

EAD – Be Digital: The Rio Verde/Go Pilot Experiment, Preparations For Brasília And São Paulo And Projections For Brazil



Moderator: **ANDRÉ FELIPE SEIXAS TRINDADE**
Communication Systems Engineer / ABRATEL / SET



Orientações aprovadas pelo GIRED para atuação da EAD SEJA DIGITAL no processo de desligamento
Speaker: **José Alexandre Novaes Bicalho**
Superintendente de Planejamento e Regulamentação da Anatel.



The Role, Effects and Interaction of the EAD with Brazilian Broadcasters in the Digitalization Process
Speaker: **Antônio Carlos Martelletto**
President of the EAD – BE DIGITAL



Planning & Engineering – Impacts, Processes and Projects
Speaker: **Gunnar Bedicks**
Chief Technology Officer (CTO) – EAD – BE DIGITAL



Measurements, Research and Communication: Metrification in Practice for the Industry
Speaker: **Patrícia Abreu**
Communication Director – EAD – BE DIGITAL



Interacting with Broadcasters in Digitalization: Definitions, Discussions and Collaborative Support
Speaker: **Paulo Ricardo Hermano Balduino**
CEO / Synthesis Consultoria – Director, Spectrum Planning / Brazilian Radio & TV Broadcasters Association ABERT



How market entities can prepare for the impact of digitalization: how to dialog, follow up and direct their process
Speaker: **André Felipe Seixas Trindade**
Engenheiro de Sistemas de Comunicação (Diretoria Corporativa) / ABRATEL / SET

16h30 – 18h00 | 29/08/2016 Monday | Room 17

Regulatory & Norms

EAD – BE DIGITAL: THE RIO VERDE/GO PILOT EXPERIMENT, PREPARATIONS FOR BRASÍLIA AND SÃO PAULO AND PROJECTIONS FOR BRAZIL

Moderator: ANDRÉ FELIPE SEIXAS TRINDADE

Communication Systems Engineer / ABRATEL / SET

An entity created at the behest of Anatel and consisting of the operators Algar Telecom, Telefónica – VIVO, Claro and Tim, BE DIGITAL is in charge of putting into effect the migration of the analog terrestrial TV signal to digital. BE DIGITAL is currently operational, having undertaken the disconnection in Rio Verde (GO) and now focusing its attention on Brasília and Greater São Paulo. The work being done by the EAD follows the guidelines approved by the GIREC – the Group for the Implementation of the Redistribution and Digitalization Process for TV and RTV Channels – a consultative council consisting of representatives of Anatel, the MCTIC, the winning bidders and the national broadcasting associations that also oversees it. This panel will present to us the work undertaken by BE DIGITAL, clear up doubts about how to put into effect the rearrangement of channels, the campaigns that will be launched in locations to be disconnected by 2018 and in cities where there is early entry of LTE, surveys for measuring the percentage of converts, the distribution of kits containing the converters and the digital receiver antennae for families registered with the Single Social Programs Register. Even in locations where disconnection will not occur by 2018, BE DIGITAL will also be in charge of preventive and corrective actions to solve any interference arising from LTE, in addition to campaigns for fine-tuning the channels (if so required).

- **Orientações aprovadas pelo GIREC para atuação da EAD SEJA DIGITAL no processo de desligamento**
Speaker: José Alexandre Novaes Bicalho
Superintendente de Planejamento e Regulamentação da Anatel.
 Serão apresentadas as principais orientações aprovadas pelo Colegiado do GIREC para a atuação da EAD, em especial nas campanhas de divulgação de switch-off e ressintonia, pesquisas de aferição do percentual de convertidos e orientações sobre o remanejamento.
- **The Role, Effects and Interaction of the EAD with Brazilian Broadcasters in the Digitalization Process**
Speaker: Antônio Carlos Martelletto
President of the EAD – BE DIGITAL
- **Planning & Engineering – Impacts, Processes and Projects**
Speaker: Gunnar Bedicks
Chief Technology Officer (CTO) – EAD – BE DIGITAL
- **Measurements, Research and Communication: Metrification in Practice for the Industry**
Speaker: Patrícia Abreu
Communication Director – EAD – BE DIGITAL

