

CONNECTED TVS AND INTERACTIVITY



Moderator: André Barbosa Filho

Chefe de Assessoria da Diretoria da Presidência da EBC / SET



**Broadcast and Broadband Integration System
Speaker: Marcelo Moreno**

DR. Professor at the UFJF and Rapporteur of the IBB/ITU project: Integrated Broadcast-Broadband (IBB) – International Telecommunication Union (ITU)



Research and Development: incentives for and challenges to interactivity

Speaker: Marco Szili

Founder & CEO / TELE System



Communication and Digital Interaction on TV

Speaker: Cosette Espindola De Castro

Profa. Dra. no Programa de Pós-Graduação em Comunicação na Universidade Católica de Brasília (UCB)



Connection and Telecommunication on Television

Speaker: Luiz Eduardo Cunha Leite

Chief Security Officer (CSO) / MOPA Embedded Systems

16h30 – 18h00 | 29/08/2016 Monday | Room 12

Consumo

CONNECTED TVS AND INTERACTIVITY

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Chefe de Assessoria da Diretoria da Presidência da EBC / SET

A interatividade, seja como tecnologia bidirecional voltada para o uso universal de serviços públicos seja para a informação, educação, cultura e entretenimento passou a ser, após a disseminação da Rede Mundial, preponderante em todas as plataformas de dados e aplicativos audiovisuais.

A radiodifusão, por sua vez ao se tornar digital surge como base integradora destes recursos interativos prometendo ampliar o acesso digital a bilhões de pessoas no mundo sem conexão domiciliar.

Este é o tema de nossa discussão na mesa que percorre o mundo audiovisual conectado a oferta digital de aplicativos audiovisuais interativos pela TV Digital.

- **Broadcast and Broadband Integration System**

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- **Research and Development: incentives for and challenges to interactivity**

Speaker: **Rosilda Prates**

Diretora Executiva P&D Brasil - Ass Ind de Desenvolvimento Tecnológico Nacional / Intelbras, Parks S/A Comunicações Digitais, Datacom

- **Communication and Digital Interaction on TV**

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Chief Security Officer (CSO) / MOPA Embedded Systems



ANDRÉ BARBOSA FILHO – SET

PhD in Communication Sciences and researcher in digital media - SET.

PhD in Communication Sciences and researcher in digital media and communication strategies.

Studies the development of public policies in the digital communication field

Specializations: Digital TV, Digital Radio, broadcasting network structures, public policy management and industrial strategies.



MARCELO MORENO

Professor at the UFJF and Rapporteur of the IBB/ITU - project: Group on Integrated Broadcast-Broadband (IBB) - International Telecommunication Union (ITU)

Senior Professor at the Federal University of Juiz de Fora and Rapporteur of the Inter-Sector Project of the Rapporteur Group on Integrated Broadcast-Broadband systems (IBB) of the International Telecommunication Union (ITU).



MARCO SZILI

Founder & CEO / TELE System

Marco Szili, a production engineer from the Polytechnic School of USP, set up and has managed TELE System since it was founded. TS commenced its activities almost 20 years ago, in 1997, supplying satellite kits to Philips in Brazil and major satellite TV operators. Operating in the segments for satellite receiver equipment and digital receivers for satellite and terrestrial signals, the company enjoys the support of important players in the market: Sky, Oi, Claro, Vivo and EAD. Installed in Jundiaí, on an area of 5,000m², with a 50-man team, from where, in addition to its products, it provides its own technical assistance and logistics structure, using engineering that develops, monitors and certifies customized products. It provides training and installation services, as well as delivering full-trackable products. Besides direct sales to major operators, it offloads products using a network of 30 specialized distributors. It has participated actively in the TV digitalization process in Brazil. In 2008, it was the only company to launch a full range for this sector, with digital converters, Digital TV on PCs, portable and mobile one-seg Digital TV and GPS with Digital TV.



Cosette Espindola de Castro Professora e Pesquisadora

Professor and Researcher - Graduate Communication Program - Catholic University of Brasília (UCB)

Post-doctorate in Communication from the Chair of UNESCO/Umesp in Communication (2011); Doctor in Communication from UAB-Spain (2003); Lecturer on the Graduate Communication Program of UCB- Brasília; Regional Coordinator of the eLAC 2015 Digital Content WG, the strategic plan for the Information Society in Latin America and the Caribbean; Coordinator of the Digital Content and Technology Convergence WG of INTERCOM (the Brazilian Society of Interdisciplinary Studies in Communication). Joint Author of the books *Mídias Digitais (Digital Media)*, with André Barbosa F^o. and Takashi Tome (2005), *Por Que os Reality Shows Conquistam as Audiências? (Why do Reality Shows Captivate Audiences?)* (2006) and *Comunicação Digital (Digital Communication)*, with André Barbosa Filho



LUIZ EDUARDO CUNHA LEITE

Chief Security Officer (CSO) - MOPA Embedded Systems

Luiz Eduardo Cunha Leite – MOPA Embedded Systems, is a Computer Engineer, with a Master's in Computer Sciences and a Doctorate in Software Engineering. While a researcher at the Federal University of Rio Grande do Norte, he supervised the development of the middleware system for the project entitled the Brazilian Digital TV System, coordinated by the CPQd. Founding partner of MOPA Embedded Systems, he is currently the company's CSO.

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