

# UHDTV- From Production to Distribution

**KEYNOTE: FERNANDO BITTENCOURT**



**Moderador: Fernando Bittencourt**

*Vice president - SET/ Consultant at FB Consultants*



**ATSC 3.0**

**Speaker: Skip Pizzi**

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



**Ultra High Definition – HDR / WCG / HFR**

**Speaker: Matthew Goldman**

*Senior Vice President Technology at Ericsson / Fellow & Executive Vice President at SMPTE / Senior Member at IEEE*



**The experience in 4K Production**

**Speaker: Paulo Rabello**

*Project Director / Rede Globo*

**The world's first 8K satellite broadcasting. – From Rio to Tokyo**

**Speaker: Narichika Hamaguchi**

*Senior Manager, NHK (Japan Broadcasting Corporation)  
From JAPAN by Web-ex from ITE venue*



**Japanese Road Map into UHDTV**

**Speaker: Hiroyuki Ogawa**

*Director for Digital Broadcasting Technology, Ministry of Internal Affairs and Communications / JAPAN*

9h00 – 11h00 | 01/09/2016 Thursday | Room 17

## Hot Session

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*Vice president of SET/ Consultant at FB Consultants*

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- **Japanese Road Map into UHDTV**  
Speaker: **Hiroyuki Ogawa**  
*Director for Digital Broadcasting Technology, Ministry of Internal Affairs and Communications / JAPAN.*  
O Road Map para a promoção de 4K e 8K no Japão foi publicado em julho de 2015 e o teste de transmissão 4K / 8K será lançado em agosto deste ano. Nesta apresentação será introduzido o estado atual da promoção UHD, no Japão.



**FERNANDO BITTENCOURT**

**Vice president - SET/ Consultant at FB Consultants**

Former General Manager for Engineering at TV Globo. Graduated in Electronic Engineering from the Federal University of Rio de Janeiro (UFRJ) Beginning in 1994, he was Coordinator of the SET/ABERT group created by the ABERT and SET to study and plan the implementation of Digital TV in Brazil. He was a full member of the Council for Social Communication in the Brazilian Senate, as an engineer with renowned knowledge in the field of social communication. Participates in the Deliberative Council of the Forum on the Brazilian Digital TV System. He is also a member of the IEEE, IBC and the SMPTE



**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.



#### **MATTHEW GOLDMAN**

*Senior Vice President Technology / Fellow and Executive Vice President / Senior Member - Ericsson / SMPTE / IEEE*

Matthew Goldman is Senior Vice President Technology, TV & Media, at Ericsson, where he is dedicated to videoprocessing and media delivery solutions. He has been actively involved in the development of digital television systems since 1992. He played a leading role in the Moving Picture Experts Group (MPEG), in which he helped create the MPEG-2 Systems standard. Matthew Goldman has been influential in other industry organizations, including the Society of Motion Picture and Television Engineers (SMPTE), the Ultra HD Forum, the Advanced Television Systems Committee, the Digital Video Broadcasting project, and the Society of Cable Television Engineers. Recent activities include Ultra HD and High Dynamic Range technologies. Four of his projects have received the Technology and Engineering Emmy® Awards. Matthew Goldman received his bachelor's degree (with high honors) and his Master's degree in Electrical Engineering from the Worcester Polytechnic Institute. He is the owner of six patents involving digital video transport. He is a Fellow of the SMPTE, a senior member of the IEEE, and an inductee of the Academy of Digital Television Pioneers. He is currently serving as Executive Vice President on the Board of Directors of the SMPTE



#### **PAULO RABELLO**

*Project Director - Rede Globo*



#### **HIROYUKI OGAWA**

*Diretor de Tecnologia Digital de Transmissão - Ministério do Interior e Comunicações (MIC) do Japão*

Diretor de Tecnologia Digital de Transmissão, Divisão de Tecnologia de Transmissão, Departamento de Informação e Comunicações, Ministério do Interior e Comunicações (MIC) do Japão.

Sr. Ogawa começou no Ministério de Correios e Telecomunicações (atual MIC), em 1998, tendo ocupado cargos com responsabilidade pela cooperação internacional, pesquisa e desenvolvimento de tecnologia sem fio, e tarifas para usuários do espectro. Também serviu na Embaixada do Japão na Rússia, como primeiro secretário, entre 2006 e 2008. Antes de seu cargo atual, era responsável pela política de TIC como principal diretor substituto. Sr. Ogawa se formou em Engenharia Elétrica pela Universidade de Tóquio em 1998. Possui Certificado Geral de Operador de Radiocomunicação, sendo um ávido radioamador. Também leciona na Universidade de Tóquio.

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