



Guillermo Chialvo, CIO CTO, RADIO MITRE

TITLE

Reinventing the Radio: from Broadcaster's to Anycaster's

ABSTRACT

CENRADIOS: From BROADCASTER'S to ANYCASTER'S With over 85 years, and two leader broadcast radios in their respective segments, Radio Mitre and La100, our company is reinventing itself to become a recommender in the infinite dial. cienradios, a unique case in Latin America and few in the world, to understand this point, we must keep in mind that only in North America, central and south, there are more than 40,000 AM and FM radios. Our company's strategic vision is

- AnyContent: and not only radios with audio. Now it's every kind of event or circumstance that may be reported in all possible formats (audio video graphic, multimedia)
 - Anycast: distribution by as many channels as possible in all possible formats possible...and not a stream for the website, now is audio, video, for every possible device. With adequate bandwidth for each channel
 - Anywhere: devices that allow us to have the content (cloud content) where we are. A group of .com sites; .app on mobile phones, tablets and all kind of devices as the connectedHome devices etc, etc; ptv through TV cable service.
 - Anytime: the challenge of bringing contents from the cloud, to be used when you are disconnected from the cloud.
- Description of the technology used to generate and produce more than 300 iRadio, store gigabytes to terabytes and petabytes, codecs and audio processing to achieve the best possible quality at lower bandwidth distribution of content for different types of players and devices in multiple codecs and bandwidth compression, distribution platform, the formation of our CDN, load balancing across multiple servers, infrastructure monitoring system and monitoring system consumption. The challenge of adapting this technology to deal with video traffic. The challenge of preparing the platform to grow exponentially: our next step, preparing to generate 1000 radios, 500,000 concurrent users, preparing to deliver 200 million hours per month to stream audio and video.

BIOGRAPHY

About Guillermo Chialvo Guillermo Chialvo is a South American Media Technology Specialist. He is currently working as Technology Manager at Radio Mitre S.A. which is a media leader company. The digital area of the company has as main brand cienradios.com, the platform is designed and supervised constantly by Guillermo, who emphasized the importance of understanding the new music generation and distribution. Cienradios.com is a multimedia platform that offers online radios and contents that bring each user the experience of listening, enjoying and choosing their favorite radio, within a proposed variety. This project revolutionized the digital market and has been recognized with several awards, Rain Internet Radio Awards and The New York Festival as one of the Best Online Radio products. Chialvo academic accomplishments consist attending Nacional University of Córdoba and the Technology Institute of Buenos Aires (ITBA). His experience includes a variety of jobs as a technology administrator at high-status media companies in Argentine. Guillermo is deeply well known for his expertise in cloud computing and technology for online media, knowledge developed and increased during cienradios.com project. He is also collaborating as the editor in chief of Technology news, where he is persistently checking and analyzing about the updates of the media and recognized for his contribution as a speaker in several world known conferences as CES, NAB, Convergence NPlay over many others.