9h - 11h | Aug. 23, 2017– Wednesday | ROOM 12

TECHNOLOGY AND BUSINESS

THE SUBSCRIBER TV MARKET AND OTT IN BRAZIL

Chair: Cláudio Borgo - NET

Customers are changing the habit and the way they consume Video and Entertainment for the model "Anytime, Anywhere". Pay TV companies, propellers on Video on Demand, are preparing for this new moment by delivering the content easily and mainly in an Integrated way. But what are the main innovations of Engineering and Technology to support this new moment? In this panel, with the participation of experts in innovation, we will have the opportunity to meet and discuss the key technologies that will enable this new time..

- **Speaker: Hugo Amaral Ramos - Chief Regional Technologist (CRT) for the Caribbean and Latin America (CALA) at ARRIS.**
- **Speaker: Damien Sterkers - Global OTT System Architect at Harmonic**
- **Speaker: Alessandro Maluf - Director of the TV Products of Claro Brasil**
- **Speaker: Fabiano Barbieri - Director of Video Engineering at Telefônica Brazi I**

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Hugo Amaral Ramos - Chief Regional Technologist (CRT) for the Caribbean and Latin America (CALA) at ARRIS.

He is responsible for evangelizing ARRIS's vision for technology throughout the Caribbean and Latin America and aligning its global innovation with local service providers' needs. In collaboration with ARRIS customers, Ramos develops technology strategies that influence the future of the region and advance ARRIS's regional thought leadership and technical expertise in telco and cable

TV systems and network architectures. Ramos has over 16 years of experience in the cable industry. He holds an Electrical & Telecommunications Engineering degree from Universidade Federal do Espírito Santo.

Damien Sterkers - Global OTT System Architect at Harmonic

Damien Sterkers, Global OTT System Architect at Harmonic, has 18 years of experience developing a deep and wide understanding of the various aspects of digital TV technology, with a focus on the OTT domain. His experience, mostly earned in the field and in direct contact with broadcasters, service providers and media companies, gives him a pragmatic vision on how technological innovations can be translated into practical benefits for operating and optimizing systems. Damien has lived and worked in many regions around the world and is fluent in four languages. He holds a degree from Supélec, a renowned French graduate school of engineering.

Alessandro Maluf - Diretor de Produtos TV da Claro Brasil

Responsible for the roadmap of new video features, has a degree in Advertising, an MBA with a Specialization in Finance, work at Telecom and Cable TV for over 20 years.

Fabiano Barbieri - Director of Video Engineering at Telefônica Brazil

Graduated in Computer Science and holds a MBA in Project Management with more than 17 years of experience developing and implementing Video Projects in North and South America, Europe.

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