

INFRASTRUCTURE

16h30 – 18h00 | 01/09/2016 Thursday | Room 17

IT & TV CONVERGENCE



Moderator: **Emerson José Weirich**
*Executive Manager of Radio and Television Engineering
at EBC / SET*



Sob o Kimono: A Transmissão Datacenter – Infra-estrutura
Speaker: **Robert Erickson**
IP Product Evangelist / Grass Valley, Belden



REDES IP PARA TV – O Mundo IP na TV
Speaker: **George Bem**
*Engineering – Infrastructure and Service Manager /
Rede Record*



Conhecendo vídeo sobre IP – Infra-estrutura
Speaker: **Silvino Almeida**
Video Sales Manager / Tektronix



**The TRENDS that drive the future – Today! (the POWER
of DATA)**
Speaker: **Aldo Campisi**
Vice President – Latin America / ChyronHego



Implementando a Televisão em um Datacenter IP
Speaker: **Hugo Nascimento**
TECHNOLOGY DIRECTOR - AD Digital

16h30 – 18h00 | 01/09/2016 *Thursday* | Room 17

Infrastruture

IT & TV CONVERGENCE

Moderator: **Emerson José Weirich**

Executive Manager of Radio and Television Engineering at EBC / SET

The convergence of IT technologies in infrastructure and in the workflows of television stations is at full speed ahead. While content producers search for higher resolution and quality in capture and editing, using 4K, 8K, HDR and HFR, equipment that uses IP solutions promises versatility and scalability for current formats and future video and audio standards that will arise. Of course, television engineering project management, during this transition, is a major challenge because of the miscellany of formats and standards, the absence of interoperability between items of equipment, the complexity of network logical topologies, the difficulty in calculating availability and throughput, communication with non-IP equipment of the existing infrastructure and management of new kinds of knowledge, such as virtualized systems and cloud storage. This session will address the different factors involved in IP migration, on account of the moment of IT & TV convergence we are currently living.

- **Under the Kimono: The Broadcast Datacenter – Infrastructure**

Speaker: **Robert Erickson**

IP Product Evangelist / Grass Valley, Belden

As the industry looks to new formats such as Higher resolutions, including 4K and even 8K, High Dynamic Range (HDR) and High Frame Rates (HFR) to tell enhanced and more compelling stories to compete within an increasing selection of content from a plethora of channels, broadcasters are searching for an agile solution for their infrastructure that will let them cover any and all formats to in the near future, without having to rip everything out and start over. The uncertainty around formats and what particular aspect or combination of formats will catch on, especially after the 3D fiasco.

- **IP networks – IP Application correct on TV**

Speaker: **George Bem**

Engineering – Infrastructure and Service Manager / Rede Record

What works!

What does not work!

What have to make before you leave by using IP.

What the market sells and what customers buy.

Certain suppliers are not yet prepared to understand and deliver the desired solution.

- **Knowing Video over IP – Infrastructure**

Speaker: **Silvino Almeida**

Video Sales Manager / Tektronix

Today one of the buzzwords in the Video production industry is Video over IP, almost every broadcaster's production chain has now evolved into an IT- and IP-based infrastructure. But the part that is still relies on SDI is the live production. So why should a broadcaster change to IP for live production?, what are the options?. Besides the evolution to 4K/UHD and HDR & HFR, the transition to all IP video workflow is regarded by many as a revolutionary and disruptive technology change that will demand entirely new skillsets and infrastructure.

- **The TRENDS that drive the future – Today! (the POWER of DATA)**

Speaker: **Aldo Campisi**

Vice President – Latin America / ChyronHego

Through a series of in-depth product and technology overviews, attendees will gain a valuable insight into future technology trends, ranging from Augmented Reality to Data Visualization, through Automation and Robotics. And how they are impacting today's broadcasts and production scenario. Our industry is undergoing a seismic shift. The pace of technological change is accelerating... and looking forward is what our M&E (Media and Entertainment) Executives need to do if they want to innovate, prosper and survive.

