

# OTT STREAMING: CHALLENGES, TECHNOLOGIES, SERVICES FOR BUILDING THE NEXT GENERATION OF VIEWERS

TV stations and operators based on traditional models are facing the challenge of having to win over new viewer while retaining their existent bases, given the progressive and inexorable change of habits in the way videos are consumed.

The appearance of new players operating with OTT streaming has had a huge impact on the entire media and entertainment sector market, with forecast global revenues of US\$ 64,78 billion in 2021, of which approximately US\$ 3,59 in Latin America (Digital TV Research Forecasts/2018).

The fallout from this challenge is easily measured: in the subscriber TV sector alone, between November 2014 and May 2019 there was a loss of 2,9 million subscribers (ANATEL/2019). The decline in free-to-air TV audiences prompted the leading stations to launch their own streaming services in recent years in an effort that has required a speed of response from organizations which, from a cultural point of view, are slow to react, , almost always using the same ecosystem of traditional suppliers in an attempt to bring about change amidst a disruptive setting.

In this panel. We will discuss the scenario of the experiences in supplying OTT streaming, highlighting the challenges technologies, business model, services and innovations that are helping to be build a quality experience for users in a scenario where companies need to be strong competitors (while at the same time collaborating with each other

Chair: **Salustiano Fagundes - CEO - HXD OTT Solutions & Owner HIRIX Software Engineering**

## • **HBBTV AS AN EFFICIENT ALTERNATIVE FOR PROVIDING MULTIMEDIA AND INTERACTIVE OTT CONTENT DELIVERY: OVERVIEW, CASES AND STRATEGIES**

Speaker: **Stan Baaijens - DVB Chair PCM & Steering Board (CEO, Funke Digital TV)**

The DVB standard, which pioneered the transition from analog to digital and SD to HD / UHD, has been exploiting the full potential of IP-based and RF-based broadcast hybrid delivery for connected TVs, set-top boxes and HbbTV-enabled multiscreen devices that enable broadcasters and operators to explore new services, including making OTT audio-visual content delivery as easy as on classic platforms.

Technologies for the transmission and delivery of hybrid media, including DVB-T2, DVB-DASH and DVB-CSS, complemented with HbbTV-based services, are already in use in many countries inside and outside Europe and are becoming an alternative for traditional players to position themselves in an increasingly disruptive, interactive and competitive market.

In this session we will have an overview of how HbbTV is being used, know some success stories and their strategies for the future.

- **FIVE STEPS – MACHINE LEARNING & ARTIFICIAL INTELLIGENCE FOR DELIVERING STREAMING**

Speaker: **Nadine Kerfatz** - *OTT Management Consulting & Founder Reality Software*

The world is overflowing with digital media. As media executives, you'll need to make sure viewers can find and play your content easily. This presentation is my top five list of how machine learning (ML) and artificial intelligence (AI) will help you design a better viewing experience, maintain technical best practices, plus at the same time make sure you can still run a profitable business.

- **BUILDING AND EVOLVING A STREAMING OTT PLATFORM IN BRAZIL: AN OVERVIEW OF TECHNOLOGY, REGULATORY, AND BUSINESS CHALLENGES**

Speaker: **Luiz Bannitz** - *Business Director of Fitness Channel | Encrypt | Looke*

Building, maintaining and developing an OTT Streaming service in Brazil that provides a quality experience with diverse content has been a huge challenge that Encrypta decided to embrace in 2015, when it launched a platform for distribution and delivery of movies and series – Looke, which uses business models based on SVoD (subscription) and TVoD (transactional) and was the first streaming platform in Latin America to offer video downloads offline.

In this session, we will find out about the experience of the entrepreneurs of Looke who, rowing against tide of a series of obstacles encompassing high risk for those investing in innovative technologies in Brazil, including regulatory uncertainty and the growing competitiveness of the Brazilian market with the arrival of new players, managed to establish a foothold and occupy new spaces.

- **THE PAY-TV INDUSTRY IS IN THE MIDST OF TREMENDOUS DISRUPTION**

Speaker: **Fabio Souza** - *Solutions and Marketing Latam – Synamedia*

New technologies are allowing for an unprecedented number of services, and for very fast deployment schedules. Globally, media consumption is rapidly growing and disrupting the traditional ways of securing, monetizing, and delivering video content and its associated services. This new environment requires operators and media companies to leverage existing architecture investments to deliver a range of offerings to consumers, from entry-level to premium services. At the same time, when and if economics begin to shift and allow for renewed architecture investment, a transition to the cloud should be considered. This session will engage in a transparent discussion on finding the right balance when blending broadcast and IP delivery.



**Chair: Salustiano Fagundes - CEO - HXD OTT Solutions & Owner HIRIX Software Engineering**

Entrepreneur in the area of technological innovation, founding partner of HIRIX Software Engineering and HXD Smart Solutions, a company that since 2007 has been "thinking and making the new television in Brazil". He is a member of SET Deliberative Council. He is a guest researcher at CITI (Interactive Center for Interactive Technologies) and LabArteMidia-Laboratory of Art, Media and Digital Technologies, both from the University of São Paulo (USP) ; and Ambassador of Campus Party, an organization that brings together a worldwide community of developers and makers with a mission of "building a new source code for the world."



**Stan Baaijens - DVB Chair PCM & Steering Board (CEO, Funke Digital TV)**

Stan Baaijens is a second generation owner of Funke Digital TV after following his father's footsteps by joining the Funke Company almost 40 years ago. Since 1992 his focus laid on understanding consumer needs, the broadcasting industry and the increasing market penetration of digital TV and by doing so Funke Digital TV was able to anticipate future market needs and opportunities. Nowadays, his mission is to build state of the art digital terrestrial reception solutions and deploy these extensively around the world. In 2015 Mr. Baaijens was appointed as DVB Steering Board member and since 2018 elected as Chairman of the DVB Promotion & Communications Module (PCM) at the EBU in Geneva. As a Steering Board member, Stan represents CE manufacturers within DVB and will strongly support the interest of CE manufacturers of Digital TV products by making use of his extensive market knowledge and network.



**Nadine Kerfatz - OTT Management Consulting & Founder Reality Software**

Nadine is an industry expert in business models and technologies for OTT and help media and technology companies win customers with everything needed to build digital video and the next generation TV experience: the tech, business and design. She has a great experience with manage projects, define strategy and write about innovation for industry publication Streaming Media Magazine.



**Luiz Bannitz - Business Director of Fitness Channel | Encrypt | Looke**

Luiz Bannitz is an economist, lawyer and business administrator. His passion for bridging history and technology led him to strategic positions at companies such as HBO Brazil, EMI Music and GEO Eventos, where he worked as a director. He is currently Director of Business for Fitness Channel, Director of Business Affairs at Encripta and Director of Business and Content for Looke



**Fabio Souza - Solutions and Marketing Latam - Synamedia**

Fabio is a technology executive and entrepreneur with a strong bias to execution, combining 20 years of experience in start-ups, consulting, media, service provider, and technology companies including DirecTV Group, NET Brasil (part of America Móvil) and GVT (acquired by Telefonica), lastly at Cisco driving the transformation team of the Video Business. At Synamedia since October 2018, he is heading LatAm strategy, marketing programs, products, and partners.