

CLOUD TECHNOLOGIES

Moderator: Eduardo Lopes, *Technology Director of Rede Amazônica*

CAMERA TO CLOUD: THE FASTEST AND MOST SECURE WAY TO GET FOOTAGE FROM CAMERAS TO COLLABORATORS, ANYWHERE IN THE WORLD

Luis Bechtold, Strategic Manager - Adobe Systems

First there was film, which had to be developed. Then came tape, which had to be digitized. Then there were files on hard drives. Not to mention shipping. Now it's in the cloud. This changes everything.

Frame.io is all about getting your teams closer to the assets as quickly as possible. We recently launched C2C Camera to Cloud technology to reduce the time it takes to get audio and video files from production sets directly to post teams so all stakeholders can start the collaborative.

BROADCAST MIGRATION TO THE CLOUD & WHY FAST WILL DOMINATE THE NEXT 20 YEARS OF TV

Paul Finster, VP, Global Business Development - Amagi

Learn why Amagi believes that all Broadcast is set to migrate to the Cloud and why Amagi believes that FAST channels will dominate the broadcast industry over the next 20 years.

- Why Cloud? How next-gen cloud-native solutions can augment and ultimately replace traditional on-premise uplinks and data centers. How cloud enables flexible workloads, built-in redundancy, new revenue streams, and business agility.
- Why FAST? A brief history and evolution of Free Ad Supported Streaming TV. Why have connected TV devices taken over 70% of the free and paid TV market?

PLANNING YOUR HYBRID CLOUD PLAYOUT JOURNEY

Vinicius Val de Casas, Solution Architect / Project Manager - Pebble

Vinicius will discuss the importance of creating a solid strategy when it comes to planning your journey into the cloud and in what circumstances it would be feasible to operate wholly in the cloud or when it's not!

That said, it is understood that broadcasters may not want their playout in the cloud yet, so in this short presentation Vinicius will discuss why this is the case. He will also talk about the benefits of hybrid cloud playout, what broadcasters need to consider when planning their strategies of implementing these workflows and the variety of playout deployment models that have emerged as the industry diversifies further into different broadcast offerings such as dynamic FAST channels (free ad-supporting streaming TV services).

THE IMPACT OF CLOUD AND STREAMING INNOVATIONS ON LATAM BROADCASTERS

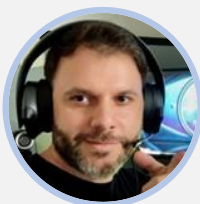
Eliério Silva Júnior, *Sales Director Brazil - Video Solutions Harmonic*

Major transformations are happening across the LATAM video industry, most notably a rise in video streaming consumption and acceleration in cloud adoption. During this presentation, attendees will gain insights into the future of linear TV as well as the growth opportunities related to OTT delivery. This session will talk about the technology trends impacting the LATAM broadcasters and video service providers including how SaaS has emerged as a popular business model. The session will also detail recent case studies highlighting new developments in playout; statmux; distribution; live sports streaming, including ultra-low-latency and dynamic ad insertion; quality of video, and other innovations to enable outstanding viewer experiences for enhanced monetization.



Eduardo Lopes - Technology Director of Rede Amazônica

Eduardo Lopes holds a degree in Electrical and Telecommunications Engineering from Inatel. He has specializations in Systems (Center for Higher Education in Management, Technology and Education – FAI), Project Management (Fundação Getúlio Vargas – FGV), Digital TV and IPTV (Inatel), Business Administration (Postgraduate and Graduation Institute – IPOG) and Digital Strategies for Media Companies (ISE Business School). Currently, he is the Director of Technology at Rede Amazônica, an affiliate of TV Globo in the North Region.



Luis Bechtold - Strategic Manager - Adobe Systems

I am currently driving Strategic Business Development across Adobe's Creative Cloud Enterprise SaaS business with Adobe's Latin America Enterprise Customers & Industry Partners to accelerate Business growth & Product Innovation. Customer focus leader with 20+ years of experience in the Digital Media and Entertainment Industry.



Paul Finster - VP, Global Business Development - Amagi

Paul Finster is an accomplished technology executive with expertise and history in Solution Selling, Service Delivery and Operations, Product Development and Software Engineering across diverse business sectors, working now with a focus on the Media and Entertainment market. At Amagi, he's responsible for Streaming Innovation & Business Development.



Vinicius Val de Casas - Solution Architect / Project Manager at Pebble

Vinicius Val de Casas has been working in the broadcast industry for over 20 years with extensive experience in supporting solutions for integrated networks, video and data systems.

He held a variety of senior roles for renowned and highly respected organisations such as TV RECORD, BAND, SBT and ESPN Brasil, as well as major systems integrators. His experience spans across business development and sales functions, as well as in technical and operation roles. Over the last 5 years he focused his career in the fields of playout automation delivering leading broadcast solutions across Brazilian and global markets. Vinicius Val de Casas – Marketing & Communications Manager – Pebble

**Speaker: Eliésio Silva Júnior - Sales Director Brazil - Video Solutions Harmonic**

Eliésio Silva Júnior is Harmonic's sales director in Brazil for the company's video solutions. He manages direct sales to key accounts, while also planning and executing the company's growth strategy in Brazil. Eliésio has more than 27 years of professional experience in television engineering and manufacturing for large multinational and national companies, including Globosat and TV Globo. Prior to that, Eliésio was the LATAM manager and regional video sales leader at Tektronix. Eliésio has a teaching degree in electronics from FABES, an MBA in business management from Veiga de Almeida University and an MBA in digital TV and new media from the Federal University of Niteroi. In addition, Eliésio has technical degrees in electronics and telecommunications.