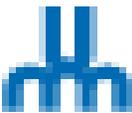


Université 
de Montréal



Le CRIFPE Montréal invite la communauté universitaire à la Conférence publique de

**Le modèle brésilien de TV
numérique comme outil de
démocratisation de l'information
et de la communication**

Mauro Oliveira, Ph.D

Professeur au CEFET
Brésil

A photograph of a tropical landscape. In the foreground, there is a body of water with some green vegetation and small trees. In the middle ground, a large number of palm trees are scattered across a flat area. In the background, there is a line of trees and a clear blue sky. The overall scene is bright and sunny.

Merci pour l'invitation !!!



**Ministère
De la Communication**

```
graph TD; A[Ministère De la Communication] --- B[Secretariat de Télécommunication]; A --- C[Secretariat Executive]; A --- D[Secretariat de Communication Electronique];
```

**Secretariat
de
Télécommunication**

**Secretariat
Executive**

**Secretariat de
Communication
Electronique**

2004/2005

Pourquoi le Brésil a décidé développer son propre modèle ?

– Cuisinière	97,7%
– <u>Télévision</u>	<u>95,7%</u>
– Refrigerateur	86,7%
– Mobile	84,2%
– Telephone	54,0%
Micro ordinateur:	19,91%
<u>L'access Internet</u>	<u>14,08%</u>

Resumé

1. **La “Revolution”... Numérique**
2. **La Télévision Numérique Interactive**
3. **Pourquoi le Brésil a décidé développer son propre modèle**
4. **Le system brésilien de TV Numérique - SBTVD**
5. **Des applications Interactives**
6. **Le Projet LARISSA**
7. **Conclusion**
 - Aspect Technique
 - Aspect Social

A photograph of a tropical landscape. In the foreground, there are green bushes and a small stream of water. In the middle ground, a large body of blue water is visible, with several palm trees standing in it. The background shows a dense line of palm trees under a clear blue sky.

**1. La “Revolution” ...
Numérique !!!**

Qu'est-ce que c'est?

Stylos?...



Jette un coup d'oei ...



Não, não são canetas.



Isto é um computador
Il est un ordinateur ...





Uma peça forma o ecrã
e a outra o teclado.

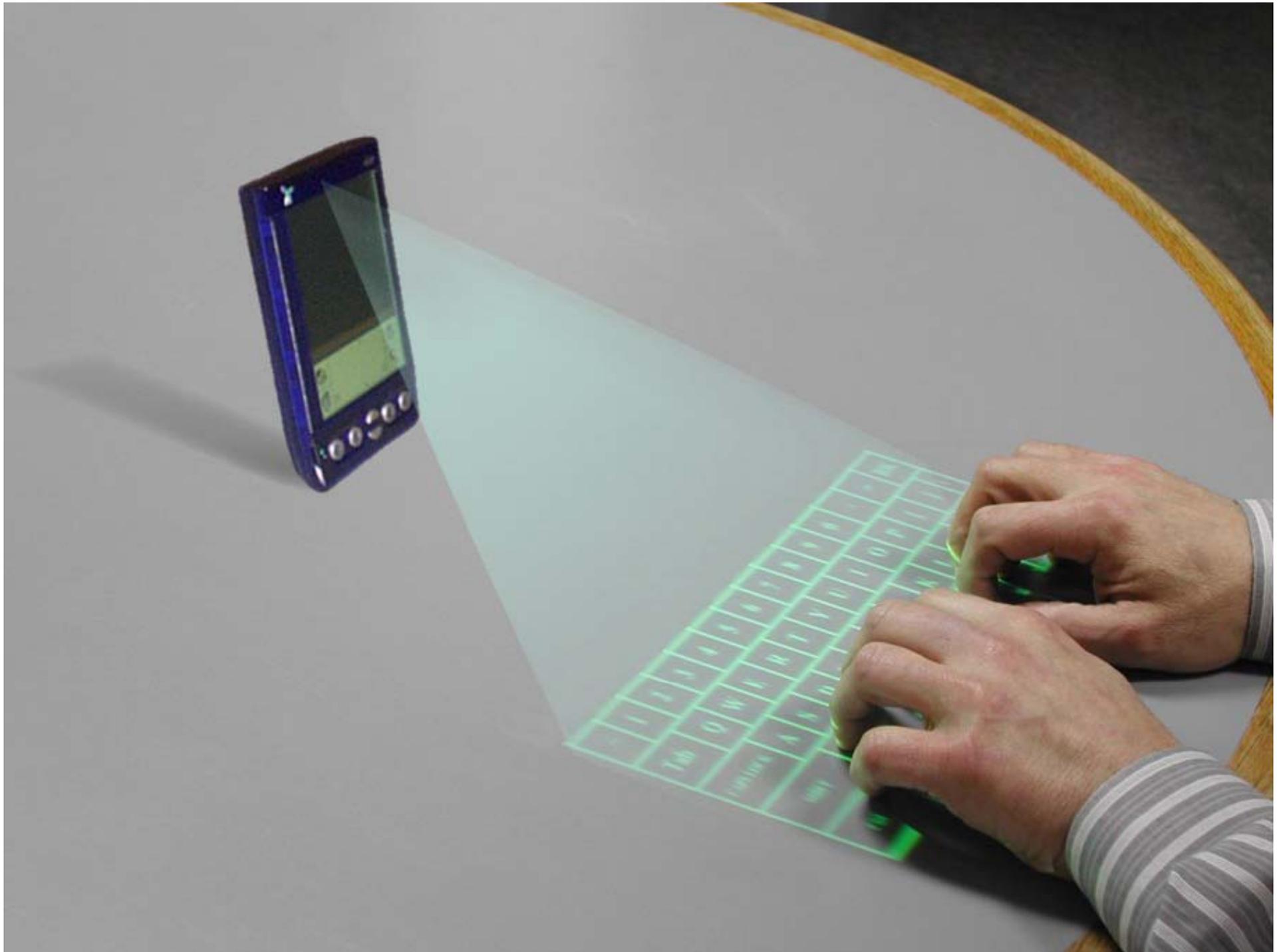


O teclado pode ter várias cores.

