

HOT SESSION

9h00 – 11h00 | 31/08/2016 Wednesday | Room 17

HOT SESSION: CHALLENGES VOD & OTT



Modarator: **Roberto Dias Lima Franco**

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



Speaker: **Skip Pizzi**

Senior Director of New Media Technologies at the NAB (National Association of Broadcasters) / Vice-Chair of the Advanced Television Standards Committee (ATSC) / Chair of the S31 Specialist Group on ATSC 3.0 System Requirements, and the Audio Testing Coordinator for ATSC 3.0



Speaker: **Rodrigo Navarro Marti**

Multi-Platforms Director – SBT



Speaker: **Marcelo Bechara**

Executive Director, Specialist in Institutional Relations, Regulation and New Media - GLOBO Group

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HOT SESSION

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Director de Rede e Assuntos Regulatórios do SBT / Presidente do Fórum SBTVD / Presidente do Conselho de Ex-Presidentes da SET

No mundo todo nossos serviços e negócios surgem a cada dia. Está cada vez mais difícil identificar o que será de fato uma novidade transformadora daquilo que será apenas mais um Hype. Novas mídias se sobrepõem no mesmo espaço ocupado por mídias tradicionais, gerando ameaças, mas também novas oportunidades. Quais são os novos hábitos? Qual o perfil dos consumidores? É preciso avançar na regulação? Como disciplinar o mercado, proteger o consumidor e não canibalizar mercados sem engessar os novos modelos de negócio? E uma pergunta recorrente, qual o futuro da mídia? Para discutir estes temas e inquietações, vamos contar com convidados dos setores de Radiodifusão, TV por Assinatura, provedores de serviços de VOD/OTT e empresas de Telecomunicações. Também contaremos com a presença de um representante da NAB que nos oferecerá um panorama do mercado americano.

- **Speaker: Skip Pizzi**
Senior Director of New Media Technologies at the NAB (National Association of Broadcasters) / Vice-Chair of the Advanced Television Standards Committee (ATSC) / Chair of the S31 Specialist Group on ATSC 3.0 System Requirements, and the Audio Testing Coordinator for ATSC 3.0
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ROBERTO DIAS LIMA 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.



SKIP PIZZI

Senior Director of New Media Technologies - National Association of Broadcasters (NAB)

His career has spanned the broadcast and new-media industries, with 13 years as an engineer and technology manager at NPR, and 11 years in audio production, media standards and technical policy posts at Microsoft. He has also spent 7 years as an editor at Broadcast Engineering magazine, and has been a regular columnist for several other international publications. He continues to act as a technology journalist, editor and author. His most recent book is A Broadcast Engineering Tutorial for Non-Engineers, 4th edition, published by Focal Press. He is currently an Associate Editor on the NAB Engineering Handbook's 11th edition, publication of which is expected next year.

Skip serves as Vice-Chair of the Advanced Television Standards Committee (ATSC) Technology Group 3 (TG3), which is developing the ATSC 3.0 standard. He is also Chair of the S31 Specialist Group on ATSC 3.0 System Requirements, and the Audio Testing Coordinator for ATSC 3.0. Skip is a graduate of Georgetown University, where he studied Electrical Engineering, International Economics and Fine Arts.



RODRIGO NAVARRO MARTI

Multi-Platforms Director - SBT

Rodrigo Navarro Marti holds a degree in Business Administration from Fundação Getúlio Vargas. He is a graduate with sound professional experience and over 25 years as an executive at multinational and Brazilian companies, having been an entrepreneur in the fields of entertainment and education.

He is currently Multi-Platforms Director at SBT



MARCELO BECHARA

Executive Director, Specialist in Institutional Relations, Regulation and New Media - GLOBO Group

Marcelo Bechara is a lawyer with an MBA in Economic and Business Law from Fundação Getúlio Vargas and a specialization in Communication and Technology Law. He is a participant in the I-Law Program through the Berkman Center for Internet & Society of Harvard Law School.

Formerly attorney-general at Anatel, member of the Internet steering committee in Brazil – CGI.br and the Board of Directors of the Information and Coordination Center of PontoBr. He was Legal Consultant to the Ministry of Communications, President of the Organizing Committee of the I National Conference on Communication, Vice President of the Consultative Council of the National Telecommunications Agency – Anatel, having also held office as a Member of the Fiscal Council of ECT – the Brazilian Postal Service. He is certified in Intellectual Property Law by the World Intellectual Property Organization Academy.

He currently holds the office of Director for Regulation and New Media at the Globo Group.

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