- **Interacting with Broadcasters in Digitalization: Definitions, Discussions and Collaborative Support**

Speaker: Paulo Ricardo Hermano Balduino

CEO / Synthesis Consultoria – Director, Spectrum Planning / Brazilian Radio & TV Broadcasters Association ABERT

- **How market entities can prepare for the impact of digitalization: how to dialog, follow up and direct their process**

Speaker: André Felipe Seixas Trindade

Engenheiro de Sistemas de Comunicação (Diretoria Corporativa) / ABRATEL / SET



ANDRÉ FELIPE SEIXAS TRINDADE

consultant on regulatory and governmental affairs - ABRATEL. SET..

André is the consultant on regulatory and governmental affairs of the Abratel – The Brazilian Radio and Television Association – representing radio and television in Brazil and participating in the Inter American Telecommunications Commission (CITEL) as part of the Brazilian delegation, on issues involving policies, planning and spectrum utilization, the future of television programs and new technologies. He worked for Claro (network planning and quality – GSM and 3G networks) and began his work in the broadcasting, with 8 years' experience in those fields. He is a member of the Anatel Brazilian Communications Commission – CBC 2 and is a member of the Brazilian delegation that takes part in the meetings of the Permanent Consultative Committee II of the Inter American Telecommunications Commission – CITEL – the entity within the Organization of American States in charge of harmonizing spectrum use in the Americas. He is also a member of several Radio Communications Reporting Groups of Anatel – GRRs and was a member of the Consultative Council on Digital Radio to the Ministry of Communications. He is a speaker on issues involving broadcasting, and a full member of the GIRED – the Group for Implementing the TV and RTV Channel Redistribution and Digitalization process.



ANTÔNIO CARLOS MARTELLETTO

President - EAD

Holds a degree in Electrical Engineering/ Electronics from PUC-RJ, with a specialization in Telecommunications from UNICAMP. He has been an Executive Officer of the América Móvil group since 2008, having previously CTO at Vivax and having worked at companies like Globosat, Telebrás and Promon Engineering.



Gunnar Bedicks

COT at EAD. - Chief Scientist at the Digital TV Research Centre of the Universidade Presbiteriana Mackenzie

Gunnar Beddicks: CTO at EAD – Associação Administradora do Processo de Redistribuição e Digitalização de Canais de TV e RTV/ Chief Scientist at the Digital TV Research Centre of the Universidade Presbiteriana Mackenzie in Sao Paulo. Gunnar Bedicks is one of Brazil's most distinguished experts in developing, deploying and evangelizing for digital TV. In the last decade, he has visited 32 countries around the world to discuss their switch from analog to digital television. In 2013, President of Brazil Dilma Russef awarded Dr. Bedicks the highest honor in Brazilian diplomacy, the Medal of the Order of Rio Branco, for his achievements. Besides being Chief Scientist at the Digital TV Research Centre of the Universidade Presbiteriana Mackenzie in Sao Paulo, he teaches postgraduate, graduate and undergraduate courses in Digital Communications at the same university. He was one of the lead engineers for the testing and research that led the government of Brazil to adopt digital TV in 2004. His publications include more than a dozen scientific articles, and he has presented at technical conferences in Brazil, USA, Canada, Korea, Japan, China, Germany, France, Sweden, Switzerland, Italy, Spain, South Africa, Botswana, Angola, Mozambique, Lesotho, Mauritius, Argentina, Chile, Colombia, Cuba, Costa Rica, Paraguay, Peru, Venezuela and Bolivia. Dr. Bedicks has more than 20 years

of experience in assisting technology corporations in Brazil, Germany, France, Italy and the USA with the research and development of components and products for the digital TV market. He is also an expert in broadcasting and telecommunication policies, dealing with certification agencies, standardization organizations, patents offices and government regulators. He is skilled at organizing projects, managing a team of experts and writing up project results. His degrees include a Ph.D. in Electrical Engineering and an M.B.A. in Administration from the Universidade de São Paulo, as well as a B.E. in Telecommunications Engineering from the Instituto Nacional de Telecomunicações in Santa Rita do Sapucaí in Brazil.

