

SPORTS

Chair: **Marcio Albernaz** - **Playout and Distribution Manager at Globosat**

Co-chair: **José Chaves Felipe de Oliveira** - Member of SET Deliberative Council / Brazilian Digital TV System Forum

• USING AI TO CONTROL ROBOTIC CAMERAS AND EASE THE PRODUCTION OF LIVE SPORTS

Speaker: **Benoit Quirynen** - Chief Market Officer na EVS

Artificial intelligence is gaining momentum in many industries. In the world of broadcast, AI is being explored to drive operational efficiencies and help broadcasters and rights holders deliver more (and better) live content to an increasingly diverse and connected audience.

For example, AI will help operators to prepare their work, which they will just have to validate and/or adjust. This can translate into greater speed and responsiveness and creating more value by letting them focus on more creative tasks.

Taking live football coverage as an example, Benoit Quirynen, Chief Market Officer at EVS presents the concept of a fully automated system able to create multiple camera feeds via a series of robotic cameras. Piloted by an AI, this system analyses the complete football pitch and identifies the most important or relevant action of the game. It then uses that information to individually steer the different robotic cameras and generate the desired camera views with the appropriate zoom factor.

To further push the limits of automating the production, the automatic camera operation is complemented with an automatic selection of the most interesting camera angle out of the available camera feeds. This automatic direction can either be used to create a fully automatic system or to assist the single operator in charge of a complete multi-camera production.

• PRACTICAL TOPOLOGIES APPLICATIONS FOR REMOTE PRODUCTION

Speaker: **Mauricio Belonio** - Founding Partner of Alliance Technologies

Practical approach of remote production with topologies for different applications. Classification and qualification of needs and integrated management of the operation. Practical examples remote productions with IP and proprietary technologies.

• THE CHALLENGES IN REMOTE PRODUCTION AND CLOUD PRODUCTION FOR SPORTS (CASE STUDY)

Speaker: **Eduardo Mune** - Regional Sales Manager - TVU networks

Today media content is consumed in a variety of ways, broadcasters can no longer purchase, produce, and distribute media just for TV. In fact, the way content is produced must change completely. Remote production and cloud production are technological resources that can help us meet these challenges.

• AUTOMATED SPORTS PRODUCTION

Speaker: **Luis Pinievsky** - VP de Vendas at Track160

Track160 irrputed into the highly professional sport Tracking and Analytics environment with the unique solution capable to unveil the 5W's questions (why, what, whom, where and when) behind every soccer action within a game, and that based on optical technology, deep learning AI technology.

Pixellot anticipated the market production and content creation needs developing an end to end automatic production for sport with the Mission to democratize the service and make millions of small events Big.

• Speaker: **Juliano Milanez** - CEO-CO Founder of Shvav Technology



Chair: Marcio Albernaz - Playout and Distribution Manager at Globosat

Graduated in Engineering from PUC RJ, Master in Business Administration from FGV and MBA in Management and Data System. He has extensive experience in the areas of media, display and satellite broadcasting services in a multi-channel, high-volume event environment and is currently managing Globosat's exhibition and distribution team.



Co-chair: José Chaves Felipe de Oliveira - Member of SET Deliberative Council / Brazilian Digital TV System Forum

Graduated in electrical engineering with a focus on electronics and telecommunications at UGF RJ, Postgraduate in Satellite Transmission and Signal Processing by UNB DF and MBA in Project Management by FGV. He has been working in the Broadcast market for 35 years, including Rede Globo, TV Cultura, Record TV and Bandeirantes Radio and Television. Solid experience in technology update of Broadcast production and transmission systems. Acting in international and national events for sports coverage, journalism and entertainment. Member of the board of SET and the Brazilian Digital TV System Forum from 2016 to 2019.



Benoit Quiryren - Chief Market Officer at EVS

After 25 years in Telecom, including 7 years deeply involved within TV and advertising products as product director and venture founder, always surfing at the edge of technology innovations, Benoit joined EVS in 2016, taking the responsibility of product management and marketing at EVS. Passionate about media & technologies, still developing code as a passion, Benoit is proud to participate every day to the industry transformation for what concerns the production of live content within a market leading company as EVS. EVS takes it as its duty to leverage technology evolutions to contribute to the resolution of the huge challenges faced by the broadcast industry: produce more with less.



Mauricio Belonio - Founding Partner of Alliance Technologies

Graduated in Electronic Engineering and Post-Graduation in Telecommunications from University São Judas Tadeu. He has worked for 23 years in the broadcast and content production markets as a Project Engineer, Engineering Manager and Technical Director. He is a Founding Partner of Alliance Technologies, Riedel Distributor and Ross Video Reseller for the Brazilian market.



Eduardo Mune - Regional Sales Manager - TVU networks

Graduated in electrical engineering with emphasis in telecommunications from UNICID, holds a specialization course in project management from FGV. He has over 15 years of experience in the broadcast market where he has worked for television broadcasters, equipment manufacturers and system integrators (Libor and AD Digital). He worked for 6 years at Imagine Communications as presales, project manager and sales manager. He is currently a sales manager at TVU Networks.



Luis Pinievsky - VP de Vendas at Track160

VP Sales at Track160 and Strategy Consulting, Market and Sales Channels Development and management at Pixellot, the pioneer and world leader in Automatic Sports Production solutions. Im glad to be part of this revolution and specially to work with the most demanding customers in the world.



Juliano Milanez - CEO-CO Founder of Shvav Technology

With over 20 years of experience in the Hi-Tech area in media and entertainment, initially in the cinema industry, with supercomputers for special effects, going through the Broadcast universe of Virtual Graphics and Dynamic Graphics; AR / VR, automation and robotization. Currently with disruptive technologies such as Volumetric Videos for multiplatform, in the most different cases and presenting futuristic options of media consumption, manipulation and intimate interaction with the Israeli Hi-Tech industry.