

2:00pm | Room 2 | Monday – Aug. 7, 2023

CONNECTIVITY

FIGITAL CONVERGENCE IN TELEVISION: AI, 5G, AND SPATIAL COMPUTING REINVENTING PRODUCTION, DISTRIBUTION, AND VIEWER EXPERIENCE

This panel is a direct evolution of last year's event, which focused on the impact of 5G on the media and entertainment industry. However, this year's focus expands far beyond, delving into the futuristic waves of emerging technologies such as 5.5G and 6G, space computing, and the figital world (physical-digital-social).

Key Points:

1. **Enhanced Connectivity:** Explore how 5G, 6G, and VLC are accelerating possibilities in production, transmission, and consumption, serving as the infrastructure pillars of a hyperconnected world.
2. **Artificial Intelligence in Content Production:** Discuss the transformative role of AI in content creation, opening new frontiers of creativity and efficiency.
3. **Augmented and Mixed Reality as Endpoints:** Evaluate how these devices are becoming the new tools for media and entertainment consumption, enriching the viewer's experience.
4. **Monetization and the Entertainment Industry:** Examine how emerging technologies are creating new ways to monetize audiovisual content, reshaping the industry's economy.
5. **Future Vision:** A futuristic perspective on what technological advancement will bring to the figital world, where the physical-digital-social tridimensionality is already beginning to shape new behaviors, and the new digital-native generations Z and Alpha are starting to define future needs.

This year's panel aims not only to look at the present but also to attempt to anticipate the future, exploring the vast possibilities emerging in a rapidly transforming world. The convergence of the physical, digital, and social is no longer a distant vision; it is already here, and this panel is poised to explore this new horizon.

Moderator: Fernando Gomes de Oliveira, CIO of Intellinet Conectividade Inteligente and Chief Growth Officer in the Digilab and RoboYell groups

• COST-EFFECTIVE AND PROFITABLE HIGH-QUALITY VIDEO SERVICES OVER 5G AND 5G-BROADCAST

According to Ericsson, video represents 70% today and 80 in 2027 of data traffic in mobile networks. GSMA forecasts Mobile Network Operators will spend \$720 billion in 5G between 2021 and 2025. The profitability of 5G networks will come thanks to monetization of video services.

To make that happen, solutions are already available today.

To attract and retain end users, the highest video quality and quality of experience can be guaranteed with high Video Quality encoding and broadcast-like latency thanks to Low-Latency CMAF. Immersive experiences can be created thanks to three-dimensional audio protocols such as MPEG-H. Monetization, and cost-effectiveness, will ensure profitability. Dynamic Ad Insertion is now ready to help service/content providers monetize their video services in 5G.

Speaker: **Williams Tovar**, 5G Media Streaming Solutions Director na ATEME

- Speaker: **Arismar Cerqueira S. Jr.**, R&D | Telecommunications Engineer | Ph.D.
- Speaker: **Uirá Moreno Rosário and Barros**, Telecom Analyst – Strategy and Technology | Globe
- Speaker: **Carlos Alberto S. Camardella**, Telecommunications Engineering Consultant – Embratel



Fernando Gomes de Oliveira, CIO at Intellinet Conectividade Inteligente and Chief Growth Officer at the Digilab and RoboYell groups

CIO of Intellinet Conectividade Inteligente and Chief Growth Officer in the Digilab and RoboYell groups, dedicated to the areas of 5G and 6G networks, Artificial Intelligence, Cybersecurity and Smart Cities. Its activities are focused on helping companies incorporate emerging technologies in different sectors, helping them evolve and adapt in the Digital Era. He is an active member of committees at the International Association for Artificial Intelligence (IAAI), where he coordinates the Committee on AIoT & Robotics, demonstrating his commitment to constant innovation and the practical application of AI. He is also a member of StartSe's community of innovative Game Changers, positioning himself at the forefront of digital transformation. As an Angel Investor at Poli Angels, you support the new generation of disruptive companies that are redefining traditional industries. As an Advisor to OLA-CCI and leader of ACATE's 5G Working Group, he is constantly looking for ways to drive innovation and technological development, always with the vision of building a more efficient, sustainable and connected future. Talks about the digital world, innovation, disruptive technologies, people, Web3, Blockchain, media and entertainment, Artificial Intelligence, 5G/6G, IoT and Smart Cities.



