

Keynote & Hot Session
11h30 – 13h30 | 29/08/2016 Monday | Room 17

HOT SESSION

THE FUTURE OF FREE-TO-AIR TELEVISION



Moderator **Liliana Nakonechnyj**
International Director/ SET



The Future of Free-To-Air Television

Speaker: **Skip Pizzi**

Senior Director of New Media Technologies / National Association of Broadcasters (NAB) / Vice Chair of ATSC TG3



Open TV in Japan, present and the future

Speaker: **Masayuki Ito**

Deputy Director, Broadcasting Technology Division / Ministry of Internal Affairs and Communications, Japan



Cenas dos próximos capítulos: O que vem por aí no futuro da TV Brasileira

Speaker: **Ana Eliza Faria e Silva**

Technology Planning Manager - TV Globo



Demonstrações 8K no Rio de Janeiro durante as Olimpíadas.

Speaker: **Gabriel Ferrarresso**

Project Engineer / TV Globo

11h30 – 13h30 | 29/08/2016 Monday | Room 17

Keynote & Hot Session**hot session****THE FUTURE OF FREE-TO-AIR TELEVISION****Moderator: LILIANA NAKONECHNYJ***International Director/ SET*

In a few years, digital television will have replaced analog TV around the world, with its high definition pictures. Will the evolution of free-to-air television end there? Does it make sense to plan for a future generation of terrestrial television, integrating new technologies such as 4k and HDR and that can be easily received in personal devices? Alternatively, could the solution be migrating free-to-air to satellite television ? In this session, specialists from several parts of the world will discuss such questions, considering changes in consumer behaviour, as well as the main challenges for the continuity of the current model of free-to air television.

- **The Future of Free-To-Air Television**

Speaker: **SKIP PIZZI***Senior Director of New Media Technologies / National Association of Broadcasters (NAB) / Vice Chair of ATSC TG3*

As the North American television marketplace continues to diversify its content and delivery options, terrestrial broadcast television service remains a strong and viable player. Notwithstanding the increasing proliferation of non-broadcast TV services, terrestrial television retains its dominant audience appeal. Mr. Pizzi's presentation explains why, and provides a forecast for how terrestrial TV will further adapt to audience preferences using the emerging ATSC 3.0 standard. The presentation will include an update on the progress of the new standard, as well as a status report on the concurrent incentive auction process in the USA. The potential for global harmonization among next-generation digital television technologies worldwide will also be considered.

- **Open TV in Japan, present and the future**

Speaker: **MASAYUKI ITO***Deputy Director, Broadcasting Technology Division / Ministry of Internal Affairs and Communications, Japan*

While there are various ways to deliver TV contents to homes – terrestrial, satellite, cable, or IPTV – each media has different roles and audiences. In addition, smartphone TV apps are a new growing key trend especially among younger generations, delivering free live streams along with charged-base premium contents. This session will take a glance at the current Japanese TV market overview in terms of viewership, market size and market structure. Also some key recent broadcast policy measures taken by the Ministry including 4K and future R&D will be discussed.

- **Cenas dos próximos capítulos: O que vem por aí no futuro da TV Brasileira**

Speaker: **ANA ELIZA FARIA E SILVA***Technology Planning Manager - TV Globo*

A TV analógica terrestre, plataforma de consumo de mídia predominante no Brasil, está chegando ao fim: É hora de começar a planejar a próxima geração da televisão! Qual a importância da manutenção de um sistema distribuição de TV aberta e gratuita? Qual será o papel da TV Aberta por satélite (com recepção por antena parabólica em Banda C) nesse novo cenário? O consumo de vídeo on-demand vai substituir o consumo de TV linear e acabar com as "grades de programação"? A TV aberta e gratuita (terrestre ou por satélite) vai evoluir para incorporar novas tecnologias como

ultra alta-definição (UHD)? Em quanto tempo? Haverá espectro para uma próxima transição tecnológica?

- **Demonstrações 8K no Rio de Janeiro durante as Olimpíadas**

Speaker: **Gabriel Ferraresso**

Project Engineer / TV Globo

Durante os Jogos Olímpicos, TV Globo e NHK realizaram demonstrações da tecnologia 8K no Museu do Amanhã – Rio de Janeiro. Ficaram disponíveis para convidados e visitantes do museu dois ambientes com a exibição dos jogos olímpicos em 8K: 1) TV de 98” alimentado por sinal 8K transmitido pelo ar; 2) Auditório com projeção em telão de 300”. Serão apresentados os detalhes, resultados e impressões de quem participou desses duas demonstrações.



LILIANA NAKONECHNYJ

Internacional Director / SET

Liliana Nakonechnyj is the current international director of SET, where she has always been very active, and also chaired. She graduated in telecommunications engineering at PUC-Rio. A large part of her professional life has been dedicated to deploying television distribution systems, initially analog, and later digital – terrestrial broadcasting stations as well as radio, satellite and fiber optics based contribution and distribution systems. Also, for many years, she was in charge of engineering support for broadcasters affiliated to TV Globo. She has always been interested in promoting new technologies, leading studies and tests for the introduction of digital television in Brazil between 1994 and 2006, and demonstrations and tests of UHD TV in more recent years. She is a member of the National Council for Social Communication, an auxiliary body to the Brazilian Senate.



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 industry 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



MASAYUKI ITO Deputy Director - Broadcasting Technology Division / Ministry of Internal

Masayuki Ito is currently an Deputy Director of the Broadcasting Technology Division of the Ministry of Internal Affairs and Communications, Japan. He is in charge of developing a 4K and 8K technical roadmap for the satellite and terrestrial broadcasting. He joined the ministry in 1999 and has been in charge of the frequency allocation policy coordination, international promotion of ISDB-T and the chief information officer at Maebashi City Government. He received a M.S. in Computer Science in 1994 from the Graduate School of Engineering Science, Osaka University, and a M.P.A. in 2003 from Robert F. Wagner Graduate School of Public Service, New York University.



ANA ELIZA FARIA E SILVA

Technology Planning Manager - TV Globo

Obtained an electrical engineering degree from UNICAMP in 1995; she specializes in digital terrestrial broadcasting systems, having coordinated the rapporteur group of the ITU on the evaluation of Digital TV systems. She has a Masters in subjective evaluation of video quality from UNICAMP, an MBA in Management from the Dom Cabral Foundation and an MBA in Telecommunications from IBMEC. She is manager of the transmission technology department of TV Globo, responsible for the introduction of new technologies. She currently coordinates the Technical Module of the Brazilian Digital TV Forum, and chairs the ABNT Commission for Special Studies in Digital TV responsible for the standardization of Brazilian digital TV.



GABRIEL FERRARESSO

Project Engineer / TV Globo

Formado em Engenharia Eletrônica e de Computação pela UFRJ, Gabriel trabalha como engenheiro de projetos pela TV Globo desde 2012. Atua em projetos de contribuição e distribuição de vídeo em redes de comunicação que incluem satélite, fibra ótica, microondas e redes IP em geral. Foi o líder das demonstrações UHDTV (4K e 8K) realizadas pela TV Globo durante a Copa do Mundo 2014 e das exibições 8K nas Olimpíadas 2016.

Cite this article:

Nakonechnyj,L., Pizzi, S., Ito, Masayuki , Silva,Ana Eliza Faria and Ferraresso, Gabriel; 2016. The Future of Free-To-Air Television. SET EXPO PROCEEDINGS. ISSN Print: 2447-0481. ISSN Online: 2447-049X. v.2. doi: 10.18580/setep.2016.3. Web Link: <http://dx.doi.org/10.18580/setep.2016.3>