16h - 17h30 | Aug. 22, 2017– Tuesday | ROOM 13

TECHNOLOGY AND BUSINESS

BROADCASTING MARKET: THE UNCERTAINTY FACING THE DIGITAL WORLD

Chair: PAULO CANNO - Technology Director - Rede Gazeta Network ES/ SET

Co-chair: Luana Carolina Bravo - Educational committee - SET

In the second half of the 20th century, open television reigned alone in entertainment for the masses. But, the century has changed ... and the game too! The Internet, which started shy with magazine face, now has billions of hours of music and video, even in 4k!. And every hour that passes thousands of hours add to this infinite collection. And you watch as you wish: at home, on the bus, on the cell phone and ... on the TV itself. And to complicate, you also watch for free. Like on open TV! How not to lose this game? How do we keep that audience which takes decades to conquer? How to attract younger, fleeing from the TV couch? What type of content, what kind of programming only open TV is able to offer? Is multiplatform a solution? How to use the internet in our favor? These are some of the many issues that challenge the future of open TV.

- **DIGITAL TRANSFORMATION – THE PATH TO INNOVATION**

Speaker: Daniela Souza, SVP on AD Digital

We're currently in a moment of change: disruptive models have created a public with new unhabits and new requirements, in a way that media companies need to worry about delivering a personal experience to users in multi-screens, while also revising their business approach to both commercials and the PayTV industry. Follow AD Digital in this discussion about the pillars of this transformation and new business strategies for the future (2020 Vision).

- **Speaker: Rodrigo Navarro Marti - Multiplatform Director - SBT**

- **FUTURE PROSPECT OF BROADCASTING SERVICE**

Speaker: Akihiko Chigono - Executive Director, Chief of Engineering NHK (Japan Broadcasting Corporation)

The environment around the broadcasting is changing rapidly. IT technologies are penetrating to the broadcasting industry and NHK, along with other broadcasters, has to adapt this situation. This presentation introduces the current situation in broadcasting industry in Japan and how NHK is dealing with it for keeping initiative as an advanced media service provider..

- **Speaker: RODRIGO NEVES - Adviser and former President of AESP**

PAULO CANNO - Technology Director - Rede Gazeta Network ES/ SET

An Electrical Engineering graduate from the São Carlos School of Engineering of the University of São Paulo and a graduate degree in Enterprise Management from the FGV. He was involved in the design and installation of radio and TV transmission systems between 1976 and 1984, as the engineer in charge at Sociedade Nacional de Eletrônica. From 1984 to 1986 he worked at Engesa Eletrônica, where he was in charge of the component quality control laboratory. He has been with Rede Gazeta in the State of Espírito Santo (a Globo Network affiliate) since 1986, where he is Technology Director with responsibility for the entire technology infrastructure that supports the group's television and radio broadcasters.

Luana Carolina Bravo - Educational committee - SET

Electrician engineer with emphasis in electronics from the Faculty of Engineering São Paulo. Post graduate in Digital TV by Mackenzie University. She has been in the television business for over 10 years. Participant in the SET board since 2012, member of the Technical Reception Group (GT-Rx) of GIRED, member of the Market Module of the Brazilian Digital TV Forum and representative of ABERT in the Project UHD- Brazil.

Daniela Souza, SVP on AD Digital

Founder of AD Digital, she joined the Media and Entertainment market in 1994. She's an invited speaker on the main events related to content creation, management and distribution, to share her view on market and future trends. Daniela's part of the board of directors of SET for more than 10 years and is responsible for some of the new concepts present on Brazil

Rodrigo Navarro Marti - Multiplatform Director - SBT

Graduated in Business Administration from Fundação Getúlio Vargas with an MBA from FIA. He has worked for 10 years in Consumer Goods company "Unilever", has more than 15 years of experience in media companies, "SBT", "Abril", being responsible today by SBT's Multiplatform Board..

Akihiko Chigono - Executive Director, Chief of Engineering NHK (Japan Broadcasting Corporation)

Mr. Chigono joined NHK in 1977. After working for the Program Engineering Division, he became the Head of the Engineering Administration Department in 2006. Then he became the Director of Engineering Administration Department in 2010. He played a key role in the immediate recovery of the broadcasting network after the Great East Japan Earthquake on March 11, 2011. In the same year, he led and managed the digitalization of terrestrial television network in Japan, and successfully supervised the completion of the analog switch-off in March 2012. He transferred to the NHK Media Technology and became the President/CEO in 2013. Since 25, April 2017, he is the Executive Director, Chief of Engineering of NHK. He is currently responsible for engineering and information systems & security including the development and implementation of next-generation television services.

Rodrigo Neves - Adviser and former President of AESP

Rodrigo Neves, journalist specializing in radio journalism. Currently holds the position of General manager at Grupo Bandeirantes de Comunicação in the city of Campinas, SP, which consists of four radio stations, a television station and a daily newspaper. From July 2011-July 2015, he was president of the AESP, the Association of Radio and Television Stations in the State of São Paulo, the first industry association in Brazil and the most important regionally speaking, and presently holds the seat as 2nd Member of the Board of the association. He is Regional Vice President Regional of Amcham Campinas, a Member of the Board of the Centro Infantil Boldrini, the charity children's cancer and hematology hospital; SERTESP – the Union of Radio and Television Companies in the State of São Paulo and the Centro Corsini, a highly complex shelter for children and adolescents.

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