14h - 15h30 | Aug. 24, 2017 – *Thursday* | ROOM 16

ACADEMIC

THE COMMUNICATION OUTLOOK FOR THE FUTURE OF BROADCASTING AND NEW MEDIA

Chair: Prof. Doutor Fernando Carlos Moura - Editor-in-chief of SET Magazine

In this session, Brazilian Communication scholars will have the opportunity to analyze the changes in the audiovisual production chain, with an emphasis on content distribution and how the behavior of the audience is changing in the face of new consumption demands, both in audiovisual and radio. Will be analyzed the new platforms of audiovisual distribution by streaming, whether VoD or OTT, and the new tools of content delivery. This is a unique opportunity to exchange experiences with those who provide the support and tools for producing and distributing content.

- **THE POSSIBILITIES OF MULTIPLATFORM RADIO CONTENT**

Speaker: Prof. Me. Alvaro Bufarah - Coordinator of the Post-Graduate Course in Executive Production and TV Management at FAAP.

The purpose of the exhibition is to present the various aspects of the impact of new technologies on Brazilian radio stations, analyzing the various forms of access to radio content on digital platforms, as well as differences among consumers.

- **TV UNESP AS SPACE OF CREATION AND LABORATORY FOR INNOVATIONS IN TELEVISION TECHNOLOGY**

Speaker: Prof. Dr. Francisco Machado Filho - Professor of Journalism / UNESP Bauru

With five years on the air Unesp TV has been consolidating itself as a space for testing formats of programs and technological innovations that are impacting Brazilian broadcasting and imposing important challenges for private or educational broadcasters. In this session we will present the ways the radio station has come to face this moment of technological convergence and reaffirm the SET /TV Unesp partnership for the coming years.

- **CHANGE IN AUDIOVISUAL CONSUMPTION**

Speaker: Prof. Me. Renato Tavares Junior - professor - Anhembi Morumbi / Cásper Líbero

Discussion on the study of the strategies of self-promotion and placement of contents and formats produced by TV stations in a multi-platform environment and digital convergence.

- **TELEVISION PROGRAMMING DELIVERY (OTT) AND LINEAR TV**

Speaker: Prof Dr. Willians Cerrozi Balan - Professor of the Unesp Radio and TV Course

Digital platforms have changed the behavior of the viewer in relation to the ways of watching TV. How will (linear) TV broadcasters react to keep the audience?

Prof. Doutor Fernando Carlos Moura - Editor-in-chief of SET Magazine

Dr. Fernando Carlos Moura is a Professor and Researcher at CIC.Digital Pólo FCSH/NOVA, New University of Lisbon (UNL) and, since 2013, senior editor of the SET magazine.

Prof. Me. Alvaro Bufarah - Coordinator of the Post-Graduate Course in Executive Production and TV Management at FAAP.

Journalist specializing in international politics and business administration. Master's degree in communication and markets, reading for a doctorate in Fine Arts. Professor on radio, TV and journalism courses and coordinator of the graduate course in Executive Production and TV Management at FAAP. A professional with over 25 years of experience in the communication and broadcasting market, having worked for broadcasters like CBN and Rádio Globo (Globo Radio System), Sulamérica Transito (a traffic monitoring station of the Bandeirantes Group), Rádio Capital (AM/SP) and EBC (Radiobrás). He has also worked as a correspondent for Portuguese language services at Voice of America, DW, and SwissInfo.

Francisco Machado Filho - Professor of Journalism / UNESP Bauru

15 years' experience in producing and directing TV programs. Holds a Doctorate in Digital TV from UMESP-SP. Specialist in Communication Advisory Management. University professor on social communication courses.

Prof. Me. Renato Tavares Junior - professor - Anhembi Morumbi / Cásper Líbero

Coordinator and professor of the course of Radio, TV and Internet of the University Anhembi Morumbi. Professor of Journalism, Advertising and Radio, TV and Internet courses at Cásper Líbero College. Idealizer and professor of the Postgraduate course in Strategies of TV Programming of the University Anhembi Morumbi. Bachelor in Radio and Television and Master in Communication Sciences from ECA-USP. PhD in Audiovisual Communication from Anhembi Morumbi University.

Prof Dr. Willians Cerrozi Balan - Professor of the Unesp Radio and TV Course

Graduated in Music from USC, a Master's in Visual Poetics from Unesp, and a Doctorate in Digital TV from the Methodist University of São Paulo. Professor on the Radio and TV course at Unesp in the subjects of Radio and TV Management, Photography Direction, TV Program Direction and Organization of Production among others. He worked at TV Globo in the Production, Engineering and Journalism areas, and at TBR Produções in advertisement production, videos and Distance Learning. He has experience in live transmissions via satellite and the internet. Internationally, he was involved in transmitting the FIFA World Cup, the Olympic and the Pan American Games, among others.

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