Como funciona?...





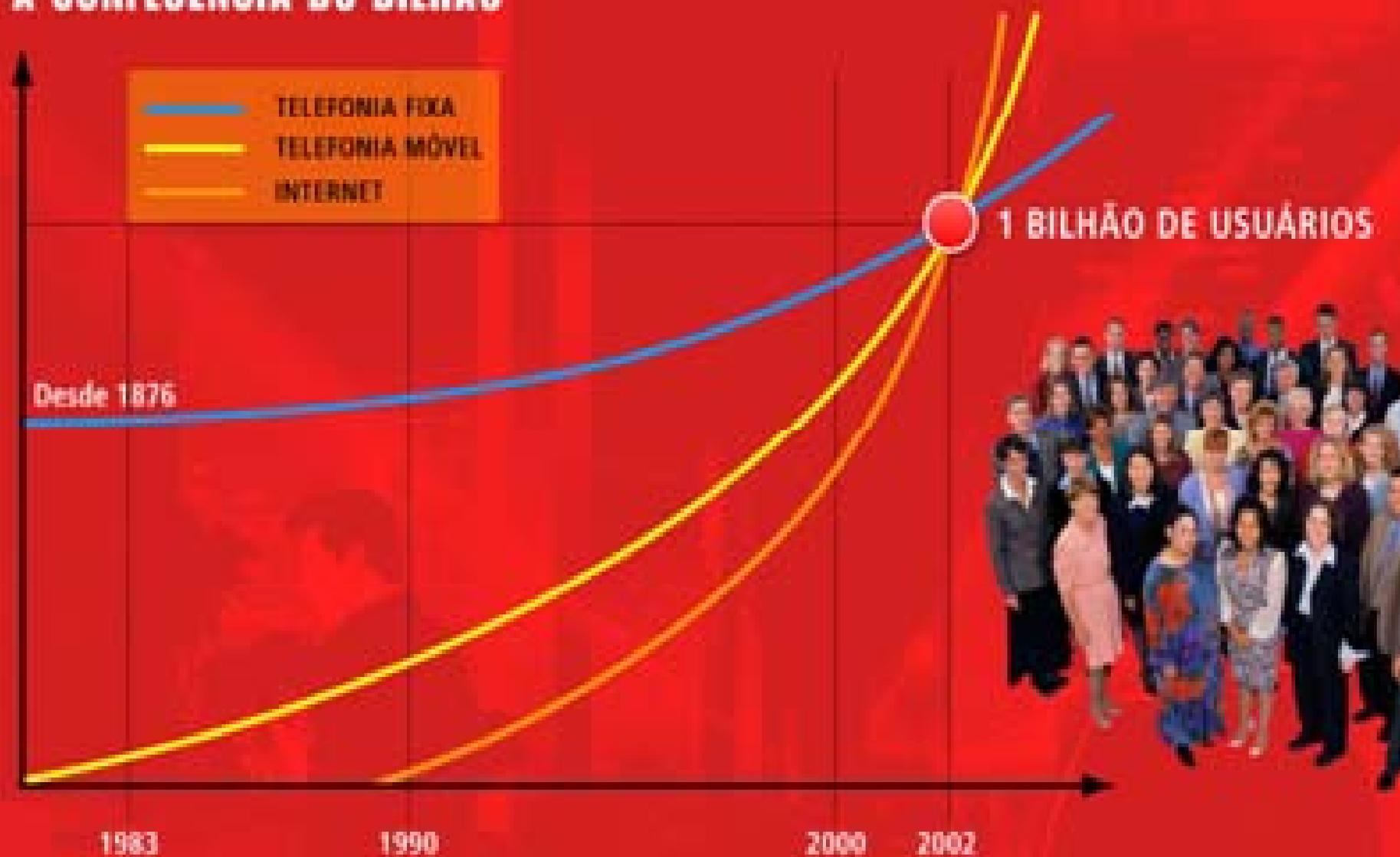


Et voilà... Des ordinateurs !!!



