16h - 17h30 | Aug. 23, 2017– Wednesday | ROOM 13

NEW PLATFORMS AND INFRASTRUCTURE

CLOUD AND VIRTUALIZATION: INCREASINGLY PRESENT REALITY IN THE OPERATION OF BROADCASTERS AND PRODUCERS COMPANIES

Chair: Alexandre Sano - Gerente de Engenharia SBT

Cloud services and hardware virtualization have suffered great developments in the recent years in the media and entertainment market, on account of an intense search for cost reduction and operational efficiency within the companies. The possibility of using the maximum capacity of a computational resource or the possibility of hiring (pay) only for what is consumed, has facilitated the penetration of that type of service and become the increasingly common business model within the television stations and content producers. Many specialists consider this kind of vital technology for the survival of companies, since political and economic instability, especially in countries like Brazil, causes their operations to change size according to market demand, in a very rapid way. Another factor relevant to this major market change is the possibility of accessing and producing content remotely, diminishing the need for physical space, energy consumption and air conditioning, among other infrastructure reductions.

- **A JOURNEY TO THE FUTURE OF THE MICRO-SERVICES OF
NATIVE MEDIA IN CLOUD**

**Speaker: Washington Cabral - Client Technical Advisor for Media &
Entertainment na IBM.**

The impact of digital transformation in the media and entertainment industry has transformed the way that suppliers and broadcasters think, design and commercialize products and experiences. The current infrastructure models need to adapt to an elastic, resilient and highly distributed reality. During this presentation we will have an overview of the journey that media support services should adapt to this new reality.

- **SOFTWARE DEFINED SOLUTIONS**

Speaker: Felipe Domingues -Solutions Architect - SAM

Market dynamics have brought uncertainty to the media sector: companies need agile systems that can scale up and down rapidly and cost effectively. At the same time solutions to satisfy the demands of proliferating distribution platforms have become essential. A practical resolution is to migrate from fixed infrastructure to software systems which run on commodity IT equipment. Now is the perfect time for media companies to embrace the very latest datacenter and cloud technologies and reap the rewards of their inherent flexibility and beneficial cost models. Software Defined Solutions can turn the desire for flexibility and beneficial cost models into a reality by removing the need for bespoke hardware and providing software only, virtualized and cloud solutions. Media organizations are always looking to reduce capital expenditure so with virtualization closely on the horizon many companies are looking to use data centers and software defined systems to reduce working capital, operational costs and improve efficiencies, so ultimately moving challenging capex to opex.

- **CLOUD WILL KILL HALF OF US... AND SAVE THE REST!**

Speaker: Eduardo Rezende - Solutions Arquitet - AD Digital

The media and entertainment industry is primarily in transformation. The largest disruption is not the transition to the IP, OTT, nor the deploy of applications to the cloud, but much more the fundamental change in the mode in which the broadcast technology is consumed. These are services that are on demand, used only when needed, able to enlarge and reduce the scale without prior notice, without major financial disbursements or huge implementation projects. And above all, always up to date. Traditional manufacturers of the broadcast market must revolutionize their approach in the way of developing the projects, marketing and business models of their products – or else they will be extinct. From the single-purpose traditional components to cloud-based COTS Media services, we've walked a long way. However, there is still a lot to come. Learning from the native concepts of resilience cloud, scalability, and orchestration, this session will lead you to disrupt the technologies that will pave the future of media services. We will see examples of how buyers are changing behaviour and review cases of best practices from vendors that are responding with truly innovative, elastic and on-demand services. More importantly, we will examine what vendors and integrators of broadcast and media technology must do to survive, effectively leveraging the entire potential of the cloud, as if the broadcast market was a new creation, born in the cloud business model. I hope to see you there.

- **WORKFLOW CLOUD-BASED FOR NEWS PRODUCTION**

Speaker: Benjamin Desbois - Senior Director of Global Strategic Accounts and Americas Media markets - Avid

Cloud-enabled workflows through the Avid MediaCentral platform for creating, managing and distributing media with deployment flexibility for private data centers, public cloud or hybrid environments.

Alexandre Sano - Gerente de Engenharia SBT

Deputy Director of Events at SET. He holds an Electronics Engineering degree from Mackenzie University. Graduate degree in Enterprise Management and Technological Innovation from ESPM. Graduate degree in Digital TV from Mackenzie. Joined SBT in 2002 and is currently responsible for managing the technical infrastructure management of the entire SBT network, São Paulo. He is also involved in developing solutions for the continuous improvement of the operations, using innovative processes and technology. He participates in the activities organized by SET and by the Forum of the Brazilian Terrestrial Digital TV System.

Washington Cabral - Client Technical Advisor for Media & Entertainment na IBM.

In a life marked by curiosity, where no knowledge is likely to be wasted, Washington has spent the last 28 years of his professional life in the Information Technology sector. Curiosity and enthusiasm for new ideas found the perfect match when he began devoting himself over the last 4 years to the media and entertainment sector. The radical IT-driven transformation the sector is facing is the ideal setting ideal for developing disruptive ideas that could make a difference to the future of the sector.

Felipe Domingues -Solutions Architect - SAM

With an academic background in engineering, he has been working for more than 13 years in the Broadcast market. With extensive experience in systems design, he has worked for sector companies like Grass Valley and Imagine Communications. Today, he works as a Solutions Architect for Snell Advanced Media (SAM) in Latin America.

Eduardo Rezende - Solutions Architect - AD Digital

Professional with more than 15 years in the broadcast market, having been involved in different projects at the leading Brazilian television networks. With a degree in electronics engineering and a graduate degree in Digital TV from the Mackenzie Presbyterian University, he has participated in the testing and implementation of the ISDB-T system in Latin America. He takes advantage of the know how acquired in the field of traditional broadcast, to develop projects on the new OTT, Cloud and Machine Learning platforms for customers in different markets

Benjamin Desbois - Senior Director of Global Strategic Accounts and Americas Media markets - Avid

Benjamin Desbois leads the Avid sales team for the Americas media markets, with focus on networks, studios, broadcast stations and post. Benjamin has significant international experience around MAM, Post, News and Sports workflows with multiple roles in EMEA and the Americas. Benjamin has been in various management roles at Avid for the last 6 years and is a graduate from Ecole des Mines de Paris.

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