

THE SECOND LATIN AMERICAN BROADCASTING BUSINESS FORUM WAS HELD WITH GREAT SUCCESS

IAB HAD AN OUTSTANDING PARTICIPATION

Within the framework of the **SET EXPO 2015** the **2nd Latin American Broadcasting Business Forum** took place in San Paulo, Brazil, on August 25 and 26 , with an outstanding participation of IAB.

Over 500 broadcasters, government representatives and experts in broadcasting from Brazil and several countries in the region attended the opening session. AESP President, Paulo Machado de Carvalho Neto, highlighted the importance of an event where key issues for broadcasting are discussed, noting that "together, we will become stronger every time."

IAB President, Alexandre K. Jobim, noted the performance of the technicians and engineers of the Society of Television Engineering - SET - for their advocacy of radio spectrum in Brazil and worldwide, as well as for promoting high-level debates on technical and regulatory issues.

Representing ABERT, the Vice President of Institutional Relations of Grupo Globo, Paulo Tonet Camargo, acknowledged the representatives and international experts who participated in the event.

Topics of greatest interest were discussed in the forum, including: the digital switchover and the transition to digital TV, convergence of technologies, the future prospects for the industry of radio and television, as well as restrictions to commercial advertising affecting the media in different countries.

On August 25, **Dr. Ricardo Alarcon**, IAB Board Member and President of Caracol Radio in Colombia, took a leading part in the panel "**Challenges of radio in a convergent environment**", presenting an international perspective on broadcasting and the challenges it faces with the emergence of new technologies.



Dr. Ricardo Alarcón, President of Caracol Radio, Colombia, speaking during the panel "Challenges of the radio in a converged environment"

On August 26 **Alexandre K. Jobim** was part of the panel on "**The Future of over-the-air Television Content**", which promoted a wide debate on the future possibilities that are offered for free, over-the-air television.



IAB President, Alexandre K. Jobim, moderated the panel "The future of over-the-air television content"

In the afternoon of the same day, **Eng. José Luis Saca**, ASDER President and Member of IAB Executive Group, participated in the panel: "**Radio International Perspective**", with a speech that aroused the interest of all the assistants.



Eng. José Luis Saca, ASDER President speaking at the panel "Radio International Perspective"

This important event, organized by SET and supported by ABERT, AESP and IAB, was held during the SET EXPO, the largest exhibition of technology and equipment for broadcasting in Latin America, which celebrated its 27th edition this year.



Lic. Eduardo Mendoza, UNARCA President, Dr. Héctor Oscar Amengual, Eng. José Luis Saca, ASDER President, and IAB President, Alexandre K. Jobim during the 2nd.Latin American Broadcasting Business Forum.

"Participating in this forum was a very valuable professional experience. Hundreds of broadcasters, technicians, station managers, programmers and journalists from Brazil and Latin America had the opportunity to access the topics, technologies and most advanced equipment in one meeting." (Dr. Juan Andrés Lerena, IAB Director General).