



Encontro SET e Trinta 2014

ENCONTRO SET E TRINTA 2014: 7, 8 E 9 DE ABRIL

Sala N117 - LVCC - Las Vegas - NV - EUA

12 apresentações - 2 Fóruns Tecnológicos - 23 palestrantes - 320 participantes
Café da manhã - integração de broadcasters

Confirme sua adesão de imediato - vagas limitadas.

Realizado pela: SET - Sociedade Brasileira de Engenharia de Televisão
www.set.org.br - set@set.org.br - (55) (21) 2512-8747

AGENDA: SET NA NABSHOW 2014

Entrega de crachás para visitar a Feira NABSHOW, requisitados a SET.

Abril, 6 - domingo - de 14:00 as 16:00 horas - Local: breve divulgaremos.

Abril, 7, 8 e 9 - segunda, terça e quarta. - de 09:00 as 18:00 horas - Local: sala N117 - LVCC - Las Vegas

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Abril, 7, 8 e 9 - segunda/ terça/quarta - de 6:30 as 09:00 horas - local: sala N117 - LVCC - Las Vegas

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Requer adesão previa. Não haverá inscrição local.

Ponto de encontro e reunião de Brasileiros durante a NABSHOW 2014



Abril, 7, 8 e 9 - segunda/ terça/quarta - de 9:00 as 18:00 horas - local: sala N117 - LVCC - Las Vegas

Café - água - mesas para reuniões - Internet - Computadores -

Acesso livre aos Brasileiros.

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SEGUNDA FEIRA – 07/04/2014 – sala N116/ N117- LVCC

	6:30/ 6:55 - Café da manhã. Entrega de crachás
	ABERTURA MODERADOR: CARLOS FINI – SET/ RBSTV
	SOLUÇÕES PARA INTERIORIZAÇÃO DIGITAL PALESTRANTE: GLENN ZOLOTAR – HITACHI KOKUSAI LINEAR O Brasil vive hoje o desafio de expandir a cobertura da TV digital no interior, e diante deste cenário, apresentaremos conceitos, possibilidades e soluções tecnológicas que



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viabilizam a implantação de sistemas de distribuição de sinais e a transmissão digital, para o que denominamos “a Interiorização Digital”.



07:20/ 07:40 - SDN/10G SOLUTIONS

PALESTRANTE: CARLOS CAPELLÃO – PHASE/ EVERTZ

As the revenue landscape for broadcasters continues to shift and change what's clear is that there is a new breed of competition. One that is global in scale, harnesses and maximizes the value of big data and provides advertisers a laser focus channel for targeting their messages to consumers. What's more, these competitors are all less than 10 years old. And they are built with an infrastructure that is flexible, agile, global in reach and unified for all of their content and data traffic.

They also in many ways are converging to controlling these flows using the principles of Software Defined Networking for their 10G/100G ethernet networks.

Until now, broadcasters were forced to sit on the sidelines and exist with infrastructure built for a different more static age.

Evertz changes this. "With the introduction of its SDN/10G solutions, Evertz now allows its customers build and operate with the same level of speed, agility and flexibility and at world scale as this new breed of competitor".

Come see at NAB, how Evertz transforms the foundation of the broadcast operations, and merges the world of live, file based, and faster the live operations!



GAN Technology – A Modern Approach to DTH Applications

Palestrante: CLAUDIO FRUGIS - ADVANTECH WIRELESS

In a highly competitive market environment with extremely expensive TCO (equipment startup cost CAPEX and operating cost OPEX) business success is based on reaching more customers with low end user access cost. Previous technologies did not allow the full potential of new digital modulations, error correcting codes and compression. Advantech Wireless has made a significant difference introducing the Gallium Nitride (GaN) technology to the market.

=>Modular, Built in Redundancy, Plug In concept

=>Save up to 30% on bandwidth and 70% on weight, size and energy consumption.

=> reduce to maximum both CAPEX and OPEX.

