

**With the support and participation of IAB:
“Second Latin American Broadcasting Business Forum”**



The Business Forum, held by the Brazilian Society of Television Engineering (SET) in partnership with the International Association of Broadcasting (IAB), the Brazilian Association of Radio and Television Stations (ABERT) and the Association of Radio and Television Stations of the State of São Paulo (AESP), will take place on August 25 and 26, 2015 at the Expo Center in San Pablo City.

This event, which will bring together more than 500 top executives and experts from the business and government agencies, will be an excellent opportunity to discuss the political and economic challenges facing the sector, as well as matters related to regulatory issues and business opportunities created by new technologies.

During this edition, issues currently affecting broadcasting will be addressed, such as the process of digital switchover in Brazil and the transition to digital television, the challenges of radio in a convergent environment, the future of broadcast television content, broadcasting and mobile devices: second screen, radio international scene, restrictions on advertising in the media, among other important issues.

IAB Directors and Members from all Latin America will participate in the forum.

You can access the [complete program in the following link](#).



The Forum will take place within the SET EXPO 2015, the major and most important broadcasting, new media and technology event in Latin America, which gathers the main manufacturers in the world market as well as the most important specialists of the sector.

To participate in these great events, [register here](#).