

CLOUD-BASED LIVE PRODUCTION: ENABLING MORE PRODUCTIONS AND CONTENT CREATION

In this panel, we will discuss several use cases from around the world of media companies that have adopted cloud-based technologies for live production, as well as recent innovations from technology companies focused on this field. Within these topics, we will address the key challenges and opportunities that arise during the adoption of cloud-based technologies for live production.

Moderator: Luis Duarte, Technology Director, TV Anhanguera

Speakers:

- **LIVE CLOUD PRODUCTION: ENABLING MORE PRODUCTIONS AND CONTENT GENERATION**

Speaker: Boris Kauffmann, Solutions Architect Broadcast Specialist at Amazon Web Services (AWS)

Many sports broadcasters own more rights to events than they have the ability to produce. Live Cloud Production enables networks, sports broadcasters, and production companies to keep up with the demand to produce more events. Plus, do this with smaller budgets and staffing. Running your live productions in the cloud doesn't mean have limited features and functionality, or constrained by the size of the event and the venue location. I would like to share lessons learned from these events, as well as share in-depth view of the architecture and technology. The in-depth review will touch on the entire process from; contribution feeds, vision switching, audio mixing, graphics, replay, comms, and signal routing and processing.

- **Benjamin Mariage**, Sales Director, CALA - Riedel Communications
- **Mateus Domingues**, Product Manager, TVU Networks



Luís Duarte, Technology Director, TV Anhanguera

Career spanning over 20 years in Technology and Innovation, with a focus on strategic planning and Digital Transformation. Passionate about applying technological innovation to business, I have a particular interest in the topics of Cloud Computing, Data Analytics, Artificial Intelligence and IoT, with several projects implemented. Currently, as Technology Director at Grupo Jaime Câmara, one of the largest media

groups in Brazil, an affiliate of Rede Globo for the states of Goiás and Tocantins, I am responsible for defining and implementing new technologies for the entire group, as well as managing from the Engineering, Systems, Cybersecurity and Product Innovation teams.



Boris Kauffmann, Broadcast Specialist Solutions Architect at Amazon Web Services (AWS)

He has over 15 years in the media industry, working in technology positions in broadcast, post-production and digital media preservation. Prior to AWS, he was responsible for the design and architecture of several IP-based video routing systems (SMPTE 2110) as a Solutions Engineer at Imagine Communications. Implemented several playout, master-control and routing systems in broadcasters in Latin America. Previously, he served as a Laboratory Technician at Cinemateca Brasileira, supervising migration and restoration workflows for films and videotapes in legacy formats. He has a degree in Electrical Engineering with an emphasis on Telecommunications from Universidade Presbiteriana Mackenzie in Brazil and is currently a master's student in the Postgraduate Program in Electrical and Computer Engineering at Universidade Presbiteriana Mackenzie, researching the transport layer of the new Brazilian Digital Television System (SBTVD 3.0).



Benjamin Mariage, Sales Director, CALA - Riedel Communications

I have worked in Latin America for the last 20 years (14 years at EVS and 6 years at SimplyLive). I am passionate about Latin America and I love the challenge of this complex market. I started at EVS in 2002 and established the business throughout Latin America over the next 14 years. I built local entities in Mexico and Brazil and established a network of partners. With our workflow solutions, I participated in the implementation of live production technologies at major events, such as World Cups and Olympic Games, up to the World Cup in Brazil in 2014, in partnership with the largest broadcasters in the CALA region. I then worked for SimplyLive, a new company on the market, offering innovative software-based solutions for live production. With Riedel's acquisition of SimplyLive in 2022, I became director of CALA for the entire Riedel portfolio. A new challenge to reconnect the Riedel company with the regional market in Latin America.



Mateus Domingues, Product Manager, TVU Networks

Electrical Engineer graduated from the Federal University of Itajubá, has more than 10 years of experience in the Broadcast market, working during this period as a Project Engineer, Pre-Sales and currently as Product Manager at TVU Networks.