

ENHANCING THE MEDIA EXPERIENCE: THE CONTRIBUTION OF ARTIFICIAL INTELLIGENCE IN CLOSED CAPTIONING, CONTENT CREATION, AND SPORTS PRODUCTION

Get ready for a unique and inspiring insight into the future of the media industry and discover how artificial intelligence is revolutionizing and driving a new era of possibilities! Join us in this exclusive panel discussion where we will explore the pivotal role of AI in these three areas.

Moderator: Valderez de Almeida Donzelli, Technical Director of ADTHEC | SET advisor

- **AI FOR MEDIA: THE FUTURE OF CONTENT CREATION AND DISTRIBUTION**

Speaker: Hugo Nascimento, CTO of AD Digital | Coordinator of the “SET Industry 4.0” Working Group

Artificial intelligence (AI) is transforming the media market landscape, from the way content is created and distributed to the way it is consumed. In this presentation, AD-Digital CTO Hugo Nascimento will discuss the latest advances in AI for media and how they are being used to improve content production, distribution and monetization. He intends to discuss how our industry is using AI to boost its business.

- **THE USE OF ARTIFICIAL INTELLIGENCE IN SPORTS PRODUCTION AND JOURNALISM**

Speaker: Carlos E. O. Capellão, PHASE Engineering

The search for greater efficiency has always been a goal for broadcasting engineering and this has been facilitated with applications based on Artificial Intelligence. With the help of sensors, PTZ robotic heads and panoramic cameras, Artificial Intelligence is capable of performing image cuts and camera movements without any human

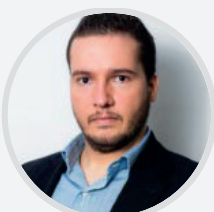
intervention. We would like to present some case studies of this model of operation at new and sports productions.

- **THE USE OF ML/AI TECHNIQUES IN THE AUTOMATIC CLOSED CAPTIONS GENERATION / CORRECTION / QC FOR FILES AND LIVE**
Speaker: Guilherme Castelo Branco, Director - Phase Engenharia
Closed captioning has been a requirement on open TV since 2006. The requirement was only for part of the daily content, but in 2017 closed captioning became mandatory for all programming. With the growing demand for VOD streaming and FAST channels, combined with the global reach of these platforms, the requirements to generate closed captions and subtitles in other languages for these contents has increased even more. Closed Caption generation is a time-consuming and costly job that also requires qualified professionals. The presentation will address how the use of ML/AI techniques such as NLP (Natural language Processing) and STT (Speech to Text) in the automatic closed captions generation has helped thousands of broadcasters around the world and the main challenges in using these technologies to the correct segmentation, punctuation, alignment, accuracy and correction of the generated files, since closed captioning is not just the transcription of audio into text.



Valderez de Almeida Donzelli, Technical Director of ADTHEC | SET advisor

Graduated from FEI in electronic engineering, electrical engineering and production. Master in electrical engineering. Postgraduate in Neurosciences from the Instituto Israelita Abert Einstein. Specialization in IT from FESP, ICT management and Project Management from FGV, Data Science from Awari, Advanced Digital TV System from INATEL and DMC – Mind Body Decoding with Dr Carlos Alberto Ribeiro. 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, planning, projects, training, research and solution analysis for radio, television and telecommunications stations from the public and private sector, with an emphasis on design and implementation of transmission systems. Participates in several working groups coordinated by Anatel, Ministry of Communications, Universities, Associations and Research Centers. The company is a member of theWent SBTVD. Member of the deliberative council of SET (Society of Television Engineering), of the technical committee of AESP (Association of Radio and Television Broadcasters of the state of São Paulo)



Hugo Nascimento, CTO at AD Digital | Coordinator of the “SET Industry 4.0” Working Group

With a background in engineering and more than 20 years of experience in projects for renowned companies in the market, Hugo Nascimento has a wide range of clients in different sectors. Throughout his career, he has collaborated with multidisciplinary teams in several countries, acquiring in-depth technical knowledge. At AD Digital, Hugo is responsible for the entire technical area, managing specialized teams and leading development and innovation initiatives.



Carlos E. O. Capellão, - PHASE Engenharia

Electronic Engineer graduated from UFRJ in 1974. MBA from FGV-RJ. Since 1973 he has worked in the Television and Telecommunications sector, having worked in the main TV Networks and at Embratel. In 1980 he founded PHASE Engenharia, a company he has run since then, working on the design and implementation of Television and Telecommunications Equipment and Systems. At Phase, we are constantly improving a wide range of Solutions for Television Projects through partnerships with leading international manufacturers in their segments. Founding partner of SET- Brazilian Society of Television Engineering, having held the positions of President and Director for many years.



Guilherme Castelo Branco, Director - Phase Engenharia

Graduated in Electronic Engineering from UFRJ, with a specialization in business management from FGV – SP, he has worked in the area of solutions for Television systems since 2004. He is currently a partner at Phase Engenharia and is based in São Paulo.