

RADIO REGULATION, WITH PARTICIPATION OF ANATEL AND THE MINISTRY OF COMMUNICATIONS

Recent research confirms that radio remains a global leader in coverage and audience. Leveraging the power of audio and “visual” aspects through its technical peculiarities of subcarriers, such as RDS (Radio Data System), disciplined and evolving in-car receivers, and the inevitable hybrid radio and connectivity. As a result, coverage standardization becomes crucial for preserving the service model, with antenna validation and their radiation patterns. Discrepancies between licensed and covered areas, as well as the impact on licensing fees and spectral interference, will also be addressed.

The panel will be moderated by members of the SET Radio Group, who will highlight the need to enhance spectral preservation, considering the scarcity of frequencies even after the adoption of extended frequency bands in metropolitan areas, particularly in São Paulo.

Moderator: JOSÉ MAURO DE ÁVILA, Technical director/ Mega Communication System in Ribeirão Preto - SP

Co-moderator: Valderéz de Almeida Donzelli, Technical Director of ADTHEC | SET advisor

Speakers:

ANATEL REGULATORY PARTICIPATION / ANTENNA DIAGRAM / CONSIDERATIONS

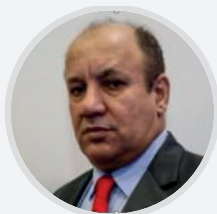
Speaker: Paulo Eduardo dos Reis Cardoso, Coordinator of Broadcasting Management Systems and Models, Anatel

MCOM REGULATORY PARTICIPATION / CONSIDERATIONS ON THE VALUE OF FM BROADCAST LICENSES

Speaker: ANTONIO MALVA NETO, Director of the Private Broadcasting Department, MCom

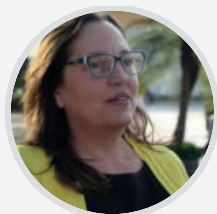
SPECTRUM CENTER - SOFTWARE SPECTRUM-E / MOSAIC ARCHITECTURE AND WORKFLOW

Speaker: Pierre Missud, CEO of Spectrum Center Inc.



JOSÉ MAURO DE ÁVILA, Technical Director/ Mega Communication System in Ribeirão Preto - SP

Electrical Engineer and Occupational Safety Engineer from Universidade Paulista in 2008. Electronics Technician from Moura Lacerda Institution in 1982. Has been attending the NAB - Broadcast Engineering Conference since 1992. Participates in various seminars organized by Brazilian entities focused on the industry, such as AESP, SET, and ABERT. Broadcast Electronics - Product Training Seminar - Audiovault Administrator/VAR Sales - 1999/2000/2002/2006/2013; Harris Corporation - Focus: Harris HT 35FM transmitter - 1991. Currently serves as the Technical Director of Mega Communication System and holds the Vice Leadership position in the Technical Committee of AESP since 2012, participates in the radio group of SET, and provides technical support for Broadcast Electronics automation systems in Brazil.



Valdere 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 the SBTVD Forum. 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)



Paulo Eduardo dos Reis Cardoso, Coordinator of Broadcasting Management Systems and Models, Anatel

PhD from DECOM-FEEC-Unicamp (2018) in Digital TV Regulation; Master in Electrical Engineering (Electronics) from DEMIC-FEEC-Unicamp (2005); and graduated in Electrical Engineering from FEEC-Unicamp (2002). He is currently a Regulation Specialist at the National Telecommunications Agency – Anatel, where he works as Coordinator of Broadcasting Management Systems and Models, in the Spectrum, Orbit and Broadcasting Management, being responsible for studying, improving and preparing the Broadcasting Technical Regulation, including its acts of technical and operational requirements; for monitoring the development of new broadcasting technologies and prospecting the future of broadcasting, including defining its needs; in addition to monitoring the development of the Mosaico System's broadcasting modules. He is leader of the Reporting Group GRR6: Broadcasting, of the Brazilian Communications Commission – CBC2: Radiocommunications, coordinating the group's international activities, including the coordination of broadcasting service stations in border areas; working mainly in Study Group 6 – SG6 of the International Telecommunications Union – ITU.

**ANTONIO MALVA NETO, Director of the Private Broadcasting Department, MCom**

Graduated in Law from UPIS - Faculdades Integradas, with a postgraduate degree in Public Law - Lato Sensu, with an extension in Higher Education Didactics. He worked in the Federal Chamber and the Federal Senate, always as a Parliamentary Advisor between 2016 and 2022. He participated in the management of Minister André Figueiredo at the Ministry of Communications, in 2016, as Advisor to His Excellency. He began his career in the Cabinet of Minister Marco Aurélio, at the Federal Supreme Court, in February 2000, remaining in the Cabinet until February 2011. He entered private law in 2011, remaining there to this day.

**Pierre Missud, CEO of Spectrum Center Inc.**

Pierre Missud is the CEO of Spectrum Center Inc. and the architect of the Spectrum-E software, which is the baseline for the Anatel Mosaico platform. With over 30 years of experience in spectrum management and engineering, Pierre has implemented numerous radio frequency (RF) propagation models and interference analysis standards for regulators and operators around the world. Pierre has a degree in engineering from AgroParis and a master's degree from UCC in L A and modeling techniques.