HOW TO REACH NEW GENERATIONS OF AUDIENCE IN A COMPETITIVE MARKET?

Chair: Hugo Nascimento, CTO AD Digital

Technology is rapidly affecting in a way. This panel will be guided by the discussion on new ways of generation, distribution in the cloud, operations scanning, engagement via social networks and new business models. These bases for digital transformation coupled with the production of high value content for large audiences are a good recipe for attracting subscribers to their target audience. Companies that achieve billions of views of their content in a few months still need to deal with the growth of their audience within social platforms that reach different audiences with different ambitions need to work to increase their online audience. The sophistication of new interfaces and means of analyzing customer and media behavior brings a world of possibilities yet unexploited.

- **PHYGITAL: FROM CLICKS TO BRICKS**
  
  **Speaker:** Karina Israel, CGO, YDreams Global
  
  In this hyper-connected world we live in, the more digital advances, the more customers look for unique experiences, personalized interactions, engagement, and relationships. For a long time, the message spread that the future would be dominantly digital, supplanting everything that was physical. However, there is a new path being explored, including by the digital giants, which is to act on both fronts (digital and physical spaces), it is a strategy of mixed approach, multichannel, with all the convenience of digital and preserving what There is better in the face-to-face experience.

- **THE NEW TV GLOBO IN RECIFE: EVERYTHING IN IP**
  
  **Speaker:** Carolina Duca, gerente sênior de Tecnologia da TV Globo em Recife
  
  The presentation will address the solution that is being implemented in Recife and how it is being done in order to leave the site prepared for any new technology that may come to appear in TV Globo Recife, 4k, 8K in the next few years.
THE ROLE OF TWITTER IN TELEVISION VIEWING 3.0
Speaker: Marcela Doria, Director - Twitter Media Research LATAM
Marcela Doria, Twitter's director of research for Latin America, talks about the new profile of the TV audience and how Twitter contributes to programs and broadcasters engaging relevantly with this audience. The executive also brings insights and trends of behavior in the Brazilian market.

TANGIBLE APPLICATIONS OF AI THROUGHOUT LATIN AMERICA, IN THE MEDIA SECTOR & BEYOND
Speaker: Manuel Monroy, VP Latam, Veritone
Artificial intelligence ("AI") is already in commercial use in applications such as Apple's Siri, Amazon's Alexa, and Google's standalone vehicles. These applications use multiple cognitive mechanisms to process large amounts of audio and video (unstructured data) and provide, in seconds, results and knowledge equivalent to those that require dozens of humans much longer to deliver. AI applications are no longer limited to those offered by the Silicon Valley elite. A growing ecosystem is already offering the power of AI to businesses of all sizes.

Hugo Nascimento, CTO AD Digital
Hugo has a degree in engineering and has worked for 12 years in PAY TV projects in various fields such as IPTV, DTH and cable TV in the most demanding markets, such as Germany, the United States, Mexico, Denmark and others. Cisco and Irdeto. In his career he worked in pre and post sales in projects involving multidisciplinary teams.

Karina Israel, CGO, YDreams Global
A solid background in project management and planning, acquired over several years of work with high profile Brazilian technology and interactive media companies. In 2002 finished a MA in Technology, Science and Society from Universidade de Salamanca and, at YDreams, manage a variety of commercial and research projects. Specialties: branding and identity, interactive consulting, innovations for events and advertising.

Carolina Duca, Senior Technology Manager of TV Globo in Recife

Marcela Doria, Director - Twitter Media Research LATAM
Marcela Doria, has been on Twitter since 2015, having played important roles as a media professional for more than 15 years in the domestic and international marketing research market. The executive, who today heads the Twitter Media Research area for Latin America, has worked in companies like Discovery Networks Latin America & Brazil and ESPN Brazil.
Manuel Monroy, VP Latam, Veritone

Manuel, Regional Vice President of Strategy and Business Development, is responsible for the expansion of Veritone to Latin America. He lives in San Francisco and has 17 years of hands-on experience in Silicon Valley. Prior to Veritone, Manuel was Director of Intel Capital, responsible for identifying and evaluating opportunities for the Diversity Fund. While at Intel, he was also responsible for developing applications that leverage Intel’s Computer Vision technology. Manuel holds an MBA from UCLA and a BS in Industrial and Systems Engineering from USC.