14:00 – 15:20 | Room 12 | Monday – Aug.26

AUDIOVISUAL CONTRIBUTION AND INFRASTRUCTURE

IP – INTEGRATION OF TECHNOLOGIES FOR TRAFFIC OF THE SIGNALS IN DIFFERENT AREAS

Today's IP technologies for traffic of broadcast quality content must provide the means to meet needs and to leverage the creativity. Creativity and need are pushing new developments, but individually the current solutions are not giving all the answers and hybrid solutions are starting to take up space. This panel presents the possibilities of integrating current IP technologies in different areas, in search of better and more efficient uses for each case.

Chair*: **Leonel da Luz - *President, Media and Content Dynamics***

• COULD YOU PRODUCE IT FASTER AND CHEAPER? (MY BOSS ASKED)

Speaker: **Raul Dominguez Martin** - *CEO, PR Media*
The world is changing rapidly. The way we collaborate between one Department to another is challenging everyone to get it done faster and cheaper. The IP hasn't only changed Phones System or Voice, it's also changed the way we distribute the video from one point to another, by fiber, by satellite or even by WIFI. I'll explain how we changed the way that an entire TV Network, in a small Country named El Salvador, distributed video to the entire world.

• ENSURING VIDEO DELIVERY QUALITY IN AN IP WORLD

Speaker: **Bruno Bellantuono** - *Director of Sales and Business Development - South Cone, Telestream*
There are big challenges when dealing with video delivery that goes over third party IP networks and CDNs. The best scenario for an operator is to have a platform that monitors the video delivery content from the head end till the last mile, with a centralized management system that can correlate all alarms and can quickly pinpoint the location and cause of the failure. These solutions ensure the end user's satisfaction and also make sure that 3rd party companies that are being paid to store, prepare and deliver such valuable content are doing their job well.

• ORCHESTRATORS FOR VIDEO OVER IP INFRASTRUCTURES

Speaker: **Guilherme Castelo Branco** - *Partner Director / Phase Engenharia*
The IP infrastructures for video are based on very reliable routers. Routing can be fully controlled by an external software layer called Orchestrator, in the Software Defined Video Network concept, which manages signal routing, port configuration, redundancy mechanisms, bandwidth, faults, and auto discovery of devices, such as gateways with the SDI legacy. A good orchestrator is critical to the smooth, simple and reliable operation of an IP video installation.

• THE LARGEST IP PROJECT OF THE WORLD. AND LO, THE NEW FACILITY CAME TO CHALLENGE

Speaker: **Denis Paré -** *VP Sales / Embrionix Design*
There is no question about it, our industry is moving to IP. Around the world the majority of new projects are IP based.
It is not hard to find one to talk about but CBC/Radio-Canada is deploying the largest IP project in the world.
From when the construction started 2 years ago all the way to the on air date, this case study will be showing the chosen architecture and some of the challenges that they encountered.
Welcome to the CBC/Radio-Canada case study.

Chair: Leonel da Luz - President, Media and Content Dynamics
Leonel da Luz is the president of media and content-dynamics that serves the Brazilian and Latin American markets, offering consulting, projects, products and professional services. With a solid background in engineering and business management from Mauá, INATEL, FGV and MIT, Leonel has accumulated success stories in several national and international companies such as TV Cultura-SP, Ampex, Philips, TV Anhanguera, Harris and Grass Valley, among others.

Raul Dominguez Martin - CEO, PR Media
Raul Dominguez, executive producer, born 35 ago in Spain. He started as a television presenter with only 12 years old. He studied at LACC and UCLA in Hollywood, California. Raul has been responsible for the creation of innovative digital platforms with mostly impacting Central America, producing dozens of programs endorsed by NBC Universal, Sony or Endemol Shine. He is a frequent panelist on the Future of Television in NexTV CEO in Miami and judge of the PRODU AWARDS at the NAB in Las Vegas.

Bruno Bellantuono, Director of Sales and Business Development - South Cone, Telestream
Computer engineer graduated with 14 years of experience in Digital TV, OTT and IT projects within leading technology providers. Implementation / sale of turn-key and specific projects encompassing headends, conditional access (CAS), middleware, set-top boxes and video quality monitoring (QoE / QoS) solutions.

Guilherme Castelo Branco - Partner Director / Phase Engenharia
Bachelor in Electronic Engineering from UFRJ, with specialization in business management from Fundação Getúlio Vargas - SP, has worked in the area of solutions for television systems since 2004. He is currently the director of Phase Engenharia in São Paulo.

Denis Paré - VP Sales / Embrionix Design
Denis Paré is Vice President of Sales of Embrionix Design, responsible for all direct sales and reseller channels worldwide. He is also entrusted to grow strategic customer accounts and partner relationships in the broadcast market. Denis brings a broad range of experience to the Embrionix sales team, including executive sales positions at Miranda Technologies and Grass Valley, where he worked as Director of Sales, Americas and Director of Strategic Accounts. Prior to joining Embrionix, Denis spent over 20 years in video broadcast industry.