

FROM PRODUCTION TO CLOUD DISPLAY AND DISTRIBUTION

More than a technological change, an opportunity for business.

Moderator: Carlos Cesar Abrahão – Director of the Content Production Platform – Globo

SPEAKERS:

- **INTRODUCTION AND CONCEPTUALIZATION**

Paulo Rabello – Executive Director of the Operations and Content Distribution Hub – Globo

- **CLOUD LIVE PRODUCTION**

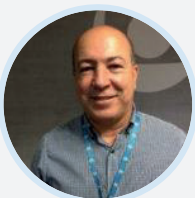
Dr James Westland Cain - Chief Software Architect at Grass Valley

- **CLOUD PLAYOUT & DISTRIBUTION**

Diego Scillamá - Vice President, Video Sales and Services, Latin America at Harmonic

- **MORE THAN AN ABSTRACTED INFRASTRUCTURE, THE ROLE OF CLOUD PROVIDERS IN THE MEDIA SUPPLY CHAIN JOURNEY TO THE CLOUD – GCP (GOOGLE)**

Anshul Kapoor - Head of Media Broadcast Solutions - Google Cloud



Carlos Cesar Abrahão – Director of the Content Production Platform – Globo

Graduated in electronic engineering from Universidade Gama Filho and MBA in project management from IBMEC, he has worked at Globo since he started his professional activities. He participated in the largest projects covering national and international events such as World Cups, Olympics, Rock in Rio, among others, in addition to being part of the company's large media solutions technology projects.

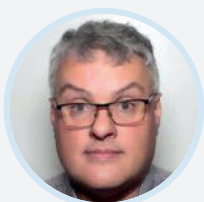
For several years, he led the Media Solutions Support area and is currently the Director of the Capture and Production Platform where he is responsible for defining technologies and capture and production processes, in addition to the entire operation for all different genres (Entertainment, Sports and Journalism).



Paulo Rabello – Executive Director of the Operations and Content Distribution Hub – Globo

Paulo Rabello holds a degree in electronic and telecommunications engineering from the Federal University of Rio de Janeiro, with a postgraduate degree and an MBA in project management from Fundação Getúlio Vargas, a certified member by the PMI (Project Management Institute) since January 2003. He works at Globo since 1994 and has led the Projects and Support areas, being responsible for the implementation of several important projects, such as the new studios for soap operas, shows and the post production center at Estúdios Globo.

He currently holds the position of Technology Director at the Content Distribution and Operations Hub, whose responsibility is in the definition of technologies, technological processes, operations for the production of Entertainment, Sports and Journalism content and their respective distributions.



Dr James Westland Cain - Chief Software Architect at Grass Valley

Dr James Westland Cain is Chief Software Architect at Grass Valley, where he develops innovative software to support collaborative workflows in News and Sports Television Production. Responsible for software architecture across the whole of Grass Valley, James is leading the transition to developing microservice based applications. His work research interests include file systems innovation and browser based video production. He was granted a PhD in Advanced Software Engineering by Reading University and is a Visiting Research Fellow at Brunel University. He has over twenty international patents granted, has published dozens of refereed academic papers and regularly speaks at conferences.



Diego Scillamá - Vice President, Video Sales and Services, Latin America at Harmonic

Diego Scillamá lives in Buenos Aires and has been working in the field of telecommunications and video for more than 25 years. He is currently the Vice President of Harmonic for the video business in Latin America, where he works on video solutions both on prem and in the public cloud for streaming, distribution, dynamic ad insertion, broadcast or personalized playout, among others.



Anshul Kapoor - Head of Media Broadcast Solutions - Google Cloud

Anshul is a media and entertainment executive who helps media companies launch differentiated video services in the market. Anshul heads Broadcast solutions for Google Cloud globally and additionally heads Media Business Development in EMEA.

Our mission at Google Cloud is to empower media organizations to transform audience experiences through innovation in content production and distribution.

Previously, Anshul had various leadership roles in Ericsson, including Head of product for Online Video and Media Management.