

HOW TV 3.0 WILL IMPACT THE TV MARKET?

Moderator: Sergio Eduardo Di Santoro Bruzetti - Engineering Planning Advisor - RecordTV

SPEAKERS:

- ***Carlos Fini - President of SET***

- **STATUS OF ATSC 3.0 DEPLOYMENT IN THE U.S.**

Madeleine Noland - President of the Advanced Television Systems Committee Inc

A television technology transition is sometimes characterized as a “chicken & egg” challenge, i.e., considering only station launches and consumer receivers. While these two elements are important, there are other key pieces that also need to fall into place for a successful transition, be it mandatory or voluntary. This presentation will explore the ATSC 3.0 transition underway in the U.S. considering station launches, available services and content, consumer devices, looking beyond television services, business drivers, consumer messaging and more.

- **5G BROADCAST – UNLEASHING NEW BUSINESS ATMOSPHERE**

Fiore Mangone - Sales & Business Development - Qualcomm Latin America

As part of 5G ecosystem, 5G Broadcast offers broadcasters and network operators opportunities to create exciting consumer experiences across a range of new and existing business areas – all while enabling high spectral efficiency and reduced costs. Broadcast over 5G is not restricted to linear and live content distribution. For media content providers and network operators it offers a completely new range of business models for delivering content or data to unlimited numbers of consumers and without affecting the regular cellular 5G mobile network. Venue and automotive sectors are particularly suitable for new consumer applications while the high power, high tower free-to-air/no-SIM offers emergency services and national authorities more secure ways to deliver public messages during natural disasters or emergencies.

**Sergio Eduardo Di Santoro Bruzetti - Engineering Planning Advisor - RecordTV**

Graduated in Electrical Engineering and Post-Graduate in Accounting and Financial Administration, and in Software Engineering, he has been working in the broadcasting market since 1977, had occupied several positions in the engineering areas of TV Gazeta de SP, SBT and CNT. Currently on Record TV Network, he coordinated the implementation of the terrestrial digital broadcasting systems of its main broadcasting stations and currently coordinates the broadcasting of international sporting events such as the London Olympics 2012, the Sochi Winter Games 2014, the Toronto Pan American Games in 2015, Rio Olympics 2016 and Lima Pan American Games 2019. Now a days, works as an Engineering Planning Advisor.

Acts as a coordinator of the Market Module of the Brazilian Terrestrial Digital TV Forum – SBTVD and advisor to the Television Engineering Society – SET.

**Carlos Fini - President of SET**

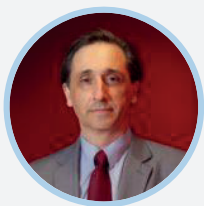
Consultant and advisor for technological renewal, innovation and adaptation, with a career in the media and communication segment and experience in the main technological innovations and business transformations of the last decades. He worked at TV Globo and affiliates, participated in the implementation of Digital TV in Brazil and served as Technology Director of Grupo RBS.

He currently has an active participation in the sector as a member of the Board of Directors of SET (President of the CD), Board of the FSBTVD (Brazilian Digital TV Forum), Member of the IBC Council and owner of CF Tecnologia e Assessoria LTDA (www.cftecnologia.com), and great know-how about organizational and corporate demands, being able to create and implement the technological direction in line with the business premises.

**Madeleine Noland - President of the Advanced Television Systems Committee Inc**

Widely respected for her consensus-building leadership style, she chaired the ATSC technology group that oversees the ATSC 3.0 next-generation broadcast standard before being named ATSC President in May 2019. Previously, she chaired various ATSC 3.0-related specialist groups, ad hoc groups and implementation teams since 2012.

A 15-year industry veteran, Noland held key technology management and standards roles at Backchannelmedia Inc., Telvue Corp. and LG Electronics. She received TV NewsCheck's "2019 Futurist" Women in Technology Award and was named one of 2018's "Powerful Women in Consumer Technology" by Dealerscope magazine. In 2016, she received the ATSC's highest technical honor, the Bernard J. Lechner Outstanding Contributor Award. She graduated cum laude from the University of Massachusetts.

**Fiore Mangone - Sales & Business Development - Qualcomm Latin America**

Fiore Mangone works at Qualcomm Latin America as Senior Director – Sales & Business Development Director. With +30 years' experience on Telecom / IT areas, he has worked at Product Marketing, Business Development and Sales at multinational companies such as Microsoft, Apple, Nokia, Nortel Networks and NEC. Fiore is graduated in Electronic Engineering at FEI –Faculdade de Engenharia Industrial, with MBA at FGV – Fundação Getúlio Vargas.