

INFRASTRUCTURE SHARING: HOW TO HANDLE ITS MAINTENANCE

The year 2023 will come to a close with over 1500 retransmitters installed by the Digitaliza Brasil Program. Now, how will the sustainability of these stations be ensured? What are the responsibilities of the municipalities? What is the relationship with the broadcasters? These and other questions will be addressed in our panel.

Moderator: Francisco Peres, Coordinator of the SET Infrastructure Sharing GT

Speakers:

- **CHALLENGES AND SOLUTIONS FOR THE MAINTENANCE OF DIGITALIZA BRASIL PROGRAM STATIONS**

Speaker: Sérgio Martines, Executive Director - SM Facilities

As we approach the conclusion of the implementation of the multi-channel stations of the Digitaliza Brasil Program and the analog Switch-Off, a significant increase in the demand for services and solutions for the operation and maintenance of Digital TV retransmitting stations is imposed on television networks, in addition to a natural search for qualified professionals for its own staff.

Our almost exclusive experience and performance in this market allows us to collect a variety of information, research solutions and analyze the various options that are viable so that the installed base can be maintained at the appropriate cost and with a service that can bring the results that companies of the sector are looking for.

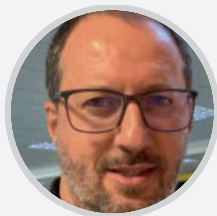
In this presentation, we intend to point out the state of the art regarding the maintenance and operation of these systems.

- **Carlos Eduardo Neiva Melo**, Supervisor of the Legislative Radio and TV Network - Chamber of Deputies
- **Tiago Facchin**, Telecom Manager, Globo
- **Wagner de Sousa Bastos**, Broadcast Planning Manager, EBC
- **Gunnar Bedicks**, CTO at Seja Digital
- **Luis Renato Giffoni**, Coordinator of the Administration Process of Basic Broadcasting Plans, Anatel
- **João Paulo Ribeiro**, Gerente Geral, Hitachi Kokusai Linear (HKL)



Francisco Peres, Coordinator of the SET Infrastructure Sharing GT

Graduated in Telecommunications Engineering from Universidade Federal Fluminense, Master's degree in Applied Electromagnetism from PUC-Rio and MBA from FGV. He is currently Manager of the Projects and Licensing area of Globo's Telecommunications systems.



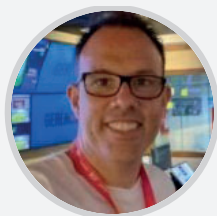
Sérgio Martines, Executive Director - SM Facilities

32 years of professional experience in television, especially in the area of maintenance and implementation of transmission systems. Executive Director of SM Facilities, a television engineering services company. Professional in Project Management, PMP®, with experience as a consultant in various areas, such as finance, legal, industry and the third sector. Training in Civil Engineering – UFPR and Electronics Technician – Cefet-PR (currently UTFPR). MBA in Project Management – FGV, and Postgraduate in Construction Management – Cefet-PR. Vice-president of the Project Management Institute – Paraná Chapter (PMI-PR). Postgraduate professor (MBA) in project management at several institutions.



Carlos Eduardo Neiva Melo, Supervisor of the Legislative Radio and TV Network - Chamber of Deputies

Carlos Neiva – Communication Network engineer from UnB, specialist in Information Technology and training in Digital TV from NHK-CTI, Japan, Tokyo. He worked on broadcast channel planning and the implementation of the Brazilian Digital Television System as a Telecommunications Regulation Technician at Anatel, from 2009 to 2012. He has been a telecommunications engineer at the Chamber of Deputies since 2013, working on the implementation of the Legislative Network. Since 2021, he has been supervisor of the Legislative Network, technical advisor to ASTRAL and representative of ASTRAL in Gired, Gaispi and GT TV 3.0.



Tiago Facchin, Telecom Manager, Globo

Technology Executive with a Master's degree in Innovation and Business, an MBA in Project Management and a degree in Electrical Engineering. With more than 20 years of professional experience, he works as Telecom Support Manager, the area responsible for network and security infrastructures, transport systems, distribution and signal transmission at GLOBO.



Wagner de Sousa Bastos, Broadcast Planning Manager, EBC

Electrical Engineer and Computer Engineer from the Centro Universitário de Brasília. He began his career in 1998 and currently works as Broadcast Planning Manager at the Brazilian Communication Company - EBC. With 25 years of experience in the area, he participated in large projects within the company, such as Digitaliza Brasil. He has held positions such as Executive Engineering Manager and Director of Technology, Engineering and Operations within the Companies. Currently working on the EBC Radio and TV signal expansion project.



Gunnar Bedicks, CTO at Seja Digital

Gunnar Bedicks is a professor, researcher and telecommunications professional, working for over 30 years with devices, technologies and systems for analogue and digital communication. In 2013, he received the Order of Rio Branco from the Ministry of Foreign Affairs, for his role in expanding the Brazilian Digital TV System to countries in South America, Central America and Africa. Since 2015, he has held the position of CTO at Seja:Digital, an entity that was responsible for releasing the 700 MHz band for 4G, currently responsible for the implementation of the Digitaliza Brasil Program in

1,650 municipalities, for the implementation of the underwater optical cable from Infovia 01, from Norte Conectado Program, between Santarém and Manaus.



Luis Renato Giffoni, Coordinator of the Administration Process for Basic Broadcasting Plans, Anatel

Graduated in Electrical Engineering with an emphasis on Telecommunications and a postgraduate degree in Telecommunications Regulation from the University of Brasília (UnB). A career employee at Anatel since 2005, he held management positions in the areas of interconnection and numbering, as advisor to the Board of Directors and the Superintendence of Grants and Resources for Provision. He is a member of the Brazilian Communications Commission, which deals with matters related to telecommunications and broadcasting in international forums. Before Anatel, he worked at Brasil Telecom coordinating the planning and design of the company's IP and corporate networks.



João Paulo Ribeiro, General Manager, Hitachi Kokusai Linear (HKL)

With technical training in electronics and telecommunications engineering, he has been working in the broadcasting market since 2006. He participated in the main milestones in the implementation of Digital TV in Brazil, working in the development and installation of transmission equipment, in addition to having contributed to the development of standards through the SBTVD Forum and dissemination of knowledge as a speaker at SET events. He has experience in Digital TV projects outside Brazil, highlighting projects carried out in the United States and Argentina. He is currently responsible for the Seja Digital project by the company Hitachi Kokusai Linear, in addition to being responsible for other projects of relevance to the company.