CONVERGÊNCIA

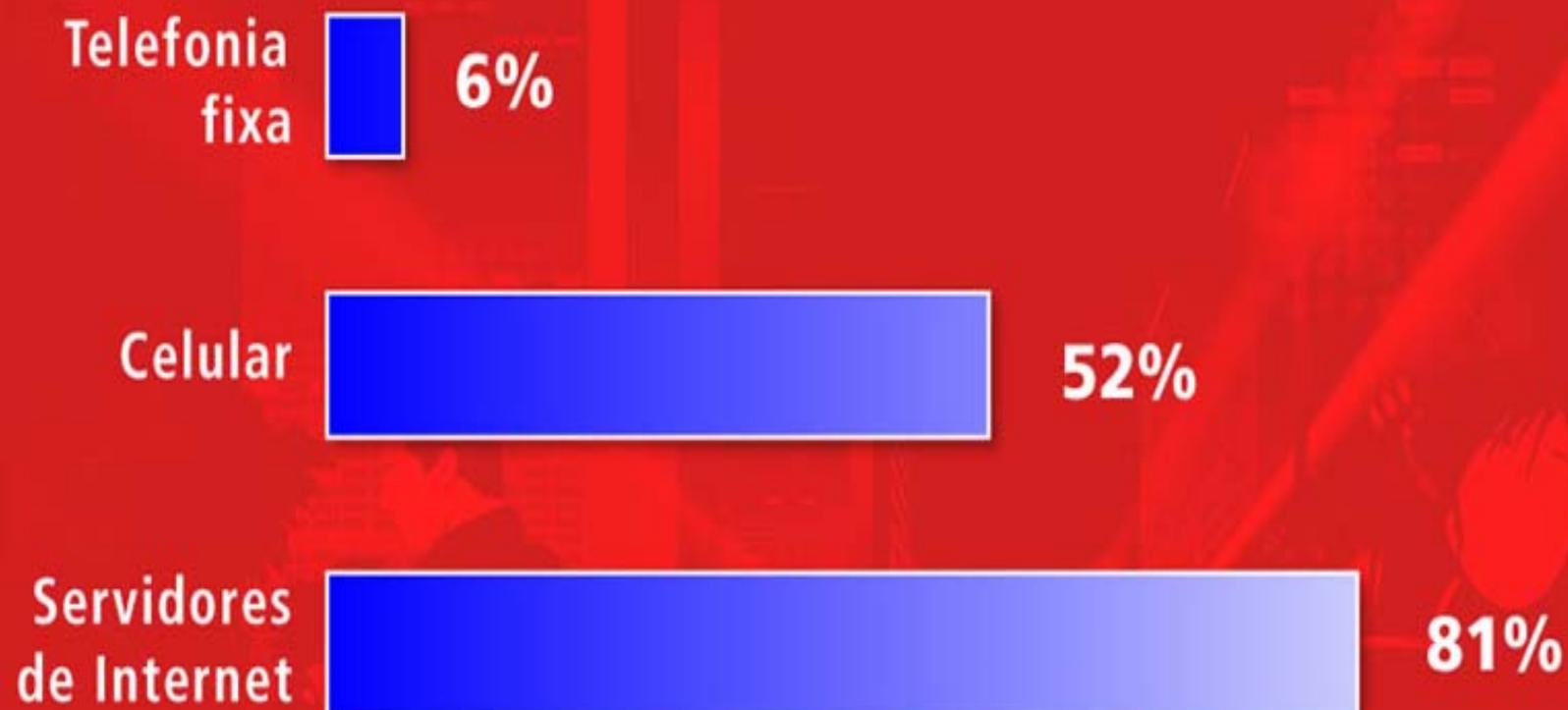
A CONFLUÊNCIA DO BILHÃO



CONVERGÊNCIA

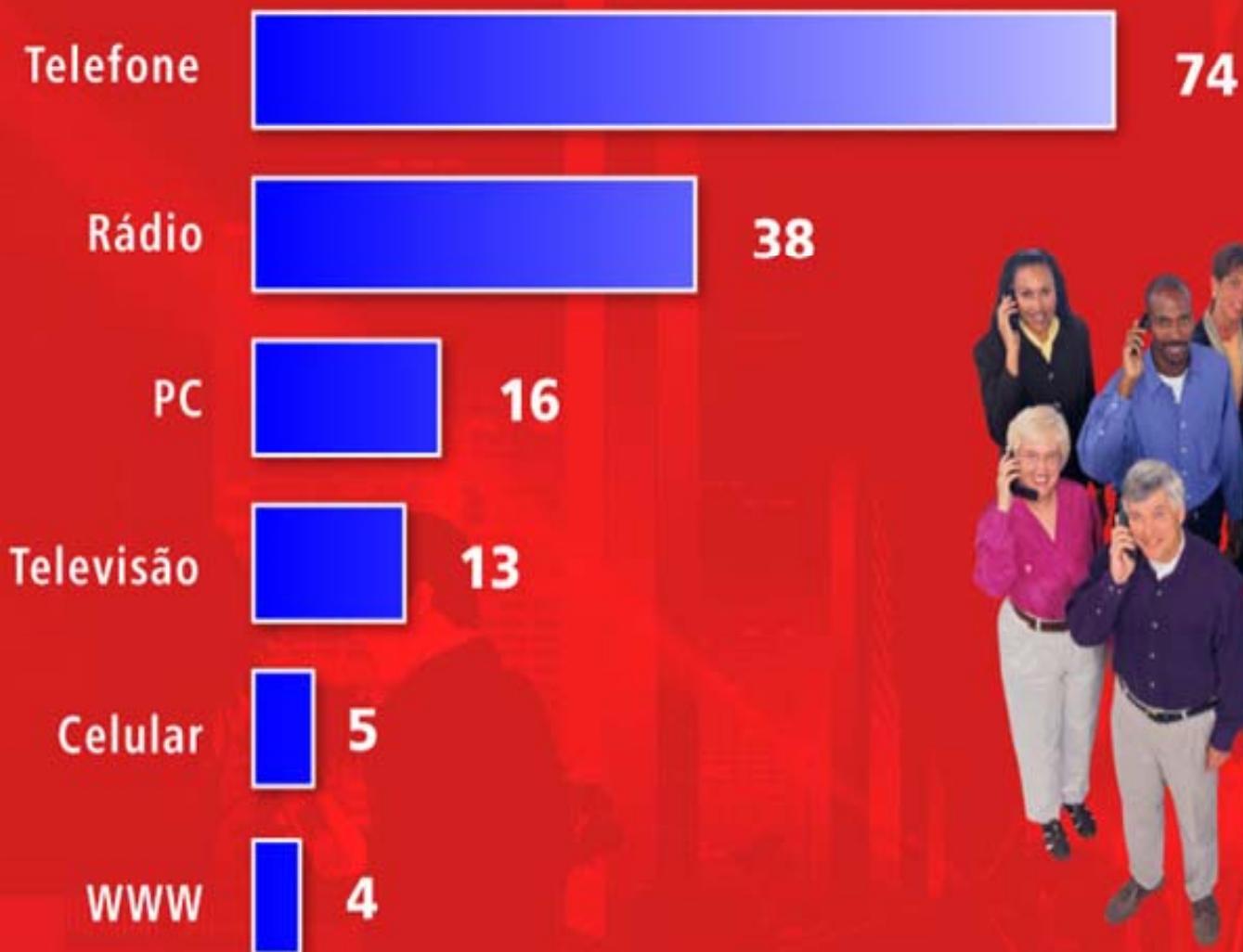
A EXPLOÇÃO DE TRÊS SERVIÇOS NOS ANOS 1990

