

New Ancine head calls for VOD regulation

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Newly appointed director of Brazil's **Ancine**, Debora Ivanov, has said that video-on-demand is the place to be, but it needs to be regulated.

During her first speech as **Ancine's** director, Ivanov also highlighted the importance of the **Audiovisual** industry for Brazil.

"We have to stay together to keep growing and competing within this important market, which has a great symbolic value for Brazil," she said. "And we have to understand VOD as a border to grow towards, a field that needs to be regulated."

"Debora is an executive with great competences and talent and she's committed to the country and the society," added Manoel Ranger, president of **Ancine**. "We're thrilled because her professional experience will add great value to our work."

Among **Ancine's** projects is the recently deployed Programa **Brasil de todas as telas**, which announced a \$16 million investment which will result in 250 hours of content for almost 200 different public channels.

Ivanov, who replaced **Vera Zaverucha**, will hold the post for four years and will share the directorship of **Ancine** with two other directors, Roberto Lime and **Rosana Alcântara**.