

PIRACY – ACHIEVEMENTS AND NEW CHALLENGES

In a context of accelerated digitalization, economic crisis and post-pandemic, we will take stock of the fight against piracy in recent years and discuss the guidelines for acting from now on, approaching the subject from the angle of technology, industry, public and legal authorities.

Moderator: André Felipe Teixeira, Content Security Manager - Globo

Speakers:

AUDIOVISUAL PIRACY: HOW TO RESTRICT ILLEGAL INTERNET STREAMING?

Jonas Antunes - Director - ABTA - Brazilian Pay TV Association

Audiovisual piracy has evolved. New techniques and modern operations spread over the internet have challenged the legal industry and national public authorities. Thousands of pirated offers are available on the internet and are preferred by millions of Brazilians, who are unaware of the cyber risks they are taking. The problem is serious and needs to be addressed. How, then, to restrict pirated transmissions over the internet in Brazil? Coordinated actions, public and private, use of technology and blockages in the telecommunications infrastructure. Those are some of the ingredients.

Eduardo Luiz Perfeito Carneiro - Piracy Combat Coordinator – Ancine

VIDEO: TECHNOLOGY EVOLUTION AND PIRACY

Danilo de Almeida, *Director Solutions Engineering* - Synamedia

ACCOUNT SHARING AND SUBSCRIPTION PIRACY

Felipe Senna, *Director of Ltahub, Partner of CQS | FV Advogados*



André Felipe Teixeira, Content Security Manager - Globo



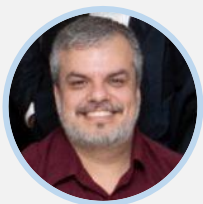
Jonas Antunes - Director - ABTA - Brazilian Pay TV Association

Jonas Antunes Couto is an economist and lawyer, with a PhD in Economic Law from USP. Director of ABTA (Brazilian Association of Pay TV), today he is a member of the National Council to Combat Piracy of the Ministry of Justice and coordinates the industry's efforts to prevent and combat audiovisual piracy.



Eduardo Luiz Perfeito Carneiro - Piracy Combat Coordinator - Ancine

Bachelor in Law. Specialist in Intellectual Property at PUC-Rio. Coordinator for Combating Piracy at ANCINE. Member of the National Council to Combat Piracy of the Ministry of Justice. Member of the State Council to Combat Piracy of Santa Catarina. Consultant to the OAB/SP Intellectual Property Commission. Member of the Council for Combating the Illegal Market of Fecomércio/RJ.



Danilo de Almeida - Director Solutions Engineering - Synamedia

Technical director of solutions engineering at Synamedia, graduated in Information Systems by FIAP, having specialization in Operations Management by POLI-USP and Innovation/Digital Transformation by FIAP. He has worked for more than 20 years in the technology business and 11 years in the digital TV business. Industry speaker about technology, ad-tech, broadcast & streaming and combat the piracy in audiovisual business. Guitar play and barbecue maker on occasion.



Felipe Senna - Director of Ltahub, Partner of CQS | FV Advogados

Felipe Senna is a lawyer, LL.M in United States Law from Temple University Japan Campus and a Postgraduate Degree in Business Law from FGV. He is a Partner at CQS FV Advogados and Director of Public Policy and Industry Relations at LTAHub. Specialist in Intellectual Property, Cyber Crimes, Anti-Piracy and Content Protection, having worked as Associate at Azevedo Sette Advogados, Head Anti-Piracy at SKY Brasil and Director of Anti-Piracy at FOX Networks Group Latin America. He is on the board of private associations and public initiatives to combat piracy and protect content.