

THE FUTURE OF TV, OTT AND STREAMING SATELLITE IN THE AGE OF CLOUD, AI AND 5G

There is no doubt that practically almost all television companies the world over have used and still use communication satellite services to contribute, distribute and deliver high-quality audiovisual content with incomparable reliability and availability. In this age of the cloud, artificial intelligence and 5G, everything “software defined” and a series of new technologies, some evolutive, others disruptive, the satellite industry has been reinventing itself to continue attending to this very important segment of the market.

On this panel, satellite operators will put forward their proposals and offers of innovation that adhere to this era, so as to effectively collaborate with the present and future of TV, OTT and Streaming.

Chair: **J.R. Cristóvam - Technical Director – UNISAT**

• EUTELSAT CIRRUS?

Speaker: **Ricardo Calderon** – Sales Director at Eutelsat do Brasil

Degree in electrical engineering from the Mauá School of Engineering, has 30 years of experience in the communications market for satellite, broadcast and PayTV. He has been the Sales Director at Eutelsat do Brasil for the video market since 2015.

• VIDEO IS TRANSFORMING THE WORLD. ARE YOU READY?

Marcelo Amoedo - Director of Sales - Broadcast Division, Intelsat

The video market landscape has been changing rapidly over the years and shows no signs of slowing down. Increased viewer expectations and changing video consumption trends have required content providers to find innovative ways to deliver high quality, accessible video content across multiple devices and platforms globally. Stay current with trends and learn how you can prepare your content delivery and contribution network for the future of video service broadcasts.

• NEW TECHNOLOGIES KEEPING SATELLITE RELEVANT IN NEW VIDEO DISTRIBUTION ECOSYSTEMS

Jurandir Pitsch – Vice President Sales – SES

A quick overview of solutions that use satellite for video distribution infrastructure in the era of streaming, VOD and 5G.

• LOW COST AND LIVE SATELLITE NEWS CONTRIBUTIONS - KA BAND AND KU BAND

George Bem, Ceo & Founder – InternetSAT

InternetSat will summarize the evolution of field broadcasts to date with real and objective examples and provide a benchmark for quality, cost and mobility. As an

example of video and streaming broadcasts, shows the last solution to streaming video and its quality, especially when the point is not only to use the Mochilink and no more C-band, that is, address high-capacity satellite use and state-of-the-art (HTS) band Ka and Ku band, focusing on occasional journalism.

• **THE FUTURE OF SATELLITE TV - MULTISERVICE PLATFORM AND SATELLITE DISH DIGITIZATION**

Speaker: **Antônio Paolino Iannelli** - Embratel Star One, with the arrival of the new Star One D2 satellite, will expand the Parabolic Digitalization plan, adding technological innovations not only in satellites, but also on the ground, enabling an even greater number of video signals and improving the quality of reception on more than 20 million parabolic antennas pointed at the 70°W position.

• **NEW PUSH VOD SERVICES FROM HISPAMAR SATELLITES**

Speaker: **Sergio Chaves** - South America Business Director - Hispamar Satellites
 In this talk, HISPAMAR will introduce the satellite on-demand video (Push VoD) solution, which enables broadcasters to provide a complete user experience by combining the enjoyment of on-demand content with that of linear TV.



Chair: J.R. Cristóvam - Technical Director - UNISAT

He has been active in satellite communications since 1983, having headed up project teams on several occasions. Associate Director and one of the founders of UNISAT in 1990. He is the company's technical director and a senior consultant to Brazilian and international companies. Before founding UNISAT, he worked at NEC, TELEBAHIA and EMBRATEL in the National and International areas, in communications via the Brasilsat and Intelsat satellites, having been a member of the Domestic Satellite Communications Department, known as SAT. He is an Operations Engineer in Electronics, from the School of Engineering of the UGF, a Graduate Degree from the UFF in Telecommunications, specialization courses in Japan (NEC, NTT and Anritsu) and in the USA (TCB – Thomson).



Ricardo Calderon – Sales Director at Eutelsat do Brasil

Degree in electrical engineering from the Mauá School of Engineering, has 30 years of experience in the communications market for satellite, broadcast and PayTV. He has been the Sales Director at Eutelsat do Brasil for the video market since 2015.



Marcelo Amoedo - Director of Sales - Broadcast Division, Intelsat

Marcelo Amoedo is an experienced telecommunications professional with 17 years of experience in the areas of television, satellite communications, video compression and transmission systems integration, business development, key account management, direct sales and resales, networking and relationship. Acted as sales and business development manager for STI Telecom and MB Skytech Sales Account Manager. At Intelsat, he is responsible for the commercialization of space segment capacity for occasional use and broadcast services. Graduate in the MBA of Digital TV, Broadcasting and New Media from UFF - Fluminense Federal University, graduated in Administration and Computer Networks from Universidade Estácio de Sá.



Jurandir Pitsch – Vice President Sales – SES

Jurandir Pitsch is a postgraduate electronics engineer from Unicamp. He worked at Telebrás CPqD as a satellite researcher for 11 years. He later worked at Comsat Brasil in various positions in engineering, operations, product marketing and sales. Since 2003 he has been with SES in sales and business development. He is currently Commercial Vice President of Video for Latin America.



George Bem, Ceo & Founder – InternetSAT

George Bem is CEO and founder of InternetSAT, an integrated solutions provider and broadband internet operator via satellite, fiber and telephony. He holds a degree in Telecommunications Engineering from FASP, and specializations in Business Management from the Getúlio Vargas Foundation. He holds a graduate degree and certificate in Mission-Critical Environments and Project Management from the PMI and Scrum Alliance. Among other positions, he was Infrastructure and Engineering Services Manager at Rede Record TV, where he was responsible for the integration of new technologies and the implementation of the IP environment, data and telecommunications networks, mobile solutions for video and data transmission in which he structured the transmissions of the 2011 Pan American Games in Guadalajara, the 2012 London Olympics, the 2014 Sochi Winter Olympics, the 2015 Toronto Pan American Games and the 2016 Rio Olympics.



Antônio Paolino Iannelli - Engineering Manager at Embratel Star One

Engineering Manager at Embratel Star One, Antônio Paolino Iannelli, Electrical Engineer with specialization in electronic systems graduated from UERJ (State University of Rio de Janeiro) and postgraduate in telecommunications systems from PUC-RJ (Pontifical University). Rio de Janeiro), with 35 years of experience in satellite communications systems, including specification of communications subsystems and related ground and network systems.



Sérgio Chaves - South America Business Director - Hispamar Satellites

Sérgio Chaves began his career in the telecommunications sector in 1988. He worked in large companies as responsible for medium and large accounts and for development of new businesses, marketing voice, data and infrastructure products aimed at the corporate and carrier markets. Since 2003, Hispamar Satellites, a Brazilian operator that markets the services of the Hispasat Group in the Americas, has developed new markets for satellite services such as distance education and indoor satellite media. In 2012, Sérgio Chaves, until then commercial director for Brazil, assumed the business direction of Hispamar for South America.