(taxa de crescimento anual)



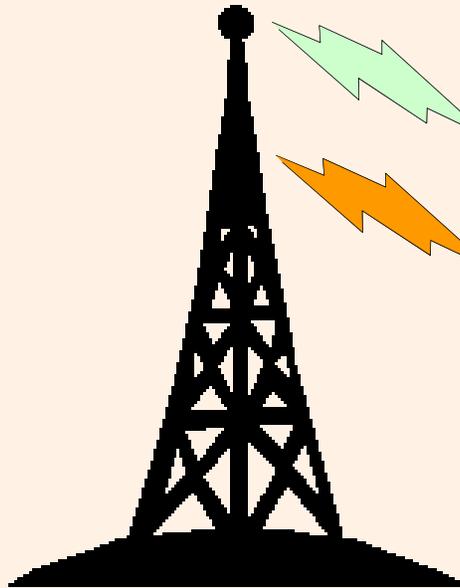
INTERNET

TEMPO PARA ALCANÇAR 50 MILHÕES DE USUÁRIOS (em anos)



La Télévision Numérique

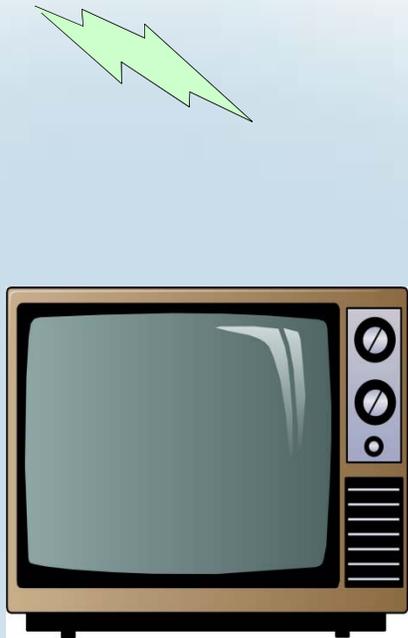
Today



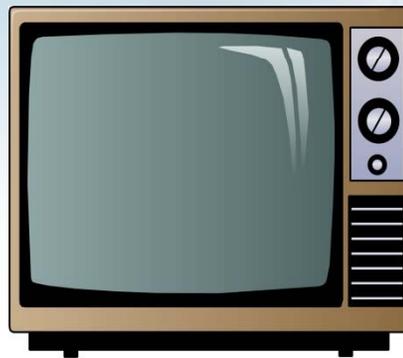
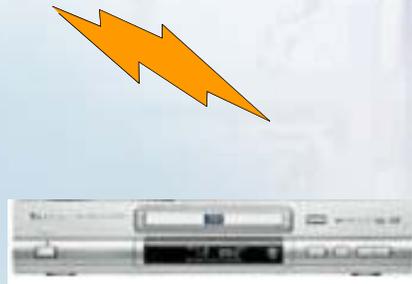
Digital



La Télévision Numérique



(Passive)



(Active)



(Active)

A photograph of a tropical landscape featuring a large body of water, possibly a lagoon or a flooded field, with numerous palm trees scattered throughout. The sky is clear and blue. In the foreground, there are some green, leafy plants. A white rectangular box is overlaid on the lower right portion of the image, containing text.

**2. La “Revolutionnaire” ...
Télévision Numérique ...
Interactive !!!**

La TV Numérique Interactive

Haute Definition



Mobilité



Interactivité



Multiprogrammation



La TV Numérique Interactive

- Stop / Replay
- Multiprogrammation
- Programmes Interactives
- Informations Numérique
- L'access Internet



La TV Numérique Interactive



La TV Numérique Interactive





**WANT A FREE PIZZA AND
2 LITERS OF COLA?**

YES!

NO THANKS.

A photograph showing a flooded landscape. In the foreground, there is a body of water with some green vegetation. In the middle ground, several palm trees are partially submerged in the water. The background shows a line of trees and a clear blue sky.

**3. Pourquoi le Brésil a décidé
développer son propre modèle ?**

Pourquoi le Brésil a décidé développer son propre modèle ?

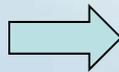
– Cuisinière	97,7%
– <u>Télévision</u>	<u>95,7%</u>
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– Telephone	54,0%
Micro ordinateur:	19,91%
<u>L'access Internet</u>	<u>14,08%</u>

Pourquoi le Brésil a décidé développer son propre modèle ?

– Cuisinière	97,7%	
– <u>Télévision</u>	95,7%	91,12%:D,E classes
– Refrigerateur	86,7%	
– Mobile	84,2%	
– Telephone	54,0%	
– Micro ordinateur:	19,91%	
<u>L'access Internet</u>	14,08%	0,251: D,E classes

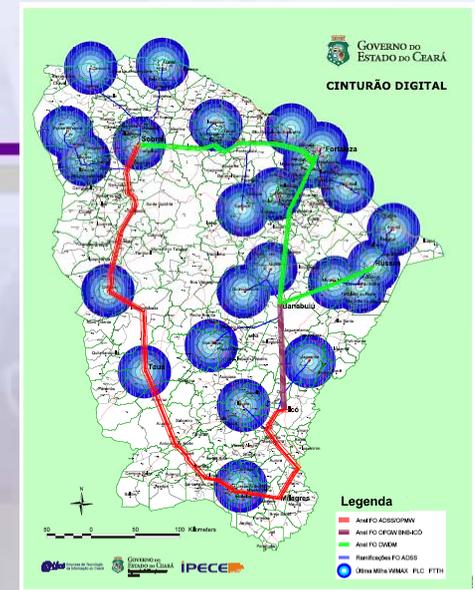
La Télévision Numérique

Se...



