

CLOUD COMPUTING: INNOVATION AND TRANSFORMATION STRATEGY

With the advancement of Digital Media consumption, broadcasters and content producers must change their strategies frequently.

Cloud computing technology is a premise for the demands of the complete flow of digital content.

The conference will be attended by top experts on the subject where all flow will be explored from the current infrastructure transition to “Cloud Computing”, through the Application Virtualization processes to the use of “Big Data”.

Topics such as OTT, Artificial Intelligence, CMS, Optimization and Personalization of the User Experience in Streaming Services in this Cloud Computing Digital Media universe will also be explored.

Chair: **Gilvani Moletta - Independent Consultant**

• BRINGING THE OTT VIDEO EXPERIENCE TO ALL AUDIENCES IN BRAZIL THROUGH ISPS

Speaker: **Maurício Almeida** - CEO at Watch Brasil

With a mission to bring the OTT video experience to all audiences in Brazil through ISPs, Watch Brasil wants to innovate and differentiate itself by providing unprecedented levels of control and automation in the on demand video and TV content user experience. The innovation roadmap of our platform is clear: we increasingly want to mix human editorial curation with artificial intelligence-based personalization. On the one hand the specialized curatorship for defining the catalogs with the analytics based business intelligence and on the other using machine learning to build a richer profile of each of our customers and provide a unique and individualized experience.

• STRATEGIES IN CLOUD COMPUTING ADOPTION

Speaker: **Edmar Moraes** - Head of Sales Latin America – Synamedia

The Cloud Age brought infinite possibilities of new business to Content and Service Providers, converging technologies, concepts, trends and competition that were following its own path before. This session will explain how you could make your digital transformation protecting your past investment, reducing operational costs with a single platform to address all means of distribution and what approaches to be adopted to speed up your time to market, a critical success factor to survive across and beyond the clouds.

• CREATING AGILE INFRASTRUCTURES THROUGH VIRTUALIZATION

Speaker: **Benoit Quiryren** - Chief Market Officer EVS

As the broadcast and IT industry continue their steady merge and as content consumption continues to evolve, it's clear that hardware-based networks will eventually cease to meet the needs of future demands in the industry.

The shift towards IP-based workflows is a stepping stone towards virtualized infrastructures where resources can be scaled up or down virtually as needed. This allows for more flexible and agile production operations that are more responsive to ever-changing requirements.

Benoit Quiryren explains the different modes of deployment for broadcasters looking to rely less on hardware. He describes how virtualization can help create more agile workflows while making sure the software applications continue to operate with the reliability that is expected for the production of live programs.

• CASE: SBT – NOVO SITE EM CLOUD E UX

Speaker: **Marcio Eduardo Souza da Silva** - Alliance and Business Developer - ilegra

Case: SBT had the challenge of renewing its site and expand ties with channel fans. In partnership with ilegra, broadcaster optimized its page and increased the number of unique users with the latest technologies. The six-step project and just nine months of deployment rewrote the entire SBT site structure based on cloud solutions..

• CLOUD SOLUTIONS TO REACH NEW VIEWERS

Speaker: **Jeff Fenley** - Diretor Comercial LATAM – GRABYO

Average TV consumption among 12-34 year olds has decreased by almost 40% in recent years. Younger viewers are consuming video - and a lot - but on other platforms. How can broadcasters access these platforms and monetize it?



Chair: Gilvani Moletta - Independent Consultant

Telecommunications Engineer, with experience a in the areas of Telecommunications, Broadcasting and IT. Certified PMP, also certified in network certification and specialist on special television shows. Leadership of operational teams, Engineering and IT, focusing on Research, Development and Innovation. Electronic Engineer Specialist in Digital Signal Processing; MBA in Project Management, IT Management.



Maurício Almeida - CEO at Watch Brasil

Studied electrical engineering at Mackenzie in SP, Marketing at São Paulo Business School and Theology at FTBP-PR, has over 25 years of experience in IT projects, infrastructure and hardware and software development support, acting as Business Developer. Led the development of one of Brazil's first e-commerce, IG Shopping, IG Flores and IG Pizza, in the early 2000s in partnership with Banco Opportunity. Over the past 10 years focused on the technology convergence industry, has developed new solutions involving hardware and software for TVIP and Digital TV, ISDBT. Until October 2016, he chaired Nova Telecom, a group of ISPs operating in Paraná, Santa Catarina and Mato Grosso, leaving to develop new projects, including Watch Brasil TV & Entertainment.



Edmar Moraes - Head of Sales Latin America – Synamedia

Edmar combines 20y of experience helping Service Providers and Media companies to transform the way people get entertained. He brings knowledge in End-to-End (turn key) solution for Broadcast and Broadband, and now connecting both worlds. He has managed projects globally around Digital TV (DVB/IP), MobTV in Switzerland (SwissCom), Canada (Bell ExpressVU), Italy (Vodafone), Chile (GTD), Peru (Telefonica), Mexico (TV Azteca), Central America and Brazil (NET/Claro, TVA, Oi, GVT/Telefonica)



Benoit Quirynen - Chief Market Officer 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.



Marcio Eduardo Souza da Silva - Alliance and Business Developer - ilegra

Creator of profitable operations in the technology sector. Degree in mathematics with emphasis in computing, future Bachelor of Business Administration, postgraduate degree in Marketing, Business Communication and Cloud Computing. For 29 years understanding and converting information technology into value.



Jeff Fenley - Commercial Director LATAM - GRABYO

Master of Business Administration, Jeff has nearly 20 years of media experience in Mexico, Central and South America. His experience includes commercial work at dot-com companies, journalism agencies, sports statistics providers and cloud solutions. Jeff joined Grabyo's team as Commercial Director at Latam to open the region for the British company.