High Reliability, at least 50% more than all existing SSPAs technologies

It is the ultimate solution in terms of Power, Linearity, Efficiency

Featuring high power density in a compact, rugged and weatherproof package, the New SapphireBlu Series of UltraLinear GaN technology based solid state power amplifiers (SSPAs) and BUCs, exceed all barriers between Klystrons, TWTs and SSPAs. This disruptive technology allows remarkably high levels of performance and impressive savings in CAPEX and OPEX, including energy cost. Never before has this kind of performance been achievable using either Solid State or TWTs. This new architecture is designed for Multi Carrier operations. It is ideal for DTH Broadcasting, High Data Rate Telecom Services and Deep Space Communication. This presentation will provide an overview of the market demands, existing solutions, and the newly implemented technologies.



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An overview of the latest technology developments for satellite television and its distribution in consumer homes

Palestrante: THOMAS WREDE - SES

It will outline the status of the introduction of Ultra HD and what transmission efficiency increase the new extension of the DVB-S2 standard may bring.

The satellite dish is the most important interface between the consumer home and the DTH satellite. Learn about what improvements in antenna design are possible today and what the resulting increase in performance and reduction in installation time can be.

With the introduction of the SAT>IP communications protocol, satellite operator SES defined the technology to carry live satellite signals across in-home IP networks. Learn about the new IP-LNB and other new SAT>IP products that can take satellite signals to those popular IP devices such as tablets and notebook PC.



SECOND SCREEN AUDIO MANAGEMENT

Palestrante: MIKE DASKALOPOULOS – LINEAR ACOUSTIC

As broadcasters continue the move to second screen content distribution, controlling program and ad loudness across a wide range of devices and listening environments is also becoming increasingly problematic. With the additional complication of multiple emission codecs, challenges exist that are not seen in the traditional linear broadcast delivery chain where control of the emission codec and loudness is more uniform and straightforward. This paper will discuss some of the specific challenges and solutions, including how mobile and tablet listening environments and reproduction equipment differ from typical home consumption of linear broadcast, how to augment existing loudness management processes to account for second screen devices, and how to provide a greater amount of perceived consistency and quality while reducing end customer complaints.



DISTRIBUIÇÃO DE VIDEO POR IP.

**PALESTRANTES: TOBIAS KRONENWETT - LINEUP/LAWO
RAINER STURM - LINEUP/ LAWO**

The presentation will cover generally the topic remote production and will focus on different applications where remote productions could be a topic. It will compare different possibilities and solutions and also have a deeper look in Codecs that could be used and what infrastructure would be needed. Finally it will show some examples where remote productions are already in place and what the benefits of it are. The lecture will be held by me and also by Rainer Sturm



09:00 - SORTEIO. ENCERRAMENTO DO DIA.

MOD.: JOSE ANTONIO GARCIA – SET/ EBC

TERÇA- FEIRA – 08/04/2014 – sala N116/ N117- LVCC



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6:30/ 6:55 - Café da manhã. Entrega de crachás .



6:55/ 7:00 – ABERTURA

Moderador: VANESSA LIMA – SET/ PRO TELEVISION



07:00/ 07:20 - Novas plataformas de distribuição: Como garantir a qualidade em plataformas de Nuvem e Tapeless?

PALESTRANTE: SILVINO ALMEIDA - TEKTRONIX

O mais recente avanço em distribuição e contribuição de vídeo é o compartilhamento e armazenamento e por vezes processamento remoto de arquivos de vídeo em sistema computacionais compartilhados ou terceirizados.

As promessas de acessibilidade, disponibilidade e/ou baixo custo de manutenção de grandes videotecas estão impulsionando este novo modelo de workflow em todo o mundo, Seja em plataformas OTT, Clouds particulares ou em sistemas VOD há grandes desafios de garantir a qualidade e a entrega dentro de um padrão de qualidade.

Muitos destes problemas são inerente à compatibilidade com os diversos dispositivos, ao tráfego e a performance da rede que consiga garantir a entrega do conteúdo ao cliente final.