La Télé Numérique est un ordinateur!

Et ...



Et le monde serait UBIQUO!

Se...

— Cosinière	97,7%	
— <u>Télévision</u>	<u>95,7%</u>	<u>91,12%:D,E classes</u>
— Refrigerateur	86,7%	
— Mobile phone	84,2%	
— Telephone	54,0%	
— Micro ordinateur:	16,91%	
— <u>L'access Internet</u>	<u>10,08%</u>	<u>0,251: D,E classes</u>

Il y a télé dans tout le maison au Brésil

A landscape photograph showing a flooded area with numerous palm trees standing in the water. The water is a deep blue color, and the sky is a clear, light blue. In the foreground, there are some green, leafy plants. The overall scene suggests a tropical or subtropical environment that has been inundated with water.

4. Le Système Brésilien de TV Numérique - SBTVD

Le Système Brésilien de TV Numérique - SBTVD



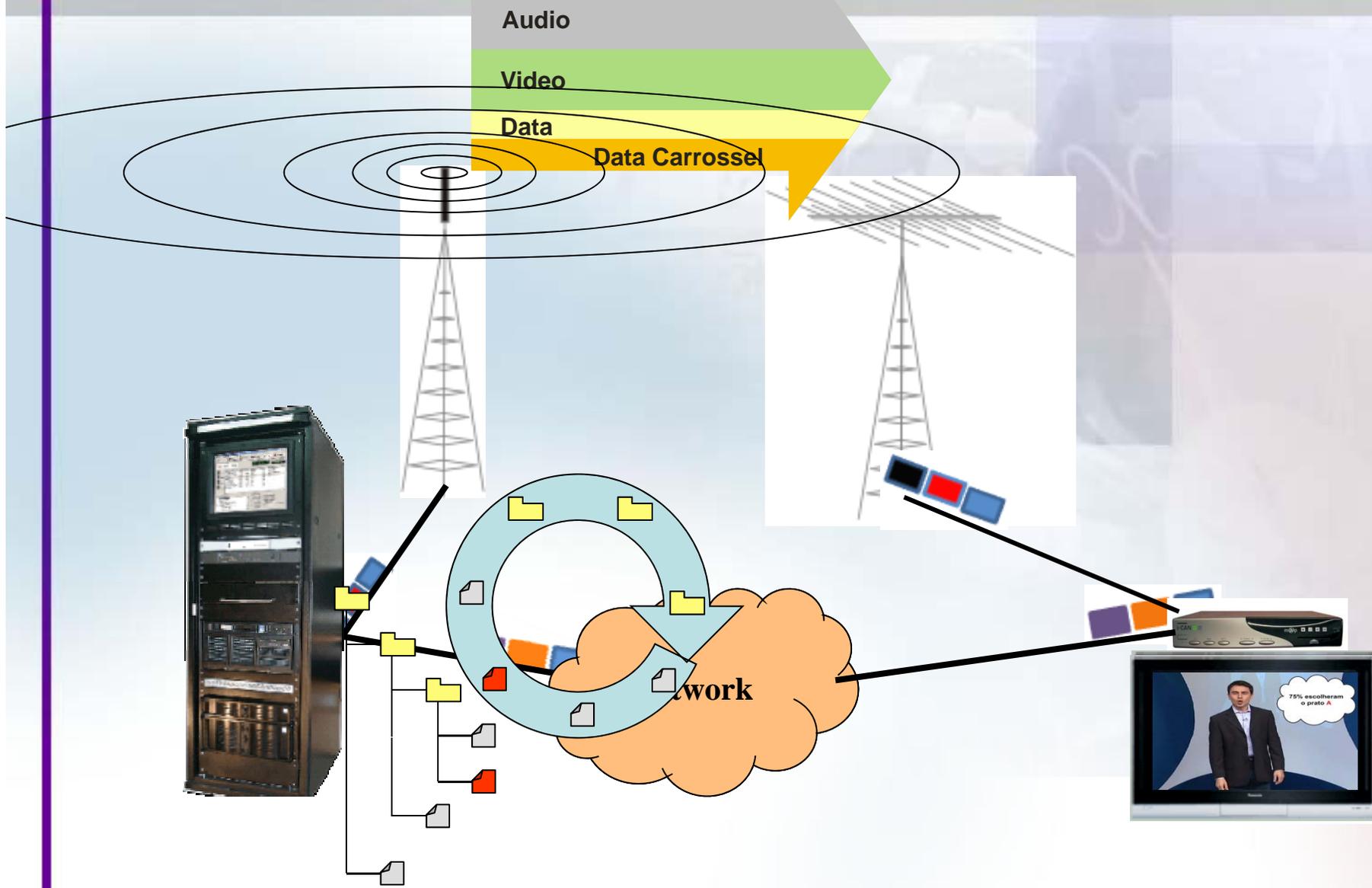
Ginga
TV Interativa se faz com Ginga!



Ginga NCL (in April 2009)

H.761 Recommendation on the
International Telecommunication Union (ITU-T)

Le Système Brésilien de TV Numérique - SBTVD



A photograph showing a flooded landscape. In the foreground, there is a body of water with some green vegetation. In the middle ground, several palm trees are partially submerged in the water. The background shows a line of trees under a clear blue sky. The text "5. Des Applications" is overlaid on the image in white.

5. Des Applications







Pressione o botão colorido que indica o prato que você gostaria de comer.





Este prato não é saudável!
Tem muito carboidrato
(macarrão, arroz, batatas).



