

SOMETHING HAS CHANGED IN THE DISTRIBUTION OF SIGNALS FOR LINEAR TV IN RECENT YEARS? THE ANSWER IS YES!

We are in a complex environment for signal distribution, with increasingly more transport model options. Given everything from satellite and 5G, SRT in the cloud and orchestration with SDWAN, what is the best method for each scenario? In this panel we will have in-depth knowledge of the industry who will bring their visions and answers to the impasses of linear distribution.

Moderator: Roberto Hoffmann Technology and regulatory project manager at RBS TV Porto Alegre

Speakers:

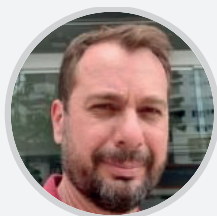
- **Daniel Diniz**, LATAM Sales Director, Net Insight
- **Guilherme Saraiva**, Commercial Director, Embratel
- **Camilla Cintra**, Telecom Project Manager, Globo
- **INTELSAT MEDIA SERVICES: INNOVATION IN CONTENT DISTRIBUTION**

Marcelo Amoedo, Senior Sales Director - Intelsat Broadcast Services, Brazil
Intelsat is exploring the transformation of the global media landscape, including specifically Brazil, and how it is adapting to meet the ever-evolving needs of modern broadcasters. The company is innovating in hybrid distribution models and increasing investments in Brazil, including a new Media PoP in Rio de Janeiro.



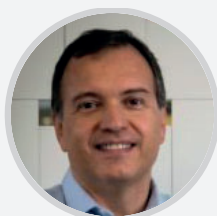
Roberto Hoffmann Netto, Technology and regulatory project manager at RBS TV Porto Alegre

Electrical engineer, with emphasis on automation, graduated from Unisinos. He has worked for over 15 years in broadcast and telecommunications companies, with extensive experience in management system projects, multiservice networks and IT and Broadcast platforms. He worked on implementations in Brazil and Latin America, having worked at Claro, Deutsche Telekom and Smartcom PCS. He is currently manager of technology and regulatory projects at RBS TV Porto Alegre.



Daniel Diniz, LATAM Sales Director, Net Insight

Electronic Engineer graduated from the Mackenzie School of Engineering and Master in Telecommunications also from the same Mackenzie School of Engineering, working on Digital TV tests during his undergraduate and master's degrees. Since then, he has been working in the Broadcast area, developing projects and businesses throughout Latin America. He is currently Sales Director for Latin America for Net Insight.



Guilherme Saraiva, Commercial Director, Embratel

Guilherme is Commercial Director for the Media and Satellite Segments at Embratel, where he supports clients in developing their businesses in the physical and digital worlds. Telecommunications engineer from IME, with an MBA in marketing from FGV, Master in Finance from FGV and MBA in Data Science from PUC-RJ.



Camilla Cintra, Telecom Project Manager, Globo

Camilla Cintra is a Telecommunications Engineer with an MBA in Project Management. He has more than 20 years of professional experience in national companies in the Telecom and Broadcasting segments such as Globo, Embratel and Oi, working in the management of multidisciplinary teams and strategic projects. He currently leads teams responsible for the development and implementation of TV distribution solutions, connectivity, network platforms and the development of new Telecommunications products.



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

Business professional with more than 20 years of experience in the Broadcast market and knowledge in video transmission and compression systems, Digital TV and satellite communication services. At Intelsat he works as responsible for commercializing space segments for use in permanent broadcast services and occasional use, as well as managed media services. Computer Network Technologist, Bachelor of Business Administration and Postgraduate in MBA in Digital TV, Broadcasting and New Media.