Williams Tovar, 5G Media Streaming Solutions Director at ATEME

Williams led the company's success in receiving the 5G Media Streaming Solution award at IABM 2023. He is also dedicated to ensuring customer satisfaction and that Ate me continues to be at the forefront of 5G innovation for video streaming. Williams brings more than 20 years of experience in mobile and data networks, previously working with industry leaders including ENENSYS and Alcatel. Furthermore, he is fluent in English, French and Spanish and has a master's degree in electronic engineering from INSA (Rennes, France) and an MBA from the Rennes School of Business.



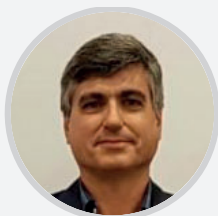
Arismar Cerqueira S. Jr., R&D | Telecommunications Engineer | Ph.D.

Telecommunications Consultant, Research Productivity Researcher at CNPq, Level 1D and Adjunct Professor V at the National Telecommunications Institute (INATEL). Graduated in Electrical Engineering from the Federal University of Bahia (2001), Master's degree in Electrical Engineering from Unicamp (2002), Ph.D. in Telecommunications Engineering from Scuola Superiore Sant'Anna - Italy and University of Bath - England (2006), and Post-Doctorate in Electrical Engineering from Unicamp (2009). From March 2009 to August 2011, he was a public professor at Unicamp in the area of Telecommunications. He worked as Invited Researcher and/or Invited Professor at internationally renowned universities, such as University of Oulu-Finland (2017), Technical University of Denmark-Denmark (2013), Max Planck Institute-Germany (2010), University of Bath - England (2004, 2005 and 2007) and Scuola Superiore Sant'Anna - Italy (2015, 2017 and 2019). Its main research areas are: 5G, 6G, Antennas, Artificial Intelligence, Internet of Things (IoT), Microwave Photonics, Optical Communications and Radars. Arismar has 12 patents, 31 products transferred to industry and more than 300 articles published in international and national journals and conferences.



Uirá Moreno Rosário e Barros, Telecom Analyst – Strategy and Technology | Globe

Uirá Moreno Rosário e Barros has a master's degree in Electrical Engineering with an emphasis on Telecommunications from Universidade Mackenzie, and is currently a PO at Globo's Telecom Innovation Lab, focusing on the Future of Connectivity and Content Distribution Networks. As highlights of innovation cases, he was responsible for the First Immersive Commercial Live Audio Broadcast on ISDB-T and 5G applications at BBB, Carnival, Rock in Rio, Multishow Music Award and Presidential Inauguration. He is also a Professor of Radio, TV and Internet at Faculdade Cásper Líbero and a member of the TV 3.0 Working Group at SET, as coordinator of the Immersive Audio theme.



Carlos Alberto S. Camardella, Telecommunications Engineering Consultant – Embratel

Training in Electrical Engineering, with emphasis on Electronics and Systems, and subsequent specialization in Telecommunications, from the Pontifical Catholic University of Rio de Janeiro (PUC-RJ). He began his professional life in Brazilian military projects, as a designer of radar systems and weapons controls. In the telecommunications area, he joined Embratel in 1999, working on the implementation of the first ATM and Backbone IP / Internet data networks, on the implementation of the first transport network for digital video signals contributed to TV stations at national level (SmarTVideo) , in the design of the new IP video network for contribution to TV broadcasters (EvSOL) and in the testing and implementation of the first WiMax, Metro

Ethernet and GPON networks. Integrated into the Technological Evolution area, he has always worked on the development of new products and services, such as telephony NGN and Netfone, and research and development of new technologies such as IoT, SDN, HFC, eMBMS (LTE Broadcast), NFV/Virtualization, Orchestration, 4.5G and 5G for the Claro group. Coordinated with Claro Anatel's coexistence tests between 5G in the 3.5GHz band and satellite TV reception systems in Band C. - Participated in the Frequency Committee of the 5G Brazil Project, as one of the rapporteurs, and is part of the delegation Brazilian at the ITU (ITU). Member of the GT-Desocupação (Technical Group for Eviction of the 3.5 GHz band and Interference Mitigation) of GAISPI/ANATEL (Group for Monitoring the Implementation of Solutions for Interference Problems in the 3,625 to 3,700 MHz band) since its creation .