

TERRESTRIAL TRANSMISSION INFRASTRUCTURE SHARING: THE ROAD TO DEEP BRAZIL DIGITIZATION – STRENGTHENING PARTNERSHIPS AND DEVELOPING INNOVATIVE SOLUTIONS

Chair: Valderez de Almeida Donzelli - SET Deliberative Council / Technical Director of ADTHEC

Co-Chair: Camilla Cintra - Executive Supervisor of Broadcasting Projects Area at TV Globo

Speakers:

- **Alberto Leonardo Penteado Botelho** – Project Engineer at LM Telecomunicações
- **Alexandre Vila** - Broadcasting Manager of TV Bandeirantes SP
- **José Frederico Rehme** - Professor at Positivo University / Coordinator of SET Membership and Events Committee
- **Ivon Luiz Pinto Júnior** - Engineering Manager at TV Cultura
- **Emerson Alexandre Fonseca Costa** - Regulatory Project Manager at Grupo RBS
- **Fernando Gomes de Oliveira** – Project Management and Planning - Seja Digital (Be Digital)
- **André Bertoldo** - Technical Coordinator of TV Alterosa



Chair: Valderez de Almeida Donzelli - SET Deliberative Council / Technical Director of ADTHEC

Holds a degree from the industrial school of engineering (FEI) in electronic engineering, power engineering and production. She obtained a Master's in electrical engineering, defending the dissertation "Polarização Elíptica: Influência no desempenho de cobertura da TV Digital" (free translation, Elliptical Polarization: Its influence on the coverage performance of Digital TV", and is reading for her doctorate with the survey " Digital TV: Signal Coverage", both from the Mackenzie University. She also holds a specialization in IT from FESP, ICT management from the FGV and Advanced Digital TV Systems, from INATEL. Technical Director of ADTHEC (www.adthec.com.br), a company offering consultancy, planning, design, research and analysis of risks and solutions for public and private sector radio, television and telecommunications stations, with the emphasis on the design and installation of digital and FM transmission systems. She has headed up studies, tests and measurements involving the systems for implementing digital TV in Brazil, as well

as the group that reviewed the regulations for sound and picture broadcasting services.



Co-chair: Camilla Cintra - Executive Supervisor of Broadcasting Projects Area at TV Globo

Camilla Cintra holds a degree in Telecommunications Engineering from PUC-Rio and an MBA in Project Management from Fundação Getúlio Vargas. She is currently Executive Supervisor of Globo's Broadcasting Projects Area, manager of the team responsible for Digital Coverage Expansion in Globo's five markets, leading ABERT's Infrastructure Sharing group and part of the SBTVD Forum's discussion group that is challenged to create a viable model for the digitization of the 4000 municipalities that will have the analog signal turned off in the interior of the country in 2023.



Alberto Leonardo Penteado Botelho – Project Engineer at LM Telecomunicações

Alberto Leonardo Penteado Botelho holds a Master's degree in electrical engineering from Mackenzie Presbyterian University. Graduated in Electrical Engineering, Telecommunications mode, from Paulista University, specializations in Digital Television Systems Engineering from the National Telecommunications Institute, Telecommunications Network Engineering from the National Telecommunications Institute and MBA in Project Management from the Getúlio Vargas Foundation. He currently works at LM Telecomunicações (RecordTV group) as a project engineer.



Alexandre Vila - Broadcasting Manager of TV Bandeirantes SP

Graduated in Electrical / Electronic Engineering from the Barretos-SP Educational Foundation and Electronic Technician from ETEP - SJ dos Campos-SP, he is an experienced broadcast professional with 19 years of experience in the areas of radio and television, project engineering management and broadcasting systems, satellite communications, audio / video compression, planning and deployment of ISDB-t terrestrial transmission systems. He has developed his career in reputable companies such as CEETPS, SHARP, NET, BAND, SKY Brazil, TV Zimbo-Angola in Africa. He is currently Broadcasting Manager at TV Bandeirantes SP, managing the signal distribution / contribution area, Uplinks, and expanding digital signal coverage in SP and in the Band network.



José Frederico Rehme - Professor at Positivo University / Coordinator of SET Membership and Events Committee

José Frederico Rehme is Coordinator and Professor of Electrical Engineering and Energy Engineering at Positivo University and Director of Engineering at TVCi.



Ivon Luiz Pinto Júnior - Engineering Manager at TV Cultura

has been working at TV Cultura since 1985 where he currently holds the position of Engineering Manager. Coordinated the implementation works of TV Cultura's own Digital TV network in the state of São Paulo (230 sites) and configurations of SFNs networks with satellite reception of compressed BTS. Participated in the working group of the project of sharing TV broadcasting systems of TV Cultura tower in São Paulo (Sumaré). Manages the areas of infrastructure, audio / video capture, content distribution (IP, satellite and MO), Broadcasting, digital TV systems and Technical Centers, with activities in maintenance and projects.



Emerson Alexandre Fonseca Costa - Regulatory Project Manager at Grupo RBS

Graduated in Electrical Engineering from UFSC - Federal University of Santa Catarina, Postgraduate in Telecommunications from UFPR - Federal University of Paraná and Bachelor of Law from PUC-RS - Pontifical Catholic University of Rio Grande do Sul. Has been with RBS TV since 2012. He is currently Regulatory Project Manager and NOC TV and Radio of Grupo RBS.



Fernando Gomes de Oliveira - Project Management and Planning - Seja Digital (Be Digital)

Fernando Gomes de Oliveira has been working in the telecommunications and broadcasting sector since 1996, promoting technical solutions to the main TV stations, pay-TV operators and local Internet providers. At Be Digital, he is responsible for the management and planning of TV channel repacking projects with the goal of releasing the 700MHz band, enabling the implementation of 4G / LTE networks.



André Bertoldo - Technical Coordinator of TV Alterosa

André Bertoldo holds a bachelor's degree in Civil Engineering from Faculdade Doctum and holds an electronics technician certification from Senai. He has worked in telecommunications for 14 years, commencing his career at TV Alterosa, an affiliate of SBT, before moving to Record Minas TV and, in recent years, Technical Coordinator at TV Alterosa. He is also responsible for developing projects in the area of Digital and analog TV and for the installation and field maintenance of relay systems for TV signals.