

# Mr. Alvaro T. Gazzolo - President and CEO



Mr. Gazzolo, the founder of IPTV Americas, has fully deployed and implemented the first SD MPEG-4 (H.264) Headend in Latin America. This gives the Telcos in Latin America a solution to offer triple play with their present network infrastructure that considerably improves the Time to Market their IPTV service. The services consist of a bundle of top 76 basic and premium video signals in Latin America along with a platform to support video-on demand and pay-per-view. In addition, IPTV Americas aggregates the acquisition of STB, Middleware and Conditional Access to reduce the Telco's cost of providing IPTV services to customers.

Mr. Gazzolo was the President of IMC Inc., a consulting firm that provided services to Private Equity companies and Venture Capitalists in the Broadcasting, Telecommunications and Multi-Media industries in Latin America for the purpose of investing or acquisition. These services included business plans to re-structure assets, development of financial models, executive recruiting, due diligence and initial negotiation with potential partners.

Mr. Gazzolo was instrumental and one of the original key executives (General Manager Latin America & Sr. Vice-President for Europe, Africa, Middle-East and Euro-Asia and member of the executive team of PanAmSat.) in PanAmSat's early marketing, sales and regulatory efforts following the 1988 launch of the first private international satellite. His experience there includes the following:

- *Advocated the privatization and deregulation of the Telecommunications and Broadcasting policies in Presidential and Ministerial Summits in Latin American (organized by the Department Commerce of the U.S. Government) in addition to numerous telecommunication conferences around the world. Also, helped many Ministries in drafting policies of deregulation and privatization in different countries in Latin America in the 1990's through White Papers.*
- *Developed Operating and Marketing Agreements with almost all the PTT and Private Carriers in Latin America for the provision of Data, Internet and Telephony services. Created Joint Ventures with key Groups in the region for the provision of satellite services in countries where regulation did not allow for direct access.*
- *Played a key role in the development of the Cable Market in Latin America by facilitating the programmers with access to the cable operators in the region. In addition, he developed the Satellite television market and the MSO distribution system within the region. Mr. Gazzolo was successful in developing three neighborhoods on three different satellites that are still the dominant system in Latin America. That accumulated US\$2.0 Billions in contracts. Mr. Gazzolo's entrepreneurial skills, market knowledge and innovation helped to deregulate and improve services in the telecommunications industry in Latin America and create a cable and DTH industry that did not exist. This made PanAmSat the world's largest and most successful TV and DTH Satellite platform today.*

Mr. Gazzolo was in charge of developing the First Private Carrier to operate in Latin America "Chilesat" in Santiago, Chile. This included lobbying to the Government for direct access to satellite, the development of the Business Plan and its Financial Model and the RFP for the implementation of the Project. The project consisted of satellite coverage for all of Chile and interconnecting to the domestic and international PSTN.

Mr. Gazzolo holds an Master of Science in "Modern Optics and Microwave Engineering". He also hold a Bachelor of Science. (with Honors) in Electronic and Communication Engineering from London and Cambridge University. Mr. Gazzolo is fluent in English, Spanish and Italian.