**Now,
the feed-back
coming from the
Audience !!!**

**75% have chosen
the RED dish ...**

Sexta, 23 Nov 2006 22:22



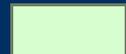
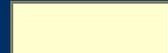
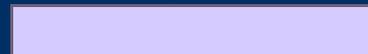
Deputada VANESSA GRAZZIOTTI
PCdoB - Amazonas
dep.vanessagrazzioti@camara.gov.br

TV CAMARA



40 VIVO

Resultado Parcial:
**Qual deve ser o valor do
salario minimo em 2006?**
R\$321,00

3.84%
R\$340,00

17.35%
R\$360,00

24.6%
R\$400,00

54.69%


Deputada VANESSA GRAZZIOTIN
PCdoB - Amazonas
dep.vanessagrazziotin@camara.gov.br

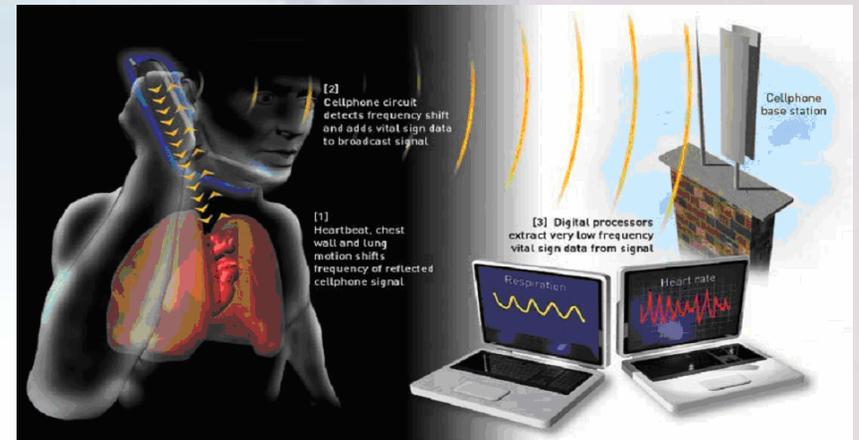

Aumento do salario minimo - 3265 votos

A comissão de orçamento do Senado se reunirá brevemente para propor o valor do salario minimo em 2006. E consenso que o novo salario minimo atenda as necesssidades minimas do trabalhador no

◀ 1 de 2 ▶



DIGA – GINGA Project



A photograph showing a flooded landscape. In the foreground, there is a body of water with some green vegetation. In the middle ground, several palm trees are partially submerged in the water. The background shows a dense line of trees under a clear blue sky.

6. Le Projet LARIISA

A photograph of a flooded landscape. In the foreground, there is a body of water with some green vegetation floating on it. In the middle ground, several palm trees stand in the water, their trunks partially submerged. The background shows a dense line of palm trees under a clear blue sky. The text "Knowing Ceará" is overlaid in the center of the image.

Knowing Ceará



Grenoble

Fortaleza

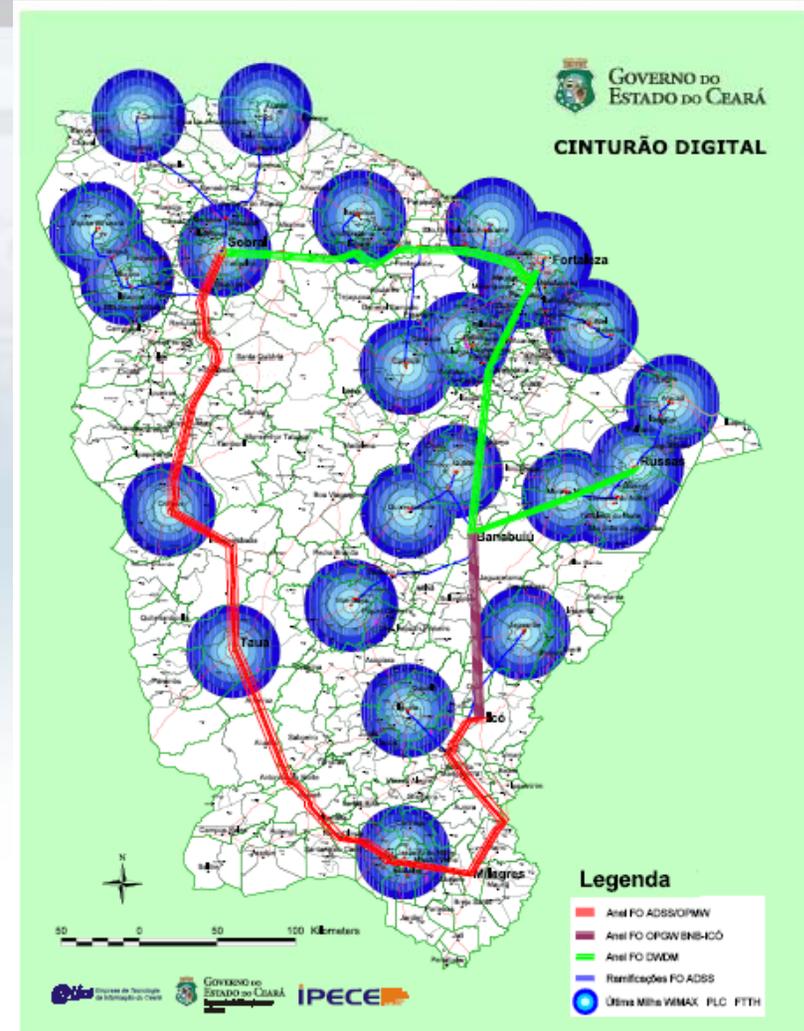
Ceará in Data

- Localization: Northeast Brazil,
- AREA: 148.83 thousand square kilometers;
- Population: 8.5 million of inhabitants;
- Shore: 573 kilometers;
- Climate: Tropical Warm Semi-arid;

