

THE TV 3.0 PROJECT FOR BRAZIL

SET has been discussing TV3.0 for a few years. Recently, the topic gained prominence with the publication of the national public policy in April. This policy set a new standard for the debate on the TV of the future and created a timetable of decisions that will shape the implementation of this new system. In this special session of the congress, important actors from the sector are participating, such as the Ministry of Communications (MCOM), the National Telecommunications Agency (ANATEL), and the SBTVD Forum (Brazilian Digital TV System Forum). Acknowledging the technical, regulatory, and economic challenges of this transition, the session will delve into the understanding of what has already been accomplished so far and discuss the next steps to achieve TV3.0 in Brazil.

Moderator: Roberto Dias Lima Franco, Advisor to SET and Director of institutional and regulatory affairs at SBT

Speakers:

- **Juscelino Filho**, Minister of Communications
- **Moisés Queiroz Moreira**, Advisor to Anatel - Anatel - National Telecommunications Agency
- **Raymundo Barros**, President of the Brazilian Terrestrial Digital TV System Forum (SBTVD) | SET advisor
- **Flávio Lara Rezende**, President of ABERT
- **Márcio Silva Novaes**, President of ABRATEL



Roberto Dias Lima Franco, Advisor to SET and Director of institutional and regulatory affairs at SBT

Graduated in electrical engineering with a focus on electronics and telecommunications from the Federal University of Bahia and a postgraduate degree in Marketing and Business Management from FGV and ESPM. During his career, he was responsible for the design and implementation of several radio and television companies in Brazil. He was President of SET – Brazilian Society of Television Engineering from 2002 to 2008 and President of the Brazilian Digital TV System Forum from 2005 to 2008 and from 2015 to 2017, after this period he joined the Board of both Entities. In 2009, he was part of the ANATEL Advisory Council, in August 2012, he took office on the Social Communication Council until 2017 and is currently Head of Institutional and Regulatory Affairs at SBT.



Juscelino Filho, Minister of Communications

José Juscelino dos Santos Rezende Filho is a doctor, specialized in radiology, and federal deputy re-elected by the state of Maranhão, in 2022, for his 3rd term. In the Chamber of Deputies, Juscelino Filho presided over the Ethics Council in 2019 and 2020. He was rapporteur for the Budget Guidelines Law (LDO) of 2022. He presided over the Social Security and Family Commission (CSSF) and the Special Commission on Health Technological Innovation (Cetecsau). He participated in some parliamentary fronts related to the Communications sector, such as the Defense of Brazilian Cinema and Audiovisual and the Parliamentary Front to Combat Piracy. He also spoke out in defense of digital health policies. Another proposal reported by the Maranhão resident was the one that updated and modernized the Traffic Code.



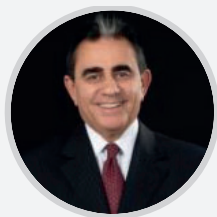
Moisés Queiroz Moreira, Advisor to Anatel - Anatel - National Telecommunications Agency

Public Manager. In the last 15 years holding public positions in the Federal, State and Municipal Government of the State of São Paulo. I coordinated technical advisory activities at the Consumer Protection and Defense Foundation – PROCON SP and special advisory at the Companhia Metropolitana de Habitação de São Paulo – COHAB and the Legislative Assembly of the State of São Paulo, from 2003 to 2006. In 2006 I took over as head office of the Municipal Health Department of the city of São Paulo. Member of the Board of Directors of SPTURIS – São Paulo Turismo S.A. from April/2008 to March/2009. Since 2015, I have worked in the federal government in the public positions of Special Advisor to the Minister of Cities, Head of Parliamentary Advisory and Special Advisor to the Minister of the Ministry of Science, Technology, Innovations and Communications. I currently hold the presidency of GIRED – Group for Implementation of the Redistribution and Digitization Process of TV and RTV Channels and am a member of the Board of Directors of ANATEL.



Raymundo Barros, President of the Brazilian Terrestrial Digital TV System Forum (SBTVD) | SET advisor

Executive Director of Technology Strategy at Globo, Raymundo Barros is in charge of the areas of corporate strategy, partnerships and ecosystems, in addition of technology. At the company, the executive led initiatives of great relevance to the media sector, such as the Project to expand the digitalization of analogue signals in Brazil, the implementation of IP infrastructure, 4K in the production and distribution of content, Globoplay and the integration of the areas of technology from Grupo Globo companies. He is currently responsible for implementing Globo's D2C, Adtech and Data Monetization strategy. Raymundo has been at Globo for 39 years. Before assuming the role of CTO/CSO of the company, Raymundo worked as a technician, engineer, operations manager and, later, director of Engineering in SP. He also held the position of Director of Entertainment Technology, where he led projects for soap operas, series and variety programs.



Flávio Lara Rezende, President of ABERT

Lawyer and journalist, with a postgraduate degree in Financial Administration and an MBA in Finance, Flávio Lara Resende assumed the presidency of the Brazilian Association of Radio and Television Broadcasters (ABERT) in August 2020. In 2022, he was reappointed to the position for a new period of two years. Vice-president of Institutional Affairs and general director of Grupo Bandeirantes de Comunicação, he also holds the positions of general director of TV Bandeirantes and Rádio Bandnews. At the International Broadcasting Association (AIR), an entity that brings together 17 thousand radio and television stations from the Three Americas, he holds the position of vice-

president. He is also a member of GIRED (Redistribution and Digitalization Process Implementation Group) of the National Telecommunications Agency (Anatel); GAISPI (Group for Monitoring the Implementation of Solutions for Interference Problems in the 3.5 GHz band) from Anatel; of the Superior Council of CONAR (National Council for Advertising Self-Regulation), of the Superior Council of CENP (Executive Council of Standard Norms) and full member of the Social Communication Council of the National Congress. Flávio Lara Resende held positions in the federal and Minas Gerais governments, in addition to being Cultural and Information Attaché at the Brazilian Embassy in London, England.



Márcio Silva Novaes, President of ABRATEL

Lawyer, journalist and postgraduate in Civil Law. Born in Paraguaçu Paulista (SP), he has been an executive at Grupo Record since 2006. He was responsible for implementing the Social Communication Center of the Federal Court of the State of São Paulo, and worked in strategic communication for several state and national bodies for more than twenty years. He was an advisor to the Social Communication Council of the National Congress and a member of the Freedom of Expression Committee of the Federal Council of the OAB. He is currently president of the Brazilian Radio and Television Association - ABRATEL and institutional superintendent of Grupo Record.