

## DISTRIBUTION, EXHIBITION & TRANSMISSION

14h00 – 16h00 | 29/08/2016 Monday | Room 13

# AUTOMATION



Moderator: **Nivelle Daou Jr**

*Technology Vice President at Rede Amazônica de Rádio e Televisão /SET Regional Director*



**Automation, the search to maximize processes for producing your content versus reducing your costs.**

Palestrante: **Daniela Souza**

*SET Deputy Marketing Director and Executive Director at AD Digital*



**TV Automation in an online world**

Palestrante: **Marcelo Blum**

*Broadcast Engineering Executive – Digital Television Systems Designer / Videodata*



**Automation in production environments. Integrating systems and optimizing resources in content production.**

Palestrante: **Amaury Pereira Da Silva Filho**

*Regional Sales Manager, Ross Video / Member of the Board of Executive Officers of SET.*



**Cloud Automation for Commercial Playout Commercial and Scheduling**

Palestrante: **Duarte David**

*Sales Director / Grass Valley Brazil*

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# AUTOMATION

Moderator: **Nivelle Daou Jr***Technology Vice President at Rede Amazônica de Rádio e Televisão /SET Regional Director*

- **Automation, the search to maximize processes for producing your content versus reducing your costs.**

Palestrante: **Daniela Souza***SET Deputy Marketing Director and Executive Director at AD Digital*

Traditional organizations are facing new challenges imposed by the new business reality within our industry. New players, new standards of behavior, new screens and new experiences, etc. This dramatic change in the market is forcing content producers/distributors to reinvent their business models, in the search for new markets and greater control/review of their costs throughout the entire production process. How can one simplify some processes that are quite often repetitive tasks that can bring the organization tangible and immediate benefits? In every content production/distribution ecosystem, from ingest to Display, focusing on the areas of OPEC, New Media, Journalism and CEDOC, among others, one can strive to maximize processes or to expand production and delivery capacity, or reduce operating costs. It is along these lines that we will look at possible technology solutions and the paths to be taken.

- **TV Automation in an online world**

Palestrante: **Marcelo Blum***Broadcast Engineering Executive – Digital Television Systems Designer / Videodata*

For a long time, TV automation was used primarily to show commercial breaks. Today, the challenges are much greater, because TV broadcasters have to be led to multiple distribution channels; content now arrives by internet and the demand for agility, reliability and reductions in costs has never been greater. Systems have to be expanded and modified, without interruption, during the operation, while new technologies like virtualization and cloud computing offer new tools for putting a new channel on the air, taking only a few minutes, rather than weeks or months. New architectures seek to optimize resources by displaying in Central Casting or Remote Casting, and the role of automation extends beyond ingest and playout to encompass automated quality control, movement and transcoding of content, disaster recovery systems and the generation of information for second screens and interaction with social networks.

- **Automation in production environments. Integrating systems and optimizing resources in content production.**

Palestrante: **Amaury Pereira Da Silva Filho***Regional Sales Manager, Ross Video / Member of the Board of Executive Officers of SET.*

The search for intelligent solutions that result in work flow optimization, eliminating errors, in addition to improving the quality of the final product, together with cost reductions has always been a challenge for organizations. Automation of production process can now simply assist in optimizing the resources involved by improving the final cost of the product while increasingly simplifying and standardizing the operation. These and other points involved in the automation process will be raised in this panel.

- **Cloud Automation for Commercial Playout Comercial and Scheduling**

Palestrante: **Duarte David***Sales Director / Grass Valley Brazil*

Cloud Automation is a revolutionary cloud-based software as a service (SaaS) for transmitting scheduling/commercial playout, with total in-cloud control, while the media are held in a secure location. You have total control over your system from anywhere.



**NIVELLE DAOU JR**

*North Regional Director - SET. - Technology Vice President at Rede Amazônica de Rádio e Televisão.*

Holds an Engineering degree from the Mauá School of Engineering (Electrical Engineering Course – Electronics Module), a Bachelor’s Degree in Law and registered with the Brazilian Bar Association (OAB Amazon Chapter) and a graduate degree in Digital TV from UFAM. Member of the current Executive Board of SINDERPAM (the Union of Radio and Television Broadcasters and Advertising in the State of Amazonas) as President.



**DANIELA SOUZA**

*Deputy Director, Marketing - AD Digital / SET*

Daniela actively participates in the discussions within the Broadcast industry, sharing her view of the market and future trends for the industry. She has been a member of the governing body of SET – Society for Television Engineering, for 10 years; guest speaker at key industry events involving Journalism, Media and Entertainment. She is a regular visitor at key national and international events, such as SET EXPO, Broadcast&Cable, IBC, NAB and Caper, among others. With an eye on the new business models and technological convergence, 20 years ago she founded AD Digital, an ICT systems integrator heavily weighted towards cost reduction and business optimization, where she was the brains behind several new concepts and solutions that have now taken hold in Brazil.



**MARCELO BLUM**

*Broadcast Engineering Executive – Digital Television Systems Designer / Videodata*

An Electronics Engineering graduate from UFRJ, with 24 years’ experience in the Television Engineering market, Technology and Systems Manager at Videodata, specializing in Display Automation Systems, Media Asset Management, Orchestration of Video and Media Workflows, Video Compression and Transportation technologies, Production and Post-Production and Mission-Critical Systems. He also worked as a development engineer at the head-end of TV Manchete and as a TV automation developer at Phase Engineering. A partner at Set for over 20 years, he has contributed by giving countless talks at its events.



**AMAURY PEREIRA DA SILVA FILHO**

*Regional Sales Manager, Ross Video / Member of the Board of Executive Officers of SET*

Amaury holds a degree in Electronic Engineering from the Federal University of Itajubá and a graduate degree in business administration from FAAP. With extensive experience in technology and over 10 years in the broadcast market, he has been deeply involved in a range of issues within the industry. He has played an active role in the Digital TV Forum since its creation, and has been a member of the board of SET since 2005, participating in working groups and always helping by bringing his critical view to new technologies and standardizations. He is currently Regional Sales Manager for Ross Video Limited, a Canadian company focused on intelligent solutions for the content production and distribution market.



**DUARTE DAVID**

*Sales Director / Grass Valley Brazil*

David holds a degree in Electronic Engineering from the University of Mogi das Cruzes, and is a postgraduate in Telecommunications with a full degree. He has taken part in several important projects at Brazil’s largest broadcasters, and has been in the Broadcast market for over 20 years.

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