Knowing Ceará



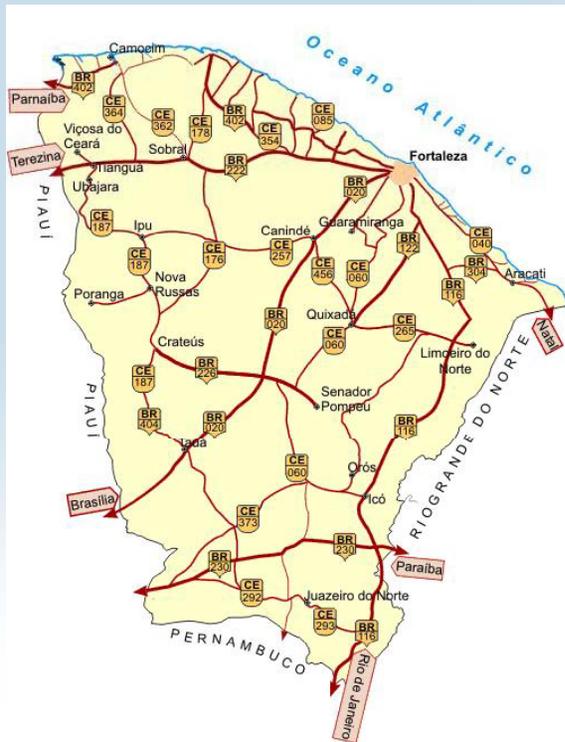
Knowing Ceará



DIGITAL BELT PROJECT

Knowing Ceará

- Access Infra-structure



Knowing Ceará

- Universities and Technological Centers



Knowing Ceará

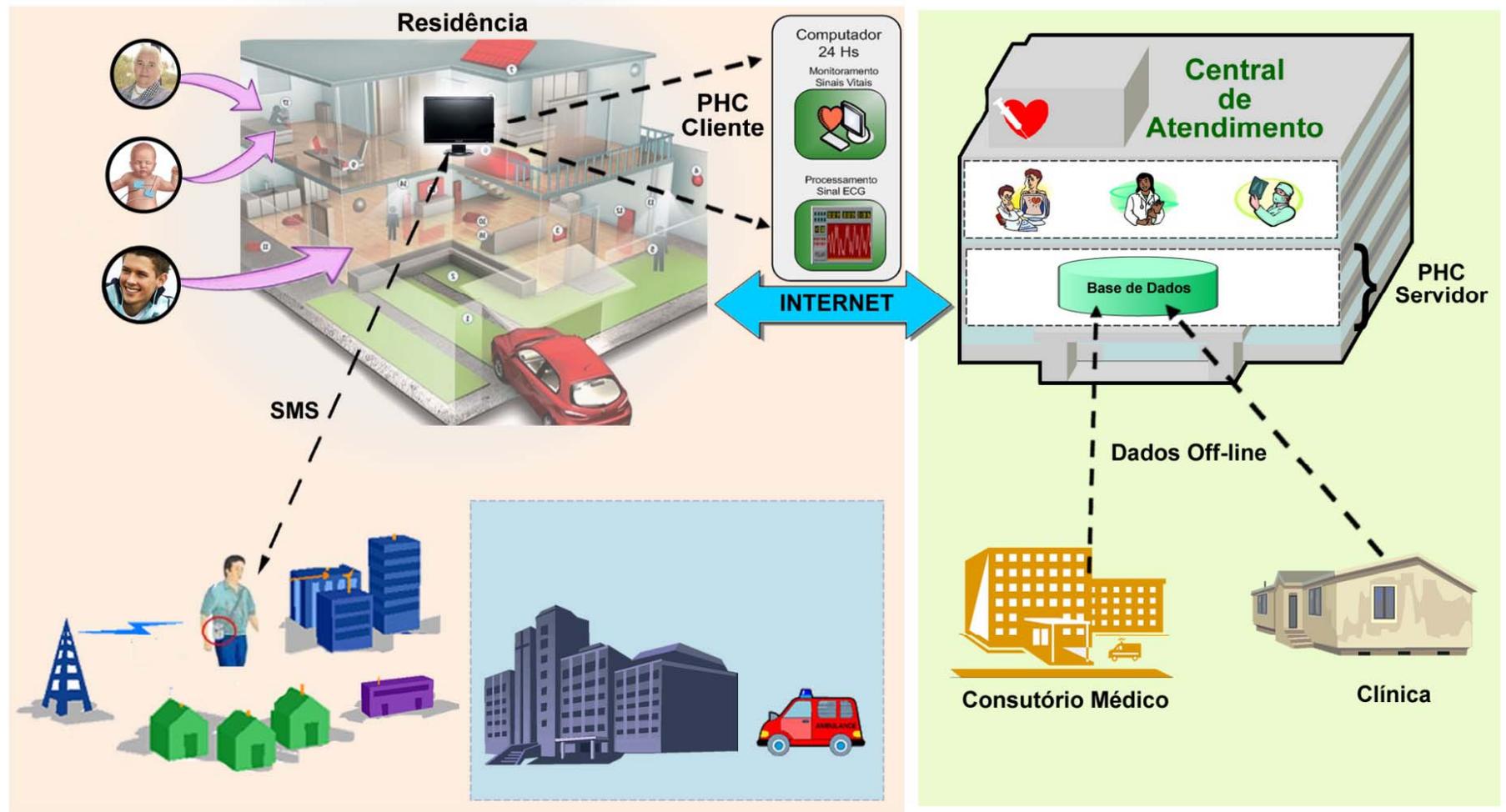
- Tourism



A photograph of a tropical landscape. In the foreground, there are green, leafy plants. The middle ground is dominated by a large body of blue water, possibly a lagoon or a flooded field. Several tall palm trees are scattered across the water, their trunks partially submerged. In the background, a dense line of palm trees forms a horizon under a clear, light blue sky. The overall scene is bright and sunny.

