

1st GLOBAL ITV Workshop at UFPA

An event for the dissemination of the GLOBAL ITV project: Interoperability in Interactive and Hybrid TV systems.
A new advanced scheme for future services and applications in a global environment

Thursday, 01 May 2014

PROPOSAL

Contemporary society is marked by a transition process from the analog to the digital standard, in relation to the media which are part of everyone's daily life. This implies the transformation and addition of new applications, features and services, with consequences to their uses and appropriations. Accordingly, there is great interest in the subject of digital TV, which stems mainly from the reach and penetration already achieved by analog TV, especially broadcast TV, as a means of entertainment, information and education. How is this transition process happening and what is necessary for digital TV to establish itself? How to interconnect several available systems?

What has been researched about digital TV, its challenges, prospects and tendencies beyond the Brazilian context are included in the discussion proposed by the 1st GLOBAL ITV Workshop of UFPA which is a part of the activities of dissemination of "GLOBAL ITV: Interoperability of Hybrid and Interactive TV Systems – A New Proposal for Future Advancement", to be held as a pre-event to the **Intercom Norte 2014**, since this institution is a member of the team formed by European and Brazilian institutions involved in the development of Global ITV, a project countenanced by 2nd Call Brazil-EU # 13/2012 of the National Council for Scientific and Technological Development (Conselho Nacional de Desenvolvimento Científico e Tecnológico – CNPq). This project is part of the Brazil/European Union Cooperation Program, in partnership with the Seventh Framework Programme (FP7).

Starting from the evaluation of the current scenario and the already existent technological possibilities, the GLOBAL ITV aims at developing an interoperable system, the goal of which is the coexistence of multiple solutions for interactive and connected TV in different digital TV platforms, in order to provide users with new multimedia features and services that can explore the potential of different types of broadcasting and internet.

In view of that, the objective of the Workshop is to introduce and foster the discussion about the challenges of a technological and cultural integration in the consumption of television contents, considering the potential backgrounds to a global interactive TV platform and the future prospects of this investment for scholars and professionals of the broadcast and broadband market in Brazil and Europe.

Intercom Norte 2014 - This event is a regional congress of Intercom in the North of Brazil. The Brazilian Association of Interdisciplinary Studies in Communication was created on December 12th 1977 and is a non-profit organization whose aim is to gather researchers and professionals of communications under an interdisciplinary perspective. It has more than 1200 members all around Brazil as well as abroad. Its main office is located in São Paulo and, since 2007, it promote events in all regions of Brazil one time for year. The association is among the largest and best structured institutions that represents the communication field.

The expectation is to gather approximately 1500 undergraduate students of the different States of the North region of Brazil and thus beat the record attendance of congresses already carried out in the region.

PRELIMINARY AGENDA

Meeting

Where?

Hotel Regente – Avenida Governador José Malcher, 485 – Nazaré
Belém-Pará-Brazil

Remote participation: by GoToMeeting

08:30 – 09:00 Welcome

09:00 – 09:45 **Future Global Interactive scenarios (2015-2020)**
Maria Cristina Gobbi, PhD - UNESP

09:45 – 10:30 **Research on interactive channels in Brazil**
Marcos César da Rocha Seruffo, PhD - UFPA
Gervásio Protasio dos Santos Cavalcante, PhD – UFPA

[Coffee Break]

11:00 – 11:45 **Interoperability between HbbTV and GINGA**
Gustavo Moreira Calixto, MSc – USP
Marcelo Knörich Zuffo, PhD – USP

11:45 – 12:30 **Communication research in the Amazon region: experiments with reception studies**
Fernanda Chocron Miranda, MSc – UFPA
Jane Aparecida Marques, PhD – USP/UFPA
Marianne Kogut Eliasquevici, PhD – UFPA

12:30 – 13:15 **[Presentation to be defined]**
European partners

13:15 – 14:00 End of Meeting

Open panel discussion

Where?

Federal University of Pará (UFPA) – Belém – Pará – Brazil

Remote participation: a live by www.portal.ufpa.br

17:30 – 19:30 **Panel discussion - Scenarios for an interactive global television: the challenges of the GLOBAL ITV project**

Maria Cristina Gobbi, PhD - UNESP
Marcos César da Rocha Seruffo, PhD - UFPA
Marcelo Knörich Zuffo, PhD - USP
Moacyr Martucci Júnior, PhD - USP
Representative of local television station
Mediation: Fernanda Chocron Miranda, MSc – UFPA

Demos

Where?

Federal University of Pará (UFPA) - Belém - Pará - Brazil

19:30 – 20:00 **Exhibition of applications and demos for digital TV: local experiences**