He holds seven patents and is fluent in Portuguese, English and German.



PATRICIA ABREU

Director of Communication - Seja:Digital – EAD

She has a degree in Communication and a graduate degree in Marketing, with extensive experience in planning and implementing actions involving communication, conversion and mobilization of customers and prospects. With over 20 years' professional experience, her career has taken her to major agencies and companies like Wunderman, SKY and Anhanguera Educacional.



PAULO RICARDO HERMANO BALDUINO

CEO / Diretor da Spectrum Planning - Synthesis Consultoria / Associação Brasileira de Empresas de Rádio e Televisão – ABERT

Paulo Ricardo H. Balduino, Brazilian, born in 1949, is the main partner and CEO of Synthesis Consulting, which operates in the telecom and media environment. Currently his consulting activities include the direction of the, Planning and Use of the Radio Spectrum Department of the Brazilian Association of Radio and Television Broadcasters – ABERT. He is also a Member of the Telecommunications Department/ DEINFRA of FIESP (Industries Association of the State of São Paulo), and a Member of the Regional Department of SET (Brazilian Television Engineering Association). From 2000 to 2005 he was Partner and COO of Spectrum Latin America, in partnership with the European Spectrum Strategy Consultants. He took the leadership of several of the main projects of Spectrum Latin America in Brazil, including for clients as BrT (now Oi), ANATEL and TV Globo. Between 1984 and 2000, Paulo Ricardo was a Partner of "Victori Internacional Engenharia de Telecomunicações", a Brazilian telecommunications service provider, with a variety of responsibilities including the regulatory and new businesses development departments, and the Membership at Partner's Board of the paging operator "Teletrim". Between 1998 and 2000 he also performed as CEO of VICOM, a Brazilian Corporate Network Services provider (CNS), now owned by British Telecom. He was a co-founder of the Brazilian "Telespaço Sensoriamento Remoto por Satélite", and, between 1996 and 1998, performed as CEO of the company. He was a founder member of the "Comitê de Infraestrutura Nacional da Informação da ANATEL, being responsible for the activities related to "Tele-health". He worked at the Brazilian Ministry of Communications, being responsible for the international regulatory department, leading all regulatory activities related to the International Telecommunications Union – ITU, and to CITELE – Interamerican Telecommunications Commission. He was also responsible for commercial and technical cooperation agreements.



JOSÉ ALEXANDRE BICALHO

Planning and Regulations Superintendent - Anatel

He holds a Computer Science degree from the University of Brasília (UnB), and a Master's in Networks and Data Bases from the Federal University of Paraíba (UFPB). He worked at Telebrás, from 1998 until the creation of Anatel. He was involved in setting up the Agency's Committee on National Information Infrastructure (C-INI). He coordinated the Brazilian Commission on Communications – Internet Governance (CBC-13) and represented the Agency on the Internet Steering Committee in Brazil, in addition to representing Brazil on the Governmental Advisory Committee (GAC) of the ICANN and at the World Summit on the Information Society (WSIS) for Internet Governance-related issues. He was a member of the Working Group on Internet Governance (WGIG), having been indicated by the Secretary-General of the United Nations and by the Multi-stakeholder Advisory Group (MAG) of the Internet Governance Forum (IGF). He was an advisor to the president's office of Anatel and to the Board of Directors. Since 2013 he has been the Planning and Regulations Superintendent at Anatel.

Cite this article:

Trindade, A. F. S., Bicalho, J. A. N., Martelletto, A. C., Bedicks, Gunnar, A., Patrícia and Balduino, P. R. H.; 2016. EAD – Be Digital: The Rio Verde/Go Pilot Experiment, Preparations For Brasília And São Paulo And Projections For Brazil. ISSN Print: 2447-0481. ISSN Online: 2447-049X. v.2. doi: 10.18580/setep.2016.10. Web Link: <http://dx.doi.org/10.18580/setep.2016.10>