

Distribution, Exhibition & Transmission

9h00 – 11h00 | 29/08/2016 Monday | Room 17

TVD – ANALOG SWITCH OFF: Retaining Audiences



moderator **IVAN MIRANDA**

Engineering Director of RPC TV / Southern Regional Director of SET

Dealing and Learning with the Challenge

Speaker: **Representative of the Minister of Communication**
[invited]



How was the Rio Verde experience? What lessons were learnt?

Speaker: **CARLOS CAUVILLA**

Technology Director / OJC / TV Anhanguera



We have to retain our audiences. At this moment of transition, could the hybrid DTH antenna be an alternative in this scenario of technological transition?

Speaker: **ROBERTO FRANCO**

Director of Network and Regulatory Affairs of SBT / President SBTVD Forum / Chairman of the Ex-Presidents of SET



The communication process will have to be very assertive during the switching-off. There is no shadow of doubt that the Engineering área will have to be very close to the Communication área.

Speaker: **ANDRÉ DIAS**

Director of Special Projects / Rede Globo



The importance of the “virtuous cycle”

Speaker: **CALYLE ÁVILA**

Director of Production and Programming / RPC

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TVD – ANALOG SWITCH OFF: Retaining Audiences.

Moderator: **IVAN MIRANDA** – *Diretor de Engenharia da RPC TV / Diretor da Regional Sul da SET*

Analog transmissions were officially disconnected, for the first time, in Rio Verde in February/2016. Much has been learned from this pilot disconnection. Brasília, expected in the second half of 2016, will undoubtedly be the veritable pilot project, given the size of the location and the fact that many tools are being effectively applied in the wake of the enhancement at Rio Verde (research, communication and the distribution of receiver kits, among others).

Now that it's all over, a lot of questions are still hovering over the issue;

What will be the extent of the disconnection for the rest of Brazil? What will be mandatory by 2018?

How to handle such a huge part of the population in 2017/2018?

How will the process for regularizing digital stations be dealt with (adjustments to basic plans and authorizations)?

What is the best way of keeping the impact on the population to a minimum?

With regard to rearrangement, how are the guidelines for band migration? Has any specific effort been envisaged to communicate with the population?

On the question of mitigations, it will certainly be a challenge to define what will be preventive and what will be corrective. How is this process being thought out, generally speaking?

Purpose:

The panel intends to give the audience a global view of the progress involving the work of the GIREC, broadcasting and operators regarding the analog disconnection and the freeing up of the 700 MHz band, providing inputs for the broadcaster's medium-to-long-term planning.

- **Dealing and Learning with the Challenge**

Speaker: **Representative of the Minister of Communication [invited]**

How does the Ministry of Communications see the challenge of the technological transition, with such an extensive demand of requests for regularization of digital channels with such a small time window?

How is the MC gearing up for this challenge?

Are we seeing a joint effort with ANATEL?

- **How was the Rio Verde experience? What lessons were learnt?**

Speaker: **CARLOS CAUVILLA** – Technology Director / OJC / TV Anhanguera

What are the challenges in the search for the equivalence of digital v analog coverage by 2018?

- **We have to retain our audiences. At this moment of transition, could the hybrid DTH antenna be an alternative in this scenario of technological transition?**

Speaker: **ROBERTO DIAS LIMA FRANCO** – Director of Network and Regulatory Affairs of SBT / President SBTVD Forum / Chairman of the Ex-Presidents of SET

How does broadcasting view the challenge of such an expansion of coverage in such a short time frame, remembering that we will have many prefectures to support.

- **The communication process will have to be very assertive during the switching-off. There is no shadow of doubt that the Engineering área will have to be very close to the Communication área.**

Speaker: **ANDRÉ DIAS** – Director of Special Projects / Rede Globo

What precautions need to be taken in this “matched” operation?

- **The importance of the “virtuous cycle”**

Speaker: **CALYLE ÁVILA** – Director of Production and Programming / RPC

Engineering -> Call Center -> Campaigns -> Call Center -> Engineering -> Call Center -> Campaigns

Effective Communication (Paraná Case Study).



IVAN MIRANDA

Director of Engineering at GRPCOM / RPCTV (Globo TV Affiliate in Paraná) and member of the Executive Board of SET as a director for the Southern Region.

He holds a degree in Electrical Engineering, specializing in Telecommunications. He holds a graduate degree in Enterprise Management from the Getúlio Vargas Foundation – FGV and Program for Management Development from the University of Navarra.

He is in charge of implementing digital TV transmissions at the 8 television stations of RPCTV in the state of Paraná, the migration of RPCTV journalism to the HD format, setting up the HD View production unit (truck for covering events) and the implementation of OTV (subscriber TV station).



CARLOS CAUVILLA

OJC – TV Anhanguera – Diretor de Tecnologia



ROBERTO FRANCO

President of the SBTVD Forum - Fórum SBTVD/ SBT/ SET

Holds a degree in electrical engineering, with the focus on electronics and telecommunications from the Federal University of Bahia and a graduate degree in Marketing and Business Management from the FGV and the ESPM. He has been responsible for designing and setting up several radio and television companies in Brazil.

He was President of SET – Brazilian Society of Television Engineering – from 2002 until 2008 and is currently President of the Brazilian Digital TV System Forum, a member of the Social Communication Council and Networks and Regulatory Affairs Director at SBT.



CARLYLE ÁVILA

Diretor de Produção e Programação - RPC



ANDRÉ DIAS

Diretor de Projetos Especiais / Rede Globo

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