

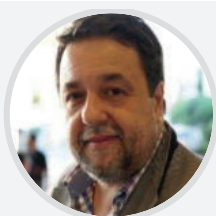
MPEG-H IN TV 3.0: FUTURE IMPLEMENTATIONS FOR BROADCAST TV AND STREAMING

TV 3.0 is expected to have its standard defined by December 2024. One of the key differentiators of this new standard will be immersive audio. In this context, Brazilian companies and broadcasters are preparing to implement the next-generation audio system for TV 3.0 in Brazil. MPEG-H audio technology aims to provide the best possible immersive sound experience while enabling advanced accessibility, interactivity, and personalization features in a single solution, taking audio to new heights. During the presentation, participants will discuss future technological developments in the country and how broadcasters and streaming platforms can enhance their viewers' experience with immersive sound.

Moderator: **Fernando Moura**, Chief Editor of SET Magazine

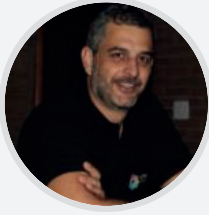
Speakers:

- **Renato Cesar Couto**, CTIO at Futura Produções
- **Gabriel Thomazini**, Audio Consultant - Fraunhofer IIS
- **Carlos Cosme**, Innovation specialist in the Telecom group of the Infrastructure and Security Hub, Globo
- **David Estevam de Britto Jr**, Head of Product Development na Mirakulo Software LTDA



Fernando Moura, Chief Editor of SET Magazine

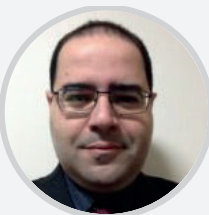
Fernando Carlos Moura has a PhD in Language and Communication Sciences with a specialty in Communication and Culture from Universidade Nova de Lisboa, Portugal. Editor-in-Chief of the SET Magazine since 2013 and post-doctoral fellow in the Studies Program Posdoctorales PEP-UNTREF, director of the Applied Research Program Project on Audiovisual Narratives in Times of Convergence Digital and Cultural at UNTREF and professor of the Degree in Audiovisual Production at the National University of Trés de Febrero (UNTREF), Buenos Aires, Argentina. Researcher associated with the Brazilian Digital Television Observatory (Obted).


Renato César Couto, CTIO at Futura Produções

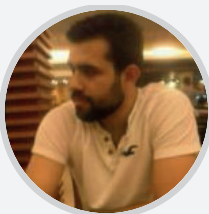
Renato César Couto is CTIO at Futura Produções, a company specialized in developing national streaming solutions, including OTT platforms, platforms for live events, transcoding and linear streaming. Graduated in Computer Science and Business Management, his trajectory has always been aligned with the latest technologies in business development and administration. With solid knowledge in several areas, such as Artificial Intelligence, Machine Learning, Cloud Computing, DevOps, Containerization and Microservices, Serverless Architecture, Blockchain and Progressive Web Applications, Renato always seeks to maximize resources and minimize costs. Currently, he works for major Futura Produções clients, playing a fundamental role in team management and project delivery. His professional journey is marked by a continuous search for updating and knowledge, which makes him a highly qualified professional committed to innovation and growth in the technology and streaming sector.


Gabriel Thomazini, Audio Consultant - Fraunhofer IIS

Gabriel Thomazini started his career as a recording engineer and went to different studios, working with artists from different genres. In the early 2000s he began designing audio systems and creating immersive content for planetariums. At the same time, he worked as an audio engineer in TV stations and since then he became increasingly involved in AV applications. He carried out projects in IP-based OB vans, studios, and control rooms, as well as the development of remote workflows and mixing for 3D audio formats. He collaborated on extended reality initiatives, developing audio solutions for VR and AR applications. After more than 20 years in the broadcast area he joined the Fraunhofer IIS Institute in 2021, where he acts as an audio consultant for the development of the MPEG-H audio ecosystem in Brazil.


Carlos Cosme, Innovation Specialist in the Telecom group of the Infrastructure and Security Hub, Globo

Carlos Eduardo Cosme Ribeiro has a degree in Electrical Engineering from Universidade Estácio de Sá (2007), a postgraduate degree in Control and Automation Engineering from Universidade Gama Filho (2011) and a specialist in Computer Networks from PUC Rio (2013). He has worked at Globo since 1998, where he worked in the operations and support areas. He is currently an innovation specialist in the Telecom group of the Infrastructure and Security Hub. He is a member of the Brazilian Terrestrial Digital TV System Forum (SBTVD), where he coordinates the Audio Coding, Video Coding and Subtitles working groups in the TV 3.0 Project.


David Estevam de Britto Jr, Head of Product Development at Mirakulo Software LTDA

David Estevam de Britto Junior is Head of Product Development at Mirakulo Software LTDA, a pioneering company in the development of Ginga middleware. Graduated in Electronic and Computer Engineering from UFRJ (Federal University of Rio de Janeiro), David began his career at Mirakulo developing systems for set-top boxes and TVs built on the Ginga standard, using the languages NCL, Lua, C/C++ , and Java. Since 2018, he has worked as development leader at Mirakulo, and has a great interest in using new technologies to enrich the experience of TV application users.