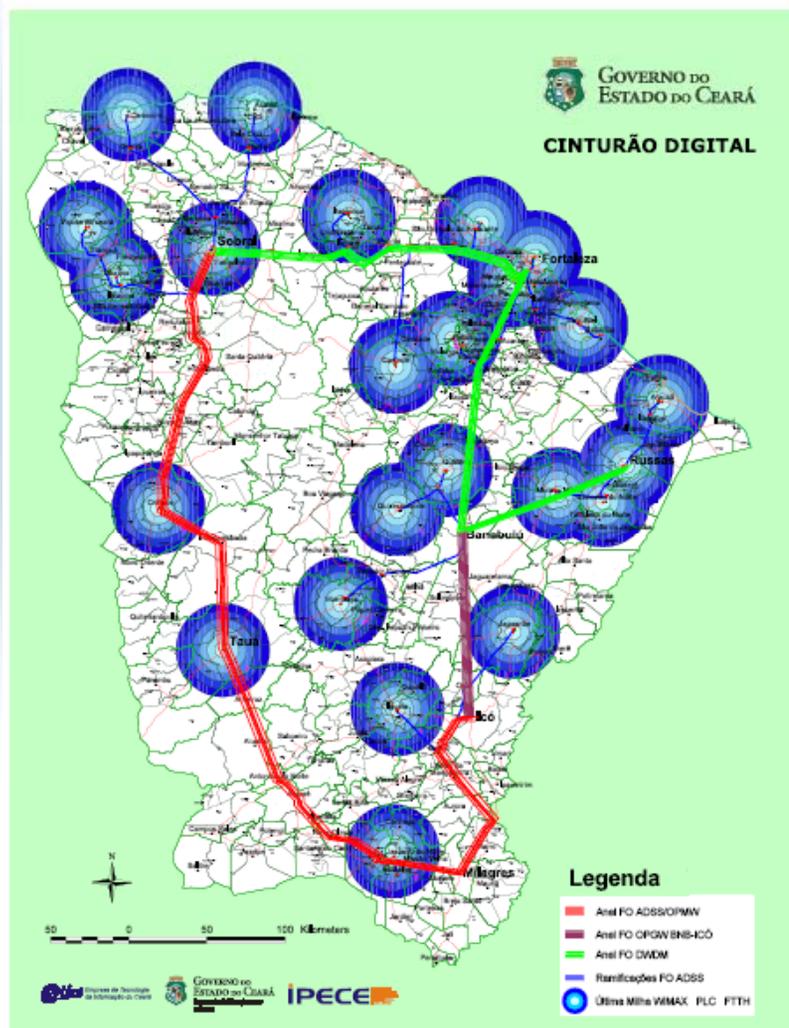
1. Interactive Digital TV

La TV Numérique et le Projet LARIISA



DIGA – GINGA Project

Projeto CINTURÃO DIGITAL

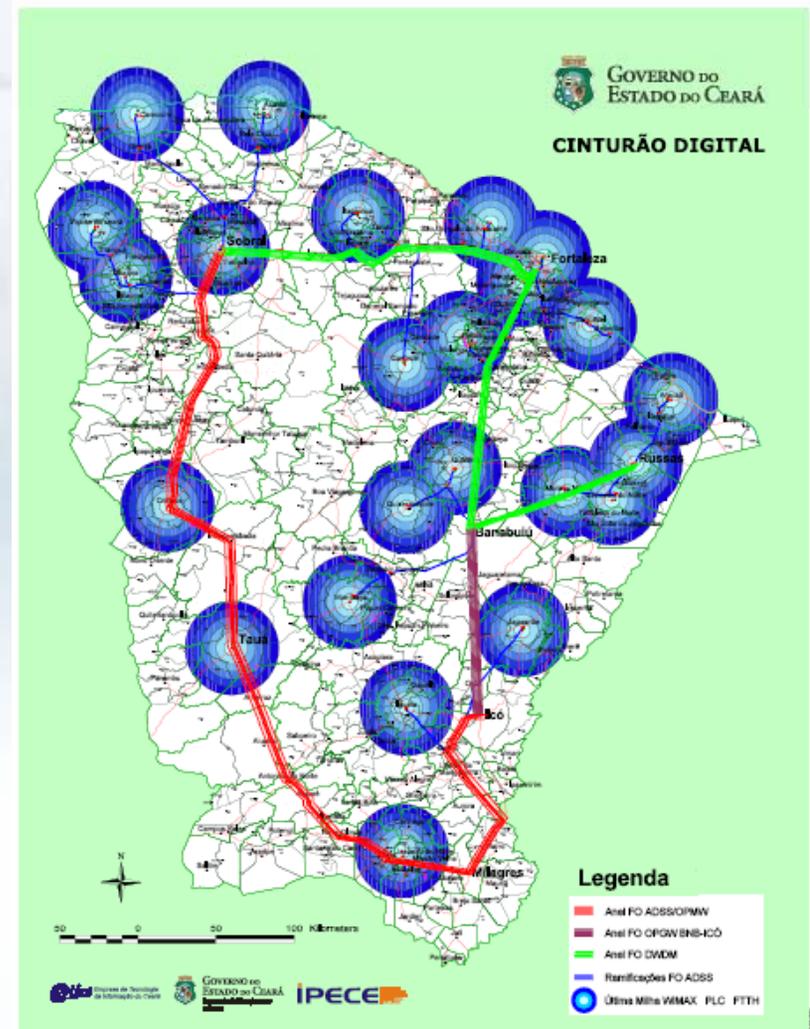




7. Conclusions

La Fracture Numérique au Brésil

- Interconnectivity



7. Le Future de la TVD au Brésil

- Petrobrás
- Embraer
- ...



Porquoi pas?

Télébras ...

Ginga
TV Interativa se faz com Ginga!





MUITO OBRIGADO

www.cfetce.br/pirambu/mauro