

USING REGIONAL PROVIDER INFRASTRUCTURE (ISPS) TO DELIVER VIDEO ON DEMAND (VOD) SERVICES

Alex Jucius, general director at NeoTV, which today encompasses around 130 companies, states: “Broadband is the most relevant market for us today. There are 3 million fixed line broadband subscribers against 350 thousand TV subscribers. Which means: the simplest distribution alternative is to send content over broadband. We do the integration and have noticed this equation: a market with difficulties and barriers on distribution of content versus the technological evolution and the consumer’s desire to own other content besides just TV. For this reason, we approach the Market with these services”. Mariana Toledo@ Teletime, 23/04/19

On this panel, a SET / Futurecom partnership, relevant VoD aspects will be debated:

- Customer loyalty through offered content.
- The importance of infrastructure to support the delivery of VoD.
- OTT and new streaming services: how much will it impact the network?
- VoD customization – employment of data analysis (Big Data e Business Analytics) to offer relevant content.
- New delivery formats – Content aggregation through a platform – a necessity?

Chair: Ari Lopes - Principal Analyst, OVUM

- **HOW BROADBAND ADVANCES RAPIDLY IN BRAZIL AND ACCELERATES THE ADOPTION OF NEW TECHNOLOGIES FOR VIDEO SERVICES**

Speaker: **João Moura** - Executive President, Telcomp

In recent years the new competitive carriers substantially expanded its fiber optic networks and today provide connectivity at speeds and quality levels suitable to enable advancement of video services with new technologies throughout the country, even in less economically dynamic regions. What factors made this rapid advance possible? What are the trends in the medium term?

- **CHALLENGES & OPPORTUNITIES OF VIDEO PRODUCERS IN CONTENT DELIVERY**

Speaker: **David Nagib** - Account Manager, Viacom

The consumption of video content has been evolving in recent years, and the challenge of those producing it is to discover all possible distribution formats.

The expansion of the “physical” internet across a large swathe of Brazilian territory allows us to wager on a model that was never part of our culture of consuming TV, “VOD”.

The challenge now is to maintain a market like that of PAYTV, which has a healthy turnover of millions of dollars and is still evolving in new methods of delivery!

- **ARE PAY TV PROVIDERS AND ISPS READY FOR THE NEW OTT ERA?**

Speaker: **Bruno Calabresi** - CTO at youcast!

With increased video consumption on unconventional media, coupled with the offer of high-speed connections due to fiber optic data network expansion over the last decade, pay-TV and ISP operators need technologies and solutions to deliver nonlinear video content while remaining attractive to your customers. They should also consider which technical issues should be analyzed, either availability or quality traffic to always ensure the best user experience.



Chair: Ari Lopes - Principal Analyst, OVUM

Ari Lopes is Chief Analyst at Ovum Américas. He heads up the investigative work and consultancy projects in the region. His main work has been in pricing strategy, development of the fixed and mobile broadband markets, IoT, relations between operators and OTT's and between operators and the corporate sector. Ari has been a regular speaker at industry events like Futurecom, Andicom, Broadband LATAM, LTE LATAM, the Mexican Telecom Forum, the Andean Telco Forum, NG Telecoms and CONIP, among others. Ari has over 10 years' experience in the telecommunications and Internet sector, holding positions as pricing strategist at Vivo, Brasil Telecom and Oi, in addition to that of financial analyst at Google in Dublin, Ireland. He has a degree in Economics from the University of Campinas, with a master's in communication management from the University of Strathclyde in Glasgow, Scotland.



João Moura - Executive President, Telcomp

A veteran executive with significant experience on general management developed in global organizations like Coopers & Lybrand (PricewaterhouseCoopers), Generali, BCP - BellSouth, combined with extensive managerial responsibilities in mid-size companies facing significant challenges. 17 years of a successful career in a global corporate finance consultancy, with significant experience in mergers and acquisitions, turnarounds and corporate restructuring, and strategic consultancy services. Successful experiences in managing stoppages, complex transactions, like refinancing, Chapter 11, mergers and acquisitions, international arbitration proceedings and other critical situations that require detailed focus, timely sensitivity and resilience. Executive education at MIT, Stanford and Wharton School. 5 years on the teaching staff in Corporate Finance at the Polytechnical School of the University of São Paulo.



David Nagib - Account Manager, Viacom

Bachelor of Social Communication (Pontifical Catholic University of Campinas). He has 21 years of experience in PAY TV channel distribution having worked at MTV Brasil, Fox, Embratel and Viacom.



Edson Mackeenzy – Head SET Innovation Zone

CTO of the company youcast!, an integrator of data video solutions and one of the most respected and active companies on the domestic subscriber TV and data provider market. Active in the Technology market for more than 15 years, with specialization in Technology, Solutions and Services for the Telecommunications Market, and with a degree in Social Communication. Currently responsible for over 30 IPTV projects on the Brazilian and South American markets.