

SET EXPRESS | CLOUD

Moderator: Luiz Vinicius Febronio - Technology Project Coordinator - SBT

OPTIMIZING USE OF NEW TECHNOLOGIES IN HYBRID ARCHITECTURES

Speaker: Marcelo Blum - Architecture and Technology Manager – Videodata

- Collaborative video workflow in the cloud
- Cloud Playout and hybrid architecture alternatives
- Video and Television App Ecosystems
- Centralization of TV Infrastructures with Interoperability in the IP & Cloud Transition
- Implementation of DAI (Dynamic Ad Insertion) systems with successful CASES.

SIGNAL DISTRIBUTION SYSTEMS IN THE CLOUD

Speaker: Danillo Ono -Technical Support Manager - Phase Engenharia

With the use of new technologies such as SRT and Zixi, the signal distribution without using dedicated links (e.g. using a regular public internet) has become a reality in the broadcast market as an alternative to traditional signal distribution forms such as satellite and IP links.

In this context, the cloud has proved to be a very efficient means for different kind of media processing, including the distribution part. From the “simple” SRT routing to the ease and agility of generating different formats and/or the possibility of generating variant channels with regionalized commercialization have attracted the market in the search for this type of solution. The presentation will cover the advantages and important aspects to consider in the process of distributing signals in the cloud.

THE MOVE OF A/V MEDIA APPLICATIONS WITHIN MULTI-LAYER HYBRID CLOUD DEPLOYMENTS

Speaker: Manuel Martinez Serruys - Head of sales engineering LATAM

As the media migration to cloud-native functions accelerates, the challenge for engineering and operations teams is twofold. They must first consider software/application vendor functional differences and how they integrate and interoperate. Second, they must review the differences related to how each is deployed into a multi-layer cloud-fog-edge architecture.

Through this lecture, we have considered some of the current cloud deployment models, how the multi-layer cloud concept applies, and explored the advantages and challenges surrounding them.


Luiz Vinicius Febronio - Technology Project Coordinator – SBT

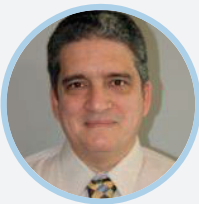
With an MBA in Project Management from the University of São Paulo and Business Management from Rio Branco, graduated in Telecommunications Technology from Faculdades Oswaldo Cruz and Law from Rio Branco, he has been working in the broadcast segment for 22 years. He currently coordinates the Technology Projects department at SBT, working with research and study of technologies, management and implementation of important projects of different natures and areas such as production, post-production, infrastructure, connectivity, delivery, archive, among others. In addition, he worked at ESPN Brasil in the area of reception and transmission of signals, participating in important events such as the World Cup and the Olympics.


Marcelo Blum - Architecture and Technology Manager - Videodata

Electronic Engineering by UFRJ, with 30 years of experience in the Television Engineering market, Architecture and Technology Manager of Videodata, specialized in Business Development and partnerships, Project Management and Video Technologies with emphasis on mission-critical systems including playout, media asset management, cloud, streaming and OTT. Partner of Set for more than 26 years, has contributed by presenting numerous lectures at its events.


Danillo Ono -Technical Support Manager - Phase Engenharia

Bachelor degree in Electrical Engineering and Master Degree in Digital Communications Systems from Mackenzie University. Worked at Mackenzie's Digital TV laboratory, performing comparative tests between the three Digital TV standards and as a consultant in the development of SBTVD. For 6 years worked as a R&D engineer and RF supervisor at Globo SP. Currently is a partner at Phase Engenharia based in São Paulo, where since 2014 has been working in the design of solutions for television systems.


Manuel Martinez Serruys - Head of sales engineering LATAM

Principal Solution Architect with 20 years experience in the media and entertainment industry leading design, integration activities of end to end streaming/broadcast solution in MVPD / broadcasters / D2C

Leading the sales engineering group in LATAM for MediaKind to help customers on their media path evolution as per their technology, operational business and consumer base needs.

Customer oriented mindset with architecting, implementing and integrating E2E media flows (A/V pipe) following a cloud distributed architecture between on premise and public cloud with aaS solutions.

Working with customers on the overarching E2E with bringing backend and client together with streaming media flows

Pushing for integration solutions/product gaps and evolution with product management, R&D organizations.