Marcelo F. MORENO (Brazil)
Candidate for Vice Chairman of SG 16

1. <u>Biographical Profile</u>

Marcelo Moreno is an Associate Professor with Federal University of Juiz de Fora (UFJF), Brazil, since 2011, where he is also a Member of the Computer Science Postgraduate Program. He holds Master (MSc., 2002) and Doctorate (DSc., 2008) degrees on Informatics from Pontifical Catholic University of Rio de Janeiro (PUC-Rio). He has over 16 years of experience in Computer Networks research, with special interest on end-to-end support for distributed multimedia systems.

Since 2005, he coordinates R&D projects in areas like Multimedia Systems, IPTV, Digital TV, Future Networks and Cloud Computing, sponsored by entities such as FINEP (Funding Authority for Studies and Projects), CNPq (National Council for Scientific and Technological Development), MCTIC (Ministry of Science, Technology, Innovation and Communications) and RNP (National Research Network). Some of these projects are directly related to the definition of Ginga, the standard middleware for the Brazilian Digital TV System (ISDB-Tb), now adopted by 14 countries.

Since 2007, he has been involved in standardization activities with national and international organizations. He has been an active member of the Data Coding Workgroup in SBTVD Forum as well as the Special Study Commission on Digital Television (CEE-85) in Brazilian National Standards Organization (ABNT). He contributed to the specification of Ginga-NCL middleware standards (ABNT NBR 15606-2 and 15606-5) and their amendments.

In 2008, he started international standardization work with Anatel, by joining the IPTV Global Standards Initiative (IPTV-GSI) of the International Telecommunication Union (ITU). In 2009, that work culminated in the consent of Recommendation ITU-T H.761 "NCL and Ginga-NCL for IPTV Services" with his co-editorship. Still in 2009, he was appointed as an Associate Rapporteur of Question 13/16 (Multimedia Application Platform and End Systems for IPTV), a position he held up to 2013. In 2011, he organized and hosted the ITU-T IPTV-GSI event in Rio de Janeiro, Brazil.

Since 2014, he has been the Rapporteur of ITU-T Q13/16. He has also been an active contributor and/or editor of ITU-T and ITU-R Recommendations and Technical Papers. In 2015, he was appointed by ITU-T Study Group 16 as a co-chair of the Intersector Rapporteur Group on Integrated Broadcast-Broadband (IRG-IBB), a position he also holds currently.

2. Professional Experience

2011 – current	Federal University of Juiz de Fora (UFJF), Brazil
	Associate Professor / Researcher
2015 – current	International Telecommunication Union, Switzerland
	Co-chair, ITU IRG-IBB
2014 – current	International Telecommunication Union, Switzerland
	Rapporteur, ITU-T Q13/16 (IPTV)
2001 – current	Pontifical Catholic University of Rio de Janeiro (PUC-Rio), Brazil
	Associate Researcher
2009 – 2013	International Telecommunication Union, Switzerland
	Associate Rapporteur, ITU-T Q13/16 (IPTV)
2003 – 2010	Pontifical Catholic University of Rio de Janeiro (PUC-Rio), Brazil
	Assistant Professor

3. Academic Background

Graduate Education
- Computer Science, Federal University of Viçosa (UFV), Brazil, from 1996 to 2000.

Postgraduate Education
- MSc. on Informatics, Pontifical Catholic University of Rio de Janeiro (PUC-Rio), Brazil, from 2000 to 2002;
- DSc. on Informatics, Pontifical Catholic University of Rio de Janeiro (PUC-Rio), Brazil, from 2003 to 2008;

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