07:20/ 07:40 - THE LIVE VIDEO PREDICAMENT

PALESTRANTE: GUILHERME CASTELO BRANCO – PHASE/ VISLINK

News bureaus, broadcasters, and online media professionals are faced with an interesting predicament: Find ways to cut the cost of live video, while simultaneously generating more of it. To accomplish this, media organizations need a variety of video tools that are able to operate in diverse environments with varying types of transmission infrastructure.

At the same time video equipment manufacturers not only being challenged by the new workflow requirements of their customers but also the shift in the video environment. From advanced modulation schemes to spectrum changes, the broadcast and media industries are at a pivotal crossroad of technology challenges and technical innovation.

Shaping a strong future for video and beyond requires finding new ways of collecting and disseminating live content in the most cost-effective manner possible. This presentation will explore a new multi-mode approach to live video contribution and distribution in this new dynamic environment.

07:40/ 08:00 - The keys to success in transporting live video over IP/MPLS networks

Palestrante: Ken Takagi - INTELSAT

IP technology is increasingly penetrating media content production workflows and delivery networks. While IP offers unprecedented flexibility and scalability options, it



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also brings a new set of challenges and risks, especially when delivering media content over networks that are shared between multiple entities and applications - all the more so when your content is being delivered live to large audiences with advertising and subscription dollars at stake if anything goes wrong.

IP/MPLS has become the terrestrial network technology of choice among leading media network service providers including Intelsat. In this session we review some of the challenges and risks of IP networking through from Intelsat's own experiences on its own IntelsatOneSM IP/MPLS network. We'll discuss how the challenges can be managed and overcome by asking the right questions and addressing some key checkpoints, to achieve availability levels of 99.99% and higher on a consistent basis.



08:40/ 09:00 - FORUM SET - FUTURO DA TV: a TV tem futuro?

Moderador: FERNANDO BITTENCOURT – SET/ TV Globo

Nesta sessão discutiremos o futuro da radiodifusão. O principal enfoque será se / como o broadcast deve evoluir para se manter importante ao longo da próxima década, tendo em vista os desafios que enfrenta



FORUM SET: THE FUTURE OF BROADCASTING

Palestrante: PHILIP LAVEN - EBU/ FOBTV

Tablets and smart-phones have already changed patterns of consumption of video content. Some people believe that broadcasting will soon be replaced by Internet-delivered services including live streaming and video-on-demand. In the next few years, many consumers will have ubiquitous access to the Internet (anywhere and anytime). In such circumstances, will traditional broadcasting be needed?



FORUM SET PALESTRANTE: TORU KURODA, DR – NHK

This presentation will mainly address new services that NHK is currently developing and our vision for the future broadcasting. In Japan we have already started Hybridcast that is a service platform integrating the broadcasting with the broadband network and regarding UHDTV service we are also continuing our research and development of 8K Super Hi-Vision as the broadcasting medium of the near future, which an aim to launch test satellite broadcast in 2016 and to into full service in 2020. This presentation will also introduce some of our key researches on the 8K Super Hi-Vision technologies such as camera technologies, video coding technologies and terrestrial broadcasting technologies. You can also touch our cutting edge technologies in NHK booth of NAB2014 in respect to not only the 8K Super Hi-Vision broadcasting and but also Hybridcast.

: FUTURE BROADCASTING AND BEYOND



FORUM SET: THE FUTURE OF BROADCASTING

PALESTRANTE: MICHAEL MCEWEN - NABA



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09:00 - ENCERRAMENTO DO DIA. SORTEIO

MOD.: ESDRAS MIRANDA – SET/ TV JANGADEIRO

QUARTA-FEIRA – 09/04/2014 – sala N116/ N117- LVCC



6:55/ 7:00 – ABERTURA

Moderador: EMERSON WEIRICH – SET/ EBC



07:00/ 07:20 - All IP Production

Palestrante: PETER CHAVE - CISCO

IEEE 1588-2008 is Standard for a Precision Clock Synchronization Protocol for Networked Measurement and Control Systems that will help traditional production environment with massive amount of cabling be replaced by a single IP Infrastructure synchronized by a Precision Time Protocol (PTP) which accuracies down to the nanoseconds the network ... if every elements are correctly implemented. It can provide the flexibility, scalability and ubiquity to support today video standards and future ones like 8K.



