

NEW PARABOLIC: THE MIGRATION TO THE KU BAND

The migration of domestic satellite receptions from C Band to Ku Band will be partly funded with funds raised by the 5G Auction. About 18 million Brazilian families have free open satellite TV as their main source of information and entertainment. Of this total, about 10 million families that are part of the federal government's social programs (CadÚnico) will be able to receive the kit with the new equipment free of charge. We will understand all the details of this process with representatives of ANATEL, MCOM and the entity created to manage this process and promote a debate with the participation of broadcasting associations.

Moderator: Ana Eliza Faria e Silva, Senior Manager of Technology Regulatory, Globo
SPEAKERS:

- **Maximiliano Salvadori Martinhão - Secretário de Radiodifusão - MCom**
- **Moisés Queiroz Moreira - Conselheiro da Anatel - Anatel - Agência Nacional de Telecomunicações**
- **Leandro Guerra - CEO - Entidade Administradora da Faixa**
- **Luiz Carlos Abrahão - Diretor de Tecnologia da ABERT**
- **Samir Nobre - Diretor-geral da Abratel**



Ana Eliza Faria e Silva, Senior Manager of Technology Regulatory, Globo

Ana Eliza is a senior regulatory manager for Globo's strategy and technology area. In nearly 25 years of her career, she has already led numerous innovative projects for digital content distribution and played a prominent role in the various stages of the analogue-digital transition for Globo and the sector. She works in several technical media organizations, such as the Brazilian Society of Television Engineering, the Brazilian Digital TV System Forum and the International Telecommunications Union. Graduated in Electrical Engineering from UNICAMP, she has a Masters in Telecommunications and an MBA in Management.



Speaker: Maximiliano Salvadori Martinhão - Secretary of Broadcasting at the Ministry of Communications – MCom

Telecommunications Engineer graduated from the National Institute of Telecommunications – INATEL, in Santa Rita do Sapucaí – MG, Master in Telecommunications Management from the University of Strathclyde in the United Kingdom, Lawyer graduated from the Higher Education Institute of Brasília – IESB. From 1993 to 1998 he was Planning Engineer for the Telebrás System. From 1998 to 2005 he was a Systems Engineer at Telebrás, assigned to Anatel. Since 2005 he has been a Specialist in Regulation of Public Telecommunications Services at ANATEL.

From 2003 to 2007 he was the Spectrum Engineering Manager at Anatel. From 2007 to 2010 he was General Manager of Certification and Spectrum Engineering at Anatel. From 2011 to 2016 he was National Secretary of Telecommunications at the Ministry of Communications – MC.

From 2016 to 2017 he was the National Secretary for Information Technology Policies at the Ministry of Science, Technology, Innovation and Communications – MCTIC. From 2017 to 2018 he was President of Telecomunicações Brasileiras S.A – Telebrás.

From 2018 to 2019 he was National Secretary for Technological Development and Innovation at the Ministry of Science, Technology, Innovations and Communications – MCTIC.

From 2019 to 2020 he was Special Advisor to the Minister for Science, Technology, Innovations and Communications. He is currently Secretary of Broadcasting at the Ministry of Communications – MC.



Moisés Queiroz Moreira - Anatel's Board Member - Anatel - National Telecommunications Agency

Public administrator. Over the last 15 years I have held public office in the federal government, as well as at state and local level in the State of São Paulo. I coordinated the technical advisory activities at the Consumer Protection Agency – PROCON SP and was special advisor to the Metropolitan Housing Company of São Paulo – COHAB and the São Paulo State Legislature between 2003 and 2006. In 2006, I became chief of staff at the Municipal Health Department of São Paulo. Member of the Board of Directors of SPTURIS – São Paulo Turismo S.A. from April /2008 to March /2009. Since 2015, I have worked for the Brazilian government as special advisor to the Minister for Cities, Head of Parliamentary Advisory and Special Advisor to the Minister at the Ministry of Science, Technology, Innovations and Communications. Currently as Secretary for Broadcasting at the Ministry of Science, Technology, Innovations and Communications, I currently hold the presidency of GIRED – Implementation Group for the Redistribution and Digitization Process of TV and RTV Channels and member of ANATEL's Board of Directors.



Leandro Guerra - CEO - Entidade Administradora da Faixa

Leandro Enrique Lobo Guerra has a degree in Electrical Engineering from the Federal University of Paraná (UFPR) and in Law from the Tuiuti University of Paraná (UTP). He has a postgraduate degree in Executive MBA from the COPPEAD Institute of Administration at the Federal University of Rio de Janeiro (UFRJ).

He has been working in telecommunications for over 35 years in the areas of Engineering, Regulatory Affairs and Institutional Relations as an executive of the TIM Groups, BCI / TIW (currently Claro), Global Telecom (merged by Vivo), Telepar and Telepar Celular.



Luiz Carlos Abrahão - Director of Technology at ABERT

He is a Telecommunications engineer with specialization in the areas of TV Engineering and Business Management.

He worked for more than 42 years at Rede Globo de Televisão, where he held several positions. He worked on projects such as, for example, the implementation of Estúdios Globo in Rio de Janeiro, coverage of major national and international events (Olympics, World Cup, Formula 1) and the implementation of the digital TV Tower in DF. He joined ABERT in 2018, where he holds the position of Director of Technology.



Samir Nobre - General Director of Abratel

Lawyer, with a specialization in Public Law from the Fundação Escola Superior do Ministério Público do Distrito Federal. He began his career in the broadcasting sector in 2008 and spent more than ten years in the public sector, holding some of the top positions in the Ministry of Communications. He currently holds the position of General Director of Abratel.