

# TRANSFORMATION OF RADIO (METAMORPHOSIS)

Radio and its audio content remain as desire of consumption.

The various alternatives of access, from the traditional radio receiver, from the vehicular to the platform of the internet with app and hybrid.

Broadcasters and the success stories with the new format.

Chair: **Eduardo Cappia** - EMC Director / Deliberative Board SET

**Radio does not perish, it remains.**

## • TECHNOLOGICAL DRIVERS OF RADIO TRANSFORMATION

Speaker: **Vice President, Technology Education and Outreach at NAB**

The permanence of RADIO in the US advertising market.

Indexes and research show the ranking of access to radio content for different age brackets.

Trend towards substitution of access to the vehicle via terrestrial broadcasting with “on-line” and “on-demand consumption – Podcasting” , Digital HD Radio and the hybrid model.

The smart speakers phenomenon.

The influence of connection via smartphones and activation of the radio chip set in cellphone equipment.

## • RÁDIO 360°

Speaker: **Marco Moretto - Director of Hot107 FM Radio**

Radio lives one of his best moments for broadcasters who have transformed their stations in real communication and media companies, without limiting themselves to the natural and technical constraints of our environment.

Rádio 360° is the creation and commercialization of content with distribution on various platforms.

## • WHAT IS THE FUTURE VISION OF RADIO WITH IMAGE?

Speaker: **Carlos Aros – Director at Rede Jovem Pan News**



**Chair: Eduardo Cappia - EMC Director / Deliberative Board SET**

1979 Graduation from the University of Mogi das Cruzes. Electrical Engineer with qualification in: Electronics and Electrotechnology. Technical Advisor propagation - FM Antenna Systems Shively Labs. Director of SET Radio; Technical Leadership AESP - since 2011 and Director of the EMC Company - SOLUTION IN TELECOMMUNICATIONS from 1991. Active participation in Regulatory Groups and Discussion Standardization Sector, working in the Radio AM to FM migration process since 2009.



**Skip Pizzi - Vice President, Technology Education and Outreach at NAB**

Skip Pizzi is Vice President, Technology Education and Outreach, at the National Association of Broadcasters (NAB) in Washington, DC, USA. His career has spanned the broadcast and digital media industries, working in audio engineering at NPR, and in audio production, media standards and technical policy at Microsoft. He was also an editor at Broadcast Engineering magazine, and a columnist for several other international industry publications. He remains a technology journalist, editor, author and trainer today. His most recent book is A Broadcast Engineering Tutorial for Non-Engineers, 4th edition, published by Focal Press. He is currently Associate Editor on the NAB Engineering Handbook, 11th edition, which will be published later this year. Skip serves as Vice-Chair of the Advanced Television Standards Committee (ATSC) Technology Group 3 (TG3), which is developing the ATSC 3.0 standard. He is also a member of the Board of Directors of the Ultra HD Forum. Skip is a graduate of Georgetown University, where he studied Electrical Engineering, International Economics and Fine Arts.



**Marco Moretto - Director of Hot107 FM Radio**

Marco Moretto began his radio activities as a teenager. Integrated in the area, he professionalized and specialized in administration focused on the communication vehicle. He is one of the youngest radio administrators in the state of São Paulo. Director of Hot107 FM Radio. He graduated from the Bauru University Center and specialized in FGV - School of Business Administration of São Paulo. Member of the AESP Executive Board - 2019-2021..



**Carlos Aros – Director at Rede Jovem Pan News**

A journalist from the Cásper Líbero School, CARLOS AROS has worked in the editorial offices of Rádio Jovem Pan and Rádio CBN, where he was editor-in-chief. At the Jovem Pan Group, he was portal editor, reporter and anchor on the Jornal da Manhã, Morning Show and Radioatividade programs. He is currently content director at Jovem Pan News Network. He has specialized in covering technology, a field he works in as a commentator and consultant. He won the 2017 Specialists Award in the Information Technology category and was a three-time nominee for the Comunique-se Award in the Technology category in 2015, 2016 (finalist) and 2017.