

DISTRIBUTION, EXHIBITION & TRANSMISSION

11h30 – 13h30 | 01/09/2016 *Thursday* | Room 17

Streaming And Distribution IP: challenges.

Keynote Alex Balford



Moderator: **PAULO KADUOKA**
Director / PSK Engenharia



**Addressing Live Streaming and Video Contribution
Challenges with Media Acceleration & Efficiency
Technology**

Speaker: **Alex Balford**
Senior Product Marketing Manager / Akamai Technologies



**Forget all you know about CDNs - here is a fresh approach
to video delivery**

Speaker: **Eran Rom**
Chief Executive Officer (CEO) & Founder / Coach IT Group Inc.



**How to Coordinate the Streamlined Operations for
Commercial Purposes Successfully?**

Speaker: **Emanuele Porfiri**
North & South America Sales Manager / ETERE



**Comentários sobre Panorama atual da Entrega em IP
Stream e Tendências**

Speaker: **Vitor Chaves De Oliveira**
*Engineering - Coach IT Group Inc. / UNISAL / DeVry
Metrocamp / SET*

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STREAMING AND DISTRIBUTION IP: CHALLENGES.

KEYNOTE ALEX BALFORD

Moderator: **PAULO KADUOKA** – Director / PSK Engenharia

- **Addressing Live Streaming and Video Contribution Challenges with Media Acceleration & Efficiency Technology**

Speaker: **Alex Balford**

Senior Product Marketing Manager / Akamai Technologies

For broadcasters and content providers, the growth of online audiences and the explosion of new content that's available to viewers represents an enormous opportunity, but at the same time a daunting challenge. As audiences increasingly shift online to view video content anytime, anywhere, on any device, an influx of Over-The-Top (OTT) services are being launched to meet consumer demand globally. Larger online audiences increasingly expect viewing experiences similar to those that they are accustomed to on their TVs today, therefore streaming media solutions must deliver a consistent, high-quality video streaming experience at scale. With more video content available and consumed than ever before globally, broadcasters and other content providers increasingly require more cost-efficient and flexible ways to contribute content globally. Traditionally, video contribution technologies have leveraged costly satellite or video fiber solutions. To compete in today's fast-paced world, content providers need new flexible, easily deployed, and cost-effective contribution and distribution solutions This session will explore live streaming and contribution challenges and ways to address them.

- **Forget all you know about CDNs - here is a fresh approach to video delivery**

Speaker: **Eran Rom**

Chief Operation Officer (COO) / Hola

Video traffic is completely different than regular web traffic. So why are CDNs still using the same technologies to deliver both? As the volume of online video keeps growing, a fresh delivery approach is required - one which is specifically designed for video. Eran will present a new CDN architecture for video, which can optimize video delivery mid stream by using real-time, client-side algorithms for distributed decision making. It allows a transparent and affordable business model that makes CDNs accessible to any publisher, large or small.

- **How to Coordinate the Streamlined Operations for Commercial Purposes Successfully?**

Speaker: **Emanuele Porfiri**

North & South America Sales Manager / ETERE

The importance of control and the CDNs role to face the ever-changing scenario on coordinated and controlling IP Stream.

- **Comentários sobre Panorama atual da Entrega em IP Stream e Tendências**

Speaker: Vitor Chaves De Oliveira

Engineering - Coach IT Group Inc. / UNISAL / DeVry Metrocamp / SET

Audiência sem limites e Mídia Sem fronteiras, como chegaremos lá?



PAULO KADUOKA – Director / PSK Engenharia



KEYNOTE ALEX BALFORD

Senior Product Marketing Manager - Akamai Technologies

Alex Balford is a Senior Product Marketing Manager at Akamai Technologies responsible for global marketing activities across Akamai's media delivery solutions portfolio. As a seasoned media professional, he conveys a keen understanding of market and technology trends influencing the evolving TV and OTT landscape. His experience includes marketing technologies that span across OTT content management and delivery, advertising and Content Delivery Networks (CDN). Prior to joining Akamai, he was at SeaChange International.



ERAN ROM

Chief Operation Officer - Hola

Eran Rom brings to Hola many years of senior management and leadership experience. Prior to his appointment as Chief Operation Officer at Hola, Mr. Rom served as Senior Director Business Development at Cisco. Before joining Cisco Eran Rom led Jungo Ltd. as its Chief Executive Officer. Jungo Ltd. was acquired by NDS now a part of Cisco. He grew the company's revenue from ~\$15M to ~\$40M, while maintaining its profitability. Before joining Jungo Mr. Rom served as VP of Sales at Phonetic Systems. Prior to joining Phonetic Systems, Mr. Rom held a position as Senior Vice President EMEA Business Operations at Identify software managing Identify's sales and field operation including direct sales force, partner and reseller relations. Before that Mr. Rom served as a Vice President of Product Management at Tecnomatix Technologies Ltd., managing large-scale projects and new product strategy. Mr. Rom also served as a Vice President of Customer Support and Professional Services at Indigo America Inc. Mr. Rom has a BSc. in Mechanical Engineering from the Technion (The Israeli Technology Institution).



EMANUELE PORFIRI

Gerente de Vendas para as Américas do Norte e Sul – ETERE

Emanuele Porfiri nasceu em Tolentino, Itália, em 1976. Se ligou à Etere em 1998. É Gerente de Vendas da empresa para as Américas do Norte e Sul. Exerce também o cargo de Gerente de Projetos e Planejamento de Sistemas, com uma vasta experiência de mais de 18 anos na indústria de broadcast. A Etere, fundada em 1987, é a única empresa a oferecer uma solução de fluxo de trabalho do início ao fim para qualquer tipo de empresa de mídia e broadcast. Até hoje, a Etere tem alcançado grande sucesso como líder mundial com suas redes de distribuição na Europa, Oriente Médio, Ásia-Pacífico e América do Sul.



VITOR CHAVES DE OLIVEIRA – Engineering – Coach IT Group Inc. / UNISAL / DeVry Metrocamp / SET

Vitor is a Brazilian Professor, Consultant and Researcher. PhD student in Electrical Engineering (Mackenzie), Master (MSc) in Electrical Engineering (PUCC), Specialist (MBA) in Electrotechnical Engineering and Power Systems (UNISAL), has a Bachelor's (BSc) Degree in Computer Science (UNISAL) and is an Informatics Technician (SENAI). College Professor working in the areas of Electrical Engineering and Computing at the Salesian University Center of São Paulo (UNISAL) and at the Metropolitan Integrated College of Campinas (DeVry Metrocamp); Magazines Editor (in Broadcast Engineering) / Chair & Manager for the SET EXPO Technology Conference for the Brazilian Society of Television Engineering (SET); Member of Engineering – Infrastructure/Broadcast/Cloud/ERP/Web/Mobile for the 'Coach IT Group Inc.'. Is a book author in Cloud Computing area and has published dozens of articles in Scientific Journals and at National and International Conferences. His research interests are focused on Telecommunications: IP Networks, Radio Broadcasting (Digital TV), Electromagnetic Theory, Control Algorithms, Mathematical Systems Modeling, Virtualization and Energy Efficiency.

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