISSN Online: 2447-049X. v.3. doi: 10.18580/setep.2017.15. Web Link: <http://dx.doi.org/10.18580>