

WBU-ISOG FORUM

Co-Hosted by Globo Network and IAB

November 4 - 5, 2013

Windsor Barra Hotel & Congressos

Segovia Conference Room, 2nd Floor

Avenida Lucio Costa, 2630 - Barra da Tijuca

22620-172 - Rio de Janeiro - RJ - Brazil

Monday, November 4, 2013

08:00 Registration, foyer of Segovia Conference Room, 2nd Floor
Coffee service available

09:00 **1.0 Welcome Remarks**

- Dick Tauber, VP, Transmission Systems & New Technology, CNN News Group & Chair, WBU-ISOG
- Liliana Nakonechnyj, Director, Telecommunications Division, TV Globo

09:15 **1.1 Approval of Draft Forum Agenda | Approval of Summary Notes from L.A. Forum (May 2013)**

09:30 **1.2 Regional Union Update** - Cesar Gerbasi, Technical Director, OTI

09:45 **1.3 Approval of WBU-ISOG Recommendation for DSNG Parameter Set** – Steven Soenens, VP, Product Development Management, Newtec

10:00 **1.4 WRC-15 and C-Band and Extended C-Band Update**

Moderator: Bob Plummer, WBU-TC Vice-Chair, NABA-TC Vice-Chair & Consultant, Fox

- Michael McEwen, Director-General, NABA & Head, WBU Secretariat
- Gonzalo de Dios, Assistant General Counsel, Intelsat
- Jurandir Pitsch, VP, Business Development, Latin America & Caribbean, SES
- Carlos Alberto Santiago, Communication Systems Manager, Star One

11:15 Coffee Break in the foyer

11:30 **1.5 BBC Live Broadcast Vehicle and Encoding Technology** – Dave Gill, Resource Manager, BBC

12:00 **1.6 Equipment Shipping & Customs Issues for Large International Events** – Rodrigo Lalli, COO & Director, Podium Global Sports Logistics

12:30 Buffet Lunch in Hotel Restaurant

14:00 **1.7 Brazil and the Hosting of the 2014 World Cup**

Moderator: Fernando Wiktor, Operations Manager, Satellite & Circuits Planning, TV Globo

- Sven Schaeffner, Head, TV FIFA, World Cup Office Brazil
- Michèle Naili, Broadcasting General Manager, FIFA 2014 Local Organizing Committee
- Reinaldo Pargas, Technology General Manager, FIFA 2014 Local Organizing Committee
- Daniel Freitas, Commercial Director, Telebras

15:30 Coffee Break in the foyer

15:45 **1.8 New Technology Session (including 4K & 8K)**

Moderator: Tom Gibbon, Legal Counsel, NHK

- Matthew Goldman, Sr. Vice-President, TV Compression, Ericsson
- Paulo Henrique Castro, Operations Manager, VFX & Post-Production, TV Globo
- Jurandir Pitsch, VP, Business Development, Latin America & Caribbean, SES
- Mike Antonovich, SVP & GM, Americas, ATEME
- Yoshiaki Shishikui, Executive Research Engineer, NHK
- Masataka Tsuchiya, Marketing Manager, NTT Electronics
- Michel Chabrol, Director, Digital Cinema, 3D & Ultra HD, Eutelsat

17:30 Close of Day 1

18:00 – 19:30 Welcome Reception

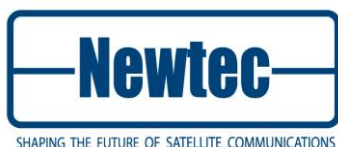
Windsor Barra Hotel & Congressos

Windsor Salon, Top Floor

Avenida Lucio Costa, 2630 – Barra de Tijuca

22620-172 – Rio de Janeiro – RJ – Brazil





SHAPING THE FUTURE OF SATELLITE COMMUNICATIONS




your satellite company

Tuesday, November 5, 2013

08:00 Registration, foyer of Segovia Conference Room, 2nd Floor
Coffee service available

09:00 **2.0 Welcome Remarks** – Michael McEwen, Director-General, NABA & Head, WBU Secretariat

09:15 **2.1 Regional Union Update** – Dr. Alexandre Jobim, Incoming President, IAB

09:25 **2.2 Transmission Solutions**

Moderator: Cesar Gerbasi, Technical Director, OTI

- Eusebio Pereira da Costa, Quality and Performance Manager, Claro
- Martin Turner, Director, Media Business, Inmarsat
- 3G/4G LTE bonded portable uplink solutions - Eldad Eitelberg, COO, Ucan Digital Transmission

10:15 **2.3 Coverage of 24/7 Events** – Andrew Steele, Head, Operations, BBC Newsgathering

10:45 Coffee Break in the foyer

- 11:00 **2.4 Overview of Satellite Capacity in Brazil**
Moderator: - J.R. Cristóvam Nascimento, CEO, UniSat
- Eloi Stivaletti, Director, Eutelsat
 - Tiago Tebaldi, Customer Engineering Manager, Hispamar
 - Estevao Ghizoni, Managing Sales Director, Southern Region - LAC, Intelsat
 - Abel Souza, Sales Director, Latin America & Caribbean, SES
 - Lincoln Oliveira, General Director, Star One
 - Mauro Wajnberg, President, Telesat do Brasil

12:15 Lunch on your own

- 13:45 **2.5 Interference Issues**
Moderator: Martin Coleman, Executive Director, IRG
- Update on ASBU's Satellite Interference Forum – Mohamed Abdalla Elsadig, Head, Satellite Section, ASBU
 - WBU-ISOG Approval of ASBU Action Plan
 - RFI-EUI Update – Dick Tauber, VP, Transmission Systems & New Technology, CNN News Group & Chair, WBU-ISOG
 - IRG Update - Martin Coleman, Executive Director, IRG
 - GVF Activities (incl. Regional Training Update) - J.R. Cristóvam Nascimento, CEO, UniSat
 - Manufacturer Update: Steven Soenens, VP, Product Development Management, Newtec

15:00 Coffee Break in the foyer

- 15:15 **2.6 Tutorial on HEVC and UHD TV** – Matthew Goldman, Sr. VP, Technology, Ericsson

- 16:15 **2.7 Brazil and the Hosting of the 2016 Summer Olympics**
Moderator: Fernando Wiktor, Operations Manager, Satellite & Circuits Planning, TV Globo
- Mario Andrada, Director, Communications, Rio 2016 Committee
 - Roberto Dantas, Director, Technology, Rio 2016 Project, Embratel

17:00 Closing Remarks & Adjournment

Wednesday, November 6, 2013

08:30 Meet in Windsor Barra lobby for transportation to TV Globo's Projac Facilities

- 09:00 **3.0 TV Globo's Projac Facilities Tour**

3.1 Live 4K p60 10 bit over Satellite Demo using new modulation technologies

- Ken Takagi, Director, Managed Media Services, Intelsat
- Matthew Goldman, Sr. VP, Technology, Ericsson
- Bart Van Utterbeeck, General Manager, Newtec

13:00 Close of Forum

On-Site Contacts

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Conference Wi-Fi

Network Name: WBU-ISOG
Pass Code: isog2013

Conference FTP Server

FTP Address: <ftp.worldbroadcastingunions.org>
Username: wbuisog2013
Pass Code: Globo2013

WBU-ISOG Forum: Online Evaluation Survey

<https://www.surveymonkey.com/s/Y68PK7L>

Map of Restaurants by the Windsor Barra Hotel & Congressos

