

**II SEMINAR**  
**REGULATED SERVICES X NON REGULATED SERVICES**  
(Táxi, Uber, WhatsApp, Skype, Netflix, among others)  
**10.06.2016**

 <b>Escola Politécnica - USP</b>	<p><b>08h30 – Accreditation of participants and welcome coffee</b></p> <p><b>09h00 - 09h10 – Opening</b></p> <p>Guilherme Santos Grise (Social Communication of Polytechnic School - USP) Prof. Dr. Edison Spina (CEST – Poli/ Computer Engineering - USP)</p> <p><b>09h10 - 09h20 – Introduction of the theme -Disruptive technologies</b> Dra. Sirlei Pitteri (CEST - USP)</p> <p><b>09h20 - 09h40 – History of regulation of Urban Transport in Brazil</b> Dra. Beatriz Kira (Internet Lab)</p> <p><b>09h40 - 10h00 – The impact of disruptive innovations and the Regulated Transport</b> Dr. Guilherme Resende (Administrative Council for Economic Defense – CADE)</p> <p><b>10h00 - 10h20 – The Challenges of Urban Mobility and Transport Applications</b> Dr. Pedro do Carmo Baumgratz de Paula (Bloomberg Initiative for Global Road Safety)</p> <p><b>10h20 - 10h45 – Debates</b> Moderator: Sirlei Pitteri</p> <p><b>10h45 - 11h15 – Coffee Break</b></p> <p><b>11h15 - 11h25 – Introduction of the theme – OTTs x Networks, Challenges for the Future of Regulation</b> Dra. Silvia Melchior (CEST – USP)</p> <p><b>11h25 - 11h45 – The Audiovisual Market - Telecommunications and Applications – OTT’s</b> Dr. Jonas Antunes (Brazilian Association of Pay TV - ABTA)</p> <p><b>11h45 - 12h05 – Regulation and Relevant Markets</b> Prof. Dr. Cleveland Prates (FGV-EDSP and Microanalysis Consultor)</p> <p><b>12h05 - 12h25 – Vision of an OTT - About Regulation</b> Sr. Jim Lamoureux (Skype)</p> <p><b>12h25 - 12h50– Debates</b> Moderator: Dra. Silvia Melchior (CEST – USP)</p> <p><b>12h50 – Closing</b></p>
 <b>Faculdade de Direito - USP</b>	
 <b>Engenheiros Eletricistas e Eletrônicos</b>	

**Local:** Auditorium Prof. Oswaldo Fadigas Torres - Av. Professor Luciano Gualberto, 71, tv. 3 -  
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