

SET EXPRESS | CONNECTIVITY

Chair: Valderez de Almeida Donzelli - Technical Director of ADTHEC | SET Counselor

This panel will address the technical aspects of connectivity in support of TV production, reach and audience expansion, hybrid and multi-orbit network communications.

• INTELSAT: PAST, PRESENT AND FUTURE – INNOVATION AND INVESTMENT IN GLOBAL CONNECTIVITY

Speaker: Marcelo Amoedo - Senior Sales Director - Intelsat Broadcast Services, Brazil

A discussion of Intelsat's history as the foundational architects of satellite technology; a look at a recent investment in Latin America, and around the globe, that empowers our media customers to expand their reach and viewership; and a preview of our plans to build the future of global communications with world's first hybrid, multi-orbit, software-defined 5G network.

• VIDEO TRANSPORT OVER 5G: THE POTENTIAL OF TECHNOLOGY IN SUPPORT OF TV PRODUCTION

Speaker: Glaucia Mattioli - Executive Sales Manager – Embratel

Graduated in Telecommunications Engineering from UFF, with an MBA in business management from IBMEC-RJ.

She works at Embratel as a sales manager for the Media segment.

She has more than 20 years of experience in the Telecommunications market, having worked in the pre-sales, post-sales and sales areas.

She participated in tests with 5G technology to serve media customers.

• THE IMPORTANCE OF MONITORING IN AN OTT WORKFLOW

Speaker: Guilherme Castelo Branco - Director - Phase Engenharia

OTT platforms continue to multiply and offer diverse content and experiences to the growing subscriber base. Providing a quality of service of excellence is crucial for the success of the streaming service, in addition to being an immense challenge due to the ecosystem being extremely complex, especially when compared to traditional linear services. In this presentation we will address the importance of monitoring in an OTT platform and ways to implement it.



Chair: Valderez de Almeida Donzelli - Technical Director of ADTHEC | SET Counselor

Graduated from FEI in electronic, electrotechnical and production engineering. Master in electrical engineering. Postgraduate in Neuroscience from Instituto Israelita Abert Einstein. Specialization in IT by FESP, ICT management and Project Management by FGV, Data Science by Awari, Advanced Digital TV System by INATEL and DMC – Decoding Mente Corpo with Dr Carlos Alberto Ribeiro. She develops research projects in connectivity, digital media and application of neuroscience concepts in engineering and human development.

Director of Engineering, Technology and Regulatory at the engineering company ADTHEC (www.adthec.com.br), working in the areas of consultancy, advisory, planning, projects, training, research and solution analysis for radio, television and telecommunications stations from the public and private sectors, with an emphasis on the design and implementation of transmission systems. She participates in several work groups coordinated by Anatel, Ministry of Communications, Universities, Associations and Research Centers. The company is a member of the SBTVD Forum.

Member of the deliberative council of SET (Sociedade de Engenharia de Televisão), of the technical committee of AESP (Association of Radio and Television Broadcasters of the State of São Paulo)



Marcelo Amoedo - Senior Sales Director - Intelsat Broadcast Services, Brazil

Professional in the business area with more than 20 years of experience in the Broadcast market and with knowledge in video transmission and compression systems, digital television and satellite communication services. At intelsat, is responsible for the commercialization of space segment for permanent and occasional use broadcast services, as well as managed media services. Technologist in Computer Networks, Bachelor's in business administration and Post-Graduating in the MBA of Digital TV, Broadcasting and New Media.



Glaucia Mattioli - Executive Sales Manager - Embratel

Graduated in Telecommunications Engineering from UFF, with an MBA in business management from IBMEC-RJ.

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Guilherme Castelo Branco - Director - Phase Engenharia

Graduated in Electronic Engineering at UFRJ, with MBA at FGV-SP, has been working with broadcast solutions since 2004. He is currently a partner at Phase Engenharia and based in São Paulo.