14h - 15h30 | Aug. 23, 2017– Wednesday | ROOM 13

NEW PLATFORMS AND INFRASTRUCTURE

EVALUATION AND QUALITY CONTROL OF IP DISTRIBUTION

Chair: Gllvani Moletta - Diretor Tecnico - Fundação Padre Anchieta

In a scenario of inevitable technological changes that provide significant transition period. In this context, we will explore the challenges of Quality Control in the most diverse stages of production and in the many forms of IP distribution.

- **IP BROADCASTER - NETWORK SECURITY CHALLENGES AND SOLUTIONS APPLIED TO TELEVISION**

Speaker: Renan Cizauskas - Diretor Executivo - Ascent do Brasil

Currently, we have faced several financial, operational and technological challenges that force us to rethink the traditional engineering model of a television station. In this lecture we will approach the subject from the point of view of Security, abandoning the traditional models applied to the IT world. We will explore best practices and methodologies, protocols and new features, from the design of your network to transport IP video to day-to-day technical support.

- **REFERENCE SOLUTIONS, TESTS, MEASUREMENTS, MONITORING AND QUALITY CONTROL IN IP**

Speaker: Fabio Acquati - Diretor da NGN Telecom

Currently, we have the feeling that the world is going to IP and Broadcast is no different. This change is already taking place, right at the heart of the video operation, messing with the good old SDI, bringing new possibilities, greater flexibility, changing paradigms, but bringing with it new challenges. Let's talk a bit about how the Uncompressed Video over IP scenario is, the change in hybrid network reference (PTP), and how to monitor and maintain video quality in this IP world.

- **STREAMING INNOVATIONS FOR HIGHLY RELIABLE LOW LATENCY LIVE LINEAR TV**

Speaker: Samuel Yuen - Major Account Executive LATAM at Akamai Technologies

Trends on live linear TV and challenges involved. How to guarantee broadcast-grade quality transmission over the Internet with:

- (a) new contribution protocols;
- (b) new live ingest protocols;
- (c) new self-healing live origin architectures;
- (d) extremely distributed and reliable CDN services.

- **AUTOMATED MONITORING AND QUALITY CONTROL TOOLS FOR STREAMING MEDIA**

Speaker: Carlos E. O. Capelão - Director - Phase Engenharia / Interra Systems - representative

An overview of “Streaming Media market” and why we should pay attention to changes in consumption behaviors of the market. As consumers demand more content on an ever-growing range of devices, producers strive to meet these needs. This untamed growth of different delivery markets presents numerous challenges relating to the multitude of formats, regulations and new delivery methods. Why monitoring and quality checks are important? Simply put, without a stable, standards-compliant file, content may not reach viewers. Worse yet, a poor viewing experience can drive a consumer to other service providers and the options at a high speed. In the digital realm, QC and monitoring tools play important roles throughout the content production and delivery life cycle. The presentation will highlight the primary features of industries most widely adopted file-based QC system as well as newest monitoring tool for VOD and OTT markets and how it can improve workflow. The author will discuss the elements comprising the backbone of a streaming media system and address why quality and seamless delivery is essential. The presentation will look at several important market data that will produce a wakeup call to many of industry's traditional players. The author concludes with a look at some global trends and how global ecosystems, and streaming media workflows, are changing.

Gllvani Moletta - Diretor Técnico - Fundação Padre Anchieta

Technical Director of the Fundação Padre Anchieta responsible for the Engineering, Operations and Information Technology sectors; Electronic Engineer specializing in Digital Signal Processing; MBA in Project Management; Experience of 20 years in broadcasting.

Renan Cizauskas - Diretor Executivo - Ascent do Brasil

Director of Technology at Ascent do Brasil, an engineer, businessman, with training in audio, video and IT solutions for the Broadcast market, is currently dedicated to promoting and directing broadcasters in the adoption of virtualized and IP video solutions. He has worked for major manufacturers such as Harris Corporation, Grass Valley and television broadcasters: TV Bandeirantes and TV Cultura.

Fabio Acquati - Diretor da NGN Telecom

Telecom Engineer Contributions: Started his career at Tektronix, as Video System Engineer for South America and, over this period, watched the evolution and transition of video systems, following DTV tests in Brazil from the very beginning. Nowadays, he is Director at NGN Telecom, company he founded, in 2005, to work with quality assurance solutions for Telecom and Video Networks, improving his knowledge in IP networks. He is part of GEIP SET group, video industry training instructor and has studied, along with Tektronix, the technology and the challenges of Uncompressed IP Video.

Samuel Yuen - Major Account Executive LATAM at Akamai Technologies

Samuel Yuen is the Akamai executive responsible for the Media & Entertainment vertical in Latin America. He helps major media companies and partners deliver top quality experiences to the end users. Prior to Akamai, he has more than 10 years of experience developing businesses and managing projects at Oracle, Ericsson and Accenture, especially in the Telecommunications industry. Samuel is a MBA graduate from INSEAD Business School and holds a Computer Engineering degree from University of Sao Paulo.

Carlos E. O. Capelão - Director - Phase Engenharia / Interra Systems - representative

Electronic Engineer graduated from UFRJ in 1974, with several postgraduate credits in the area and an MBA from FGV-RJ. Since 1973, he has worked in the television and telecommunications sector, having worked in several TV stations and Embratel. Founding partner and former president of SET- Brazilian Society of Television Engineering. Since 1980 he has directed Phase Engenharia in Rio de Janeiro, working on the planning and supply of Solutions for Television and Telecommunication Systems and distributing Interra Systems' QC products in Brazil.

Cite this article:

Moletta, G., Cizauskas, R., Acquati, F., Yuen, S. and Capelão, C. E. O.; 2017. Evaluation and Quality Control of IP Distribution. ISSN Print: 2447-0481. ISSN Online: 2447-049X. v.3. doi: 10.18580/setep.2017.31. Web Link: <http://dx.doi.org/10.18580/setep.2017.31>