07:20/ 07:40 - Tecnologias para o mundo Beyond Definition

Palestrante: ERICK SOARES – SONY

Diante dos avanços tecnológicos na área de eletrônicos de consumo, a realidade do Beyond Definition está mais próxima na escala de tempo do que muitos broadcasters imaginavam ou esperavam. Diversos drivers aceleram esses processos como, por exemplo, os rápidos avanços na área de compressão de dados em novas padronizações para áreas de produção de conteúdo e de tecnologias de interface, como o HDMI 2.0 para o consumidor final. Diversos broadcasters e produtores de conteúdo já começaram a movimentação por uso dessas novas tecnologias para a produção de conteúdo diferenciado, que permitem explorar novas tecnologias como UHD TV (4K, 8K) , HDR (High Dynamic Range) e HFR (High Frame Rate), já no ambiente atual HDTV , com uma série de novos benefícios e aplicações.

Para que isso se torne mais viável e facilite as implementações técnicas, o uso de redes IPs para transmissão de vídeo e infraestrutura básica é um caminho natural. A Sony aproveita esse momento para mostrar as implementações tecnológicas e de produtos que viabilizam o uso da tecnologia IP em redes 1G/10G, tanto na área de produção ao vivo quanto na área de infraestrutura básica para tráfego de sinais. Uma visão da evolução dessas implementações através da plataforma para IP PRODUCTION SYSTEM , bem como as iniciativas de padronização na indústria broadcast, já que vivenciamos um momento de transição, do Serial Digital Interface (SDI) para o novo Networked Media Interface .

Além disso, para a preservação desses novos conteúdos produzidos em alta qualidade e arquivo de vídeo legado, uma rápida visão da evolução do armazenamento em mídias ópticas para o uso em grande escala, diante das recentes



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evoluções tecnológicas, permitindo o uso para armazenamento de grandes volumes de dados.



07:40/ 08:00 - TV Everywhere Solution

Palestrante: CHRIS GORDON - IMAGINE COMMUNICATIONS



08:00 as 09:00 - Fórum SET - Desafios e Oportunidades para a Televisão

Mod.: Liliana Nakonechnyj - SET/ TV GLOBO



FORUM SET: ATSC 3.0

Palestrante: RICH CHERNOCK - TRIVENI DIGITAL - ATSC TG3 CHAIR

ATSC 3.0 is a suite of new standards and practices for the next generation of broadcast television – a system that will provide even more services to viewers, but will also require a clean break from the technologies of earlier-generation DTV systems. The system requirements include a call for a flexible and more efficient physical layer, mobility, Ultra-High Definition (UHD) images, new solutions for audio, incorporation of new user technologies such as second screen, and incorporation of broadband connectivity.

ATSC 3.0 represents a cooperative effort between all segments of the industry and many parts of the world. This presentation will provide an overview of the status of the ATSC 3.0 activity from a technical point of view as well as the anticipated time schedule



FÓRUM SET- SECOND SCREEN

SET FÓRUM - ESPORTES E A SEGUNDA TELA. UMA COMBINAÇÃO VITORIOSA.

Palestrante: CHUCK PARKER - SECOND SCREEN SOCIETY

Clarifying 2nd screen concepts.

Sports apps segmented

Business models of sports apps

Quick review of market sizing

Brief discussion of other monetization aspects of 2nd screen.



FORUM SET: Espectro e TV Pública na Europa

Palestrante: SIMON FELL – EBU



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ENCERRAMENTO DO DIA. SORTEIO

MOD.: RODRIGO ARNAUT – SET/ ERA TRANSMIDIA