

OTTs & APPs – Current scenario of OTT services



Moderator: Daniel Domingos

R & D Project Coordinator / Consultant / SET



Lights, Camera, Compete: How top OTT providers are thriving in a crowded market

Speaker: **Shane Keats**

Director of Industry Marketing, Media and Entertainment / Akamai Technologies



Internet and TV – Four Practical Steps for Content Providers to Optimise Video Delivery

Speaker: **Hubert Legrix De La Salle**

Sales Director / Broadpeak



Digital Platform: App Play Globo – TV Globo, App experience to offer Anytime Anywhere Content

Speaker: **Marcelo Souza**

Director of Digital Media Technology / TV Globo



A new era: The next generation of TV

Speaker: **Hugo Nascimento**

Technology Director / AD Digital

16h30 – 18h00 | 29/08/2016 Monday | Room 14

Internet & TV

OTTs & APPs – Current scenario of OTT services

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R & D Project Coordinator / Consultant / SET

This Session aims to deal with the state of the art of the offer and delivery of high definition content on demand, supported on CDN platforms, applications for the mobile world and how to translated the consumption of content into revenue.

- **Lights, Camera, Compete: How top OTT providers are thriving in a crowded market**
Speaker: **Shane Keats**
Director of Industry Marketing, Media and Entertainment / Akamai Technologies
The market for Over the Top services is increasingly crowded, but with global revenue projections as high as \$100B US by 2020, expect competition to get even more fierce with new entrants and new offers. Shane Keats, Director of Industry Marketing for Akamai, will share recent data about the global OTT market, and what providers are doing to effectively compete, grow share, reduce churn and improve ROI.
- **Internet and TV – Four Practical Steps for Content Providers to Optimise Video Delivery**
Speaker: **Hubert Legrix De La Salle**
Sales Director / Broadpeak
By using the possibilities offered by OTT technologies, content providers can now address their viewers directly, over the top, with multiscreen services. However, while broadcasters usually pay fees for CDN services, they have no control over the delivery of their video content and can't guarantee the quality of experience to their subscribers. During this presentation, broadcasters will be introduced to the four steps that they need to take to deploy an optimised and cost effective video delivery service.
- **Digital Platform: App Play Globo – TV Globo, App experience to offer Anytime Anywhere Content**
Speaker: **Marcelo Souza**
Director of Digital MediaTechnology / TV Globo
The presentation will show the Globo Play digital platform of TV Globo, which brings together the programming content for viewing at any time on various devices
- **A new era: The next generation of TV**
Speaker: **Hugo Nascimento**
Technology Director / AD Digital
The demand for OTT video is at fever pitch, but content creators, broadcasters and service providers are stymied as to how to monetize this huge opportunity: Converting OTT consumption to revenue. The potential is enormous, but so are the challenges. Traditional infrastructure is antiquated and needs to make way for more flexible ways of meeting emerging requirements. Using current market examples, AD Digital will discuss the challenges we face from this new generation of TV, focusing on monetization and providing services.



DANIEL DOMINGOS

R & D Project Coordinator / Consultant / SET

Obtained an Electrical Engineering degree in 1994 from the University of Mogi das Cruzes, focusing on telecommunications, and a graduate degree in Networks Engineering and Telecommunications Systems from INATEL. As a professional in the field of television, he has worked in a series of fields involving transmission and display systems and R&D projects in the engineering and technology department of TV Globo for over 20 years. He is a specialist in Digital TV systems, a member of the Mackenzie/ABERT/SET testing sub-group that evaluated the ATSC, DVB-T e ISDB-T systems in laboratory and field tests between 1999 and 2004. He is a member of the Technical Module of the SBTVD Forum, having been involved in the specification work for the ABNT standards, coordinating the specification groups for Multiplex, Monomedias and Data Transmission Protocols. He is currently coordinating the SET study group on Integrated Broadcast Broadband Systems (GEIBB-SET).



SHANE KEATS

Diretor de Marketing Setorial, Mídia e Entretenimento / Akamai Technologie

Proven marketing and communications professional with 10+ years experience planning and implementing strategies and programs that drive awareness, acquisition, engagement and loyalty. Brings start-up intensity to mid-stage and publicly traded companies, as well as ability to market to both consumer and small business.

Specialties: * Product Marketing * Content Marketing * Brand Strategy and Messaging * Social Media Management * Demand Generation and Retention Programs * Advertising and Public Relations



HUBERT LEGRIX DE LA SALLE

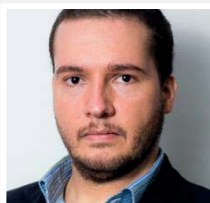
Sales Director / Broadpeak

Hubert Legrix de la Salle has over 15 years in sales, marketing production and engineering experience in the telecommunications industry. Before joining Broadpeak, he was Sales Director for Latin America at Witbe and VoIP Sales Director at Technicolor Latin America..



MARCELO SOUZA

Director of Digital MediaTechnology / TV Globo



HUGO NASCIMENTO

TECHNOLOGY DIRECTOR / AD Digital

With an engineering degree, he has been working for 12 years on Pay TV projects in different lines, such as IPTV, DTH and cable TV. His career has involved him with market benchmark companies and clients, like Cisco and Irdeto, as well as in projects involving multidisciplinary teams in several countries for Telefonica, Megacable, Claro and NET, and his experience includes pre- and after-sales projects, with in-depth technical knowledge in this market. He has worked in the most demanding markets, such as Germany, The United States, Mexico, Colombia, Argentina, Denmark and Spain, among others.

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