- **Implementando a Televisão em um Datacenter IP**

Speaker: **Hugo Nascimento**

Diretor De Tecnologia / AD Digital

Diversos canais internacionais estão experimentando com originação de canal em IP, incluindo integração ao vivo, em ambientes all-IP. Esses ambientes incluem nuvens locais e hospedadas, uma grande diferença das tecnologias anteriores. Durante essa palestra, Hugo Nascimento explorará as lições deixadas e decisões de design tomadas por diversas empresas que testaram essa tecnologia televisiva focada em dados.



EMERSON JOSÉ WEIRICH

Executive Manager for Radio and Television Engineering - EBC/ SET

With a degree in Electrical Engineering and a Master's in Science and Technology Management, he took a specialization course in digital video in Japan, and has professional experience in the field in Germany. He has also worked at several communication companies: RBS TV, TVE RS, Radiobrás, TV Justiça (Court TV) and EBC. He is currently Executive Manager for Radio and Television Engineering at EBC – the Brazil Communication Company (TV Brazil, TV NBR, the Integración Channel, TV Escola (School TV), Rádio Nacional and Rádio MEC). He is currently SET regional director for the Mid-West.



ROBERT ERICKSON

IP Product Evangelist / Grass Valley, Belden



GEORGE BEM

Engineering – Infrastructure and Service Manager / Rede Record

George Bem has a degree in Telecommunications Engineering from Fasp, and is postgraduate in Mission-critical Environments and Projects. Certified by the PMI and Scrum Alliance in project management. Since the 1990s, he has been involved in the telecommunications industry, with stints in IT, Internet and Broadcast, working in consultancy, architecture and in a managerial capacity. He participated in two major startups in Brazil, the multinational Ipredia International (Brazil's first corporate broadband internet provider) as Architect and Network Engineering Manager and Infrastructure and Operations Manager at Portal R7, responsible for the startup. He also worked in the infrastructure, Internet, systems, security and telecommunications divisions of Natura Cosméticos, CPM and BSH (Bosch and Siemens). He is currently Infrastructure and Engineering Services of the Rede Record network, responsible for integrating new IP technologies IP, data and telecommunications



networks, mobile solutions for video and data transmission.

SILVINO ALMEIDA

Video Sales Manager / Tektronix

Engenheiro eletricitista pela PUC Minas com mestrado em administração.



ALDO CAMPISI

Vice-Presidente – América Latina – ChyronHego

Os mais de vinte e dois anos de experiência em produção de televisão e broadcast, complementados por quatro anos de experiência em produção de rádio étnica, qualificam-no para as posições de:

- Vice-Presidente de Vendas para a América Latina, ChyronHego, Maio 2011 (atual), conduzindo e gerenciando as atividades da ChyronHego na América Latina e desenvolvendo os atuais e novos mercados em potencial.
- Vice-Presidente Especialista de Produto, Chyron, Outubro 2010;
- Gerente de Produto, Lyric PRO, Chyron, Agosto, 2006;
- Especialista Gráfico Sênior, VizRT – Américas – 2004 a 2006;
- Especialista de Produto Sênior, Pinnacle Systems – Global – 1999 a 2004.



HUGO NASCIMENTO

Diretor De Tecnologia - AD Digital

Formado em engenharia, tem 12 anos atuando em projetos de PAY TV em diversos ramos como IPTV, DTH e TV a cabo.

Em sua carreira, ele atou em empresas e clientes referencia no mercado, como Cisco e Irdeto, assim como em projetos que envolviam equipes multidisciplinares em diversos países para Telefonica, Megacable, Claro, NET e sua experiência contempla projetos em pré e pós-venda com profundo conhecimento técnico nesse mercado.

Atuou nos mais exigentes mercados como Alemanha, Estados Unidos, México, Colômbia, Argentina, Dinamarca, Espanha entre outros.

Cite this article:

Weirich, E.J., Erickson, R., Bem, G., Almeida, S., Campisi, A. and Nascimento, H.; 2016. IT&TV Convergence. ISSN Print: 2447-0481. ISSN Online: 2447-049X. v.2. doi: 10.18580/setep.2016.59. Web Link: <http://dx.doi.org/10.18580/setep.2016.59>