11:00 – 12:20 | Room 13 | Monday – Aug.26

CONTENT PLAYOUT: CASE STUDY, TECHNOLOGICAL NEWS, MULTISITE AND MULTIPLATFORM

This panel will deal with issues involving Technology for content delivery on different platforms: Linear and Non-Linear TV and the evolution of the models that can be applied. IP, 4K, Virtualization and the Cloud will all be on the menu, indicating the status and roadmap. Solutions already implemented will be presented using relevant case studies. Some of the issues to be covered:

1. What have clients adopted on a global scenario? On the Linear and/or Non-linear TV scenario.
2. What are the challenges in operating the new technologies?
3. What is the menu of solutions available, conceptually speaking, from IP, 4K, virtualization and the Cloud, and which is worthwhile in each case?
4. What are the new solutions capable of delivering?
5. When is it worth migrating/updating display infrastructure?

Come and join us, clear up your doubts, we will have panelists who are experts in the subject at your disposal.

Chair: Carlos Cauvilla - *Director of TV Technology at Anhanguera Network*

- **BROADCAST PLAYOUT - THE NEW MASTER CONTROL MIGRATION**

David Russin - VP Sales for the Americas, Pebble Beach Systems

Master Control has always been an integral function for a successful Television Broadcast. Since it's origins it has been in a state of flux and evolution. As the industry has matured, Master Control has evolved and grown to take on and manage the ever increasing complexities needed to composite the image and make it consistently air ready. Continuity within this last "gate post" is highly important because it is the last opportunity in the broadcast chain which guard the cash register. I remember the days of missed event reports, make good reports and lost content reports. We all hope these uncomfortable followup meetings have become a thing of the past, that the Cash Flow is protected and actual viewership numbers can be collected to support advertising rates. This paper is about the migrating master control utilizing IP and other technologies to move forward.

- **GEO-DISPERSED VIRTUALIZED PLAYOUT INFRASTRUCTURES - CASE STUDIES**

Boris Kauffmann - *Regional Sales Manager, Imagine Communications*

The media and entertainment industry is undergoing a major shift with technological advances accelerated by the intersection of changes in consumer behavior, the

proliferation of devices and unlimited content offering. The presentation will showcase a number of case studies of large customers in a global scenario where customer challenges and demands will be discussed and which solutions are deployed for both linear and VOD / OTT signal generation as well as monetization strategies. We will detail available solutions based on our ready-to-use, virtualized, micro-services architecture, as well as the maturity of UHD and IP infrastructure solutions. With advances in OTT delivery technology and enhanced IP networks, it is now possible to provide cost-effective, flexible and forward-looking architectures for both the contribution and primary distribution of linear and nonlinear broadcast video channels.

- **PLAYOUT: WHAT ARE THE CHALLENGES AND EVOLUTION**

Filipe Fernandes Forte *- Operational Manager of Exhibition and Distribution of TV Globo (RJ)*

What are the playout and distribution areas on a TV station? What are the challenges and the evolution for the traditional distributions and on the new platform (OTT and VOD)? How those items were dressed on the new playout area at TV Globo installations.

Carlos Cauvilla - Director of TV Technology at Anhanguera Network
Engineer with an MBA in Business Management and Technology Management. Currently holds the position of Director of TV Technology at Anhanguera Network, where he is responsible for the operation, projects and implementation of technologies aimed at the Media TV business.

David Russin - VP Sales for the Americas, Pebble Beach Systems
David Russin is Pebble Beach Systems' VP of Sales for the Americas region. Having previously held positions at Grass Valley, Harris Broadcast, Omnibus and Masstech, Russin brings over 35 years of experience selling automation, automated workflow and infrastructure solutions. Highly customer focused, he is committed to helping broadcasters to solve their challenges and find the right solution for their evolving playout needs. As a second-generation broadcast technology professional, Russin has television technology in his DNA. David holds a University Degree in Communications from the State University of NY at New Paltz, NY

Boris Kauffmann - - Regional Sales Manager, Imagine Communications
Imagine Communications Regional Sales Manager for Brazil, has been working for 13 years with broadcast projects, video production companies and film archives. Has extensive experience with video signal transport projects over IP / SDI infrastructure and on-premise and cloud playout system projects.

Filipe Fernandes Forte - Operational Manager of Exhibition and Distribution of TV Globo (RJ)
Filipe Fernandes Forte holds a degree in Electrical Engineering, specializing in Electronics, from the PUC/RJ, an MBA from UERJ and a graduate degree from Coppead. He currently holds the position of operations manager at Rede Globo (RJ). Positions held at the company: From 2004 to 2013, he worked in the projects area of TV Globo, having gone from intern, Projects Engineer I, Projects Engineer II, and Projects Engineer III to Projects Coordinator. These positions gave him the opportunity to work on across-the-board projects in the company: Entertainment, Journalism, Sport and events. Beginning 2013, he worked as Operations Manager at Globo Internacional and, in 2014 he took over the Transmission and Distribution Department at Globo in Rio. Here, he was responsible for managing the entire Globo transmission hub, with signals from the Globo network, delivering content and commercials to the 122 affiliates, Globo Rio, the company's second-biggest market, and Globo Internacional with its 6 channels for the overseas market