

PIRACY IN CHECK. INDUSTRY AND PUBLIC POWER UNITED IN COMBAT

Piracy is a chronic and longstanding problem that has been transformed by technology. According to data from the National Front Against Piracy and Illegality (FNCP), in 2021, piracy of pay-TV and audiovisual content resulted in a loss of R\$ 19 billion to the industry. In this panel, we will discuss strategies and other forms of combating the reduction of pirated content availability on IPTV boxes, clandestine websites, and other platforms.

Moderator: Diogo Leuzinger, Information Security Coordinator, Globo

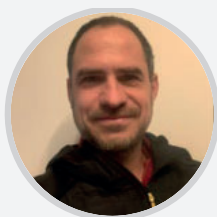
Speakers:

- **CHALLENGES OF STATE ACTION IN THE CYBER ENVIRONMENT:
THE CASE OF AUDIOVISUAL PIRACY BLOCKADES IN BRAZIL**

Jonas Antunes, Legal Director, ABTA – Brazilian Pay TV Association

Access to the internet is already a reality for the majority of Brazilians. Unfortunately, the side effect of this growth is the increase in cybercrime. The anonymized environment of the internet makes it easier to commit illegal acts. Audiovisual piracy is one of these illegal practices. Criminals provide unauthorized access to audiovisual content via TV boxes, applications, websites and illegal IPTV lists. Around the world, dynamic blocks by telecommunications operators have attempted to interfere in these illegal operations and encourage the consumption of legal offers. But the challenges in implementing these lockdowns are not small. The Brazilian case is an example of this.

- **Moisés Queiroz Moreira, Advisor to Anatel - Anatel - National Telecommunications Agency**
- **ANTI-PIRACY FROM A GLOBAL PERSPECTIVE**
Mark Mulready, Vice President of Cyber Services, Irdeto
- **FROM COMBATING PIRACY TO THE PROTECTION OF COPYRIGHT OF AUDIOVISUAL WORKS**
Carlos Chelfo, Copyright Protection Coordinator, ANCINE



Diogo Leuzinger, Information Security Coordinator, Globo

An actuary from UFRJ and a master's degree in Administration from COPPEAD/UFRJ, Diogo worked for years at Globo on Digital Transformation projects and has been leading initiatives to combat audiovisual piracy in the area of Information Security for 4 years.



Jonas Antunes, Legal Director, ABTA – Brazilian Pay TV Association

Jonas Antunes Couto is an economist and lawyer, with a doctorate in Economic Law from USP. Today he is ABTA's Legal-Regulatory Director and coordinates activities to prevent and combat audiovisual piracy in the industry.



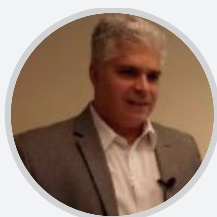
Moisés Queiroz Moreira, Advisor to Anatel - Anatel - National Telecommunications Agency

Public Manager. In the last 15 years holding public positions in the Federal, State and Municipal Government of the State of São Paulo. I coordinated technical advisory activities at the Consumer Protection and Defense Foundation – PROCON SP and special advisory at the Companhia Metropolitana de Habitação de São Paulo – COHAB and the Legislative Assembly of the State of São Paulo, from 2003 to 2006. In 2006 I took over as head office of the Municipal Health Department of the city of São Paulo. Member of the Board of Directors of SPTURIS – São Paulo Turismo S.A. from April/2008 to March/2009. Since 2015, I have worked in the federal government in the public positions of Special Advisor to the Minister of Cities, Head of Parliamentary Advisory and Special Advisor to the Minister of the Ministry of Science, Technology, Innovations and Communications. I currently hold the presidency of GIRED – Group for Implementation of the Redistribution and Digitization Process of TV and RTV Channels and am a member of the Board of Directors of ANATEL.



Mark Mulready, Vice President of Cyber Services, Irdeto

Mark has over 35 years of combined experience in commercial, legal and law enforcement areas. He leads a global team of analysts, investigators and engineers who provide a range of managed cybersecurity services to protect clients in the video entertainment, video gaming and Internet of Things (IoT) connected device industries. Previously, Mark served as Operational Security and Fraud Prevention Manager at Foxtel in Australia for 8 years, and also served as a Detective and Prosecutor for 16 years with New South Wales Police. Mark holds a Bachelor of Arts and Law from the University of Wollongong and was admitted as a solicitor to the Supreme Court of New South Wales in 2004. He is also currently co-chair of the Audiovisual Anti-Piracy Alliance in Europe.



Carlos Chelfo, Copyright Protection Coordinator, ANCINE

Carlos A. M. Chelfo has been practicing accounting for over 18 years, mostly in public institutions. He is currently a federal public servant. He was Municipal Secretary of Finance, in Machados-PE. In the State of Rio de Janeiro he held the position of Undersecretary of Administration in the Secretariats: Government, Civil House and Penitentiary Administration. At the Federal level, he was Coordinator of Combating Piracy, President of the ANCNE Ethics Committee and Member of the National Council for Combating Piracy, of the Ministry of Justice. He was an instructor in the course on Public Budget, Public Finance, Fiscal Responsibility Law and Ethics in the Public

Sector, at the Higher School of Finance Administration, of the Ministry of Economy. He was also an instructor in the Finance and Financial Administration disciplines at the Federal Rural University of Rio de Janeiro. He taught the subjects of Public Accounting, International Accounting and Controllershship, at Faculdade Mackenzie Rio. Professor accredited with the Regional Accounting Councils: AP, DF, MG, RJ, SP and TO. Master's degree in Accounting Sciences, from UFRJ. Postgraduate in Public Management, from FIJ. Specialist in Administrative Law from Unieducar. Certified in IFRS and NIAs by FIPECAFI/IBRACON/BID. Bachelor of Accounting Sciences from Faculdade Moraes Junior.