

SET EXPO PROCEEDINGS

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Expedient

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EDITORIAL

In this 2016 edition of the 28th SET EXPO Technology Conference, given the breadth of issues that we seek to cover, and in order to fulfill the mission of adding value to our audience, we have put together a series of panels that seek to discuss what is valid in terms of content, what is emerging, what is affecting us, what is inherently convergent and, lastly, what is relevant for this range of subjects we deal with, always bearing in mind what we can do so that our readers, delegates, speakers, moderators and the audience, so that they can take away tangible advantages and apply them to daily business. With this in mind, the themes were chosen to get everyone thinking inwardly, in order to express the desire in a Latin saying found on the flag of Brazil's largest city in Brazil, so as to bring out this intent in each of us, namely "Non ducor, duco ", which in English means "I am not led, I lead ". From a practical standpoint, we are seeking to cover the following topics in this issue: Distribution, Exhibition & Transmission; Internet & TV; IT & TV; Disruptive Innovation & Technology; Infrastructure; Content production; Radio; Audiovisual Consumption and Production; Consumption; International Strategies for ICT (Information and Communication Technologies) Development and strategies for Latin America in this Sector (LATAM). For this year, we see consumers taking on an increasingly stronger presence and role as leading players, in addition to their desire for the so-called interactive OTT (Over The Top) services which, in the case of industry players, takes into consideration high-quality content services (Audio, Image, Video, Interfaces, Applications, etc.) with the last word in resolution, immersion and on demand in order to empower the consumer. Moreover, one should emphasize the drive by many people at SET to create the so-called HOT SESSIONS at which we discuss challenges at the global level facing the future of Free-to-Air Television, the way forward after Analog TV signals are switched off in Brazil, the call for creation of solutions to face the challenges from VOD (Video on demand) & OTT and a session about the future in Ultra High Definition for TV, broken down in stages from production to distribution. Thus we hope that, at the personal and professional level, you can make the most from reading this content, from the conference in particular and the event as a whole.

Regards,

Vitor Chaves de Oliveira

Editor-in-chief: SET EXPO PROCEEDINGS - SETEP
Chair & Leader of the SET EXPO Technology Conference