15:40 – 17:00 | Room 11 | Monday – Aug.26

**AUDIOVISUAL CONTRIBUTION AND INFRASTRUCTURE**

# CLOUD TECHNOLOGIES: COMPONENTIZATION IN THE SERVICE OF IDEATION, PRODUCTIZATION AND INNOVATION TO THE CONTENT VALUE CHAIN

To share with the public the change in the strategic positioning of Cloud Providers and the scenario for offerings of new services in the cloud supporting "Ideation" and "Productization" for the Media Industry, emphasizing innovation of Broadcast and Digital value chain processes.

The intention is to counterargue the out-of-date view of Cloud Providers as merely just another offering of physical infrastructure and their interest in getting closer to the Media Industry, now becoming part of a strategy for transforming the business from a multi-cloud approach based on components and services offered by the Cloud through AI solutions (Machine Learning, etc.).

The panel will also provide an overview as to how Media Companies and other players in this industry have been experimenting with this new trend and contributing (the exchange) as Cloud Providers in the evolution of these same components based on the notorious know-how in Media.

*Chair:* **Fabio Viviani Ferraz** - *Manager of Technology Projects Management at TV Globo*

- **CASE STUDY - CLOUD EFFECTS RENDERING JOURNEY**
  Chair: **Thiago Abreu** - *Project Manager TV Globo*
  In this case study, Globo's journey together with AWS will be shared in the development and implementation of the hybrid visual effects rendering architecture for Globo.

- **CLOUD COMPUTING LEVERAGING INNOVATION THROUGH AI COMPONENTS**
  Speaker: **Daniel Monteiro** - *R&D Manager - TV Globo*
  Cloud computing in recent years has been leveraging agility in software development, promoting business innovation and the emergence of new and breakthrough innovative services in the industry. In the age of data and artificial intelligence, AI technologies made available as cloud services have been democratizing and

popularizing the use of AI and causing transformations in business processes and new business. In this panel we'll look at how the AI components available in the cloud can leverage innovation and discuss practical use cases.

- **AMAZON CULTURE OF INNOVATION**
  Speaker: **Marcelo Pinto** - *Edge Services Principal Sales Rep / Amazon AWS | LATAM*
  This talk will address the culture of innovation at Amazon and how AWS (Amazon Web Services) promotes this model to other companies.

- **HOW A OSS CAN THE RUN THE DIGITAL ASSETS' INFRASTRUCTURE OF THE LARGEST MEDIA GROUP IN LATIN AMERICA**
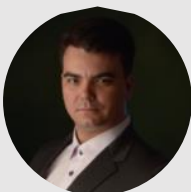  Speaker: **Armenio Vitor Lobato** - *Director of Infrastructure and Operations | Technology Globo.com*
  The Digital Branch of Globo crafts digital products, internet services and operations for the largest media group in Latin America. The digital assets' infrastructure supports more than 100 million internet users and this huge engineering problem is solved using cutting edge Open Source Software.

**Chair: Fabio Viviani Ferraz - Manager of Technology Projects Management at TV Globo**
Head of Technology Project Management at TV Globo Specialist in project management, Business and IT from the FGV-RJ (Post-MBA and MBA) and in Software Project Management from PUC-RJ, Fabio Viviani Ferraz has completed 19 years as a technology business executive in the Media Industry (Television and Radio), the last seven of them as manager responsible for the Technology Projects portfolio TV Globo focused on Infrastructure (Data Networks, Information Security, Datacenter, Cloud Computing and End-users) and Digital Media (GloboPlay Back Office).

**Thiago Abreu - Project Manager TV Globo**
Thiago Abreu holds a degree in Electrical and Electronic Engineering from UERJ, postgraduate in Network and Video over IP by UFRJ, holds an MBA in Business from COPPEAD, an MBA in Responsible Management Audencia Nantes and a PMI-PMP certification. Enthusiast in the Filebased Archive and MAM system for production content and solid experience in project management, broadcast systems, file-based workflows, archiving, and cloud solutions. 13 years of experience in Television and Broadcast Systems, and currently working in the Technology area as Project Manager of the Project Team that manages the Portfolio of Entertainment, Post-Production , new Entertainment IP Studios and recently implemented the New Broadcast Center IP in Recife.

**Daniel Monteiro - R&D Manager - TV Globo**
Electronic Engineer by UFRJ and M.Sc in Digital Signal Processing by Coppe / UFRJ, having the area of video compression as a research topic. He has been working in the Research and Development / Innovation area of TV Globo's technology since 2000, where he currently serves as the sector manager. In 2002 he worked in the research center of Japanese TV NHK conducting research with the H.264 compression standard, in the occasion in the stage of standardization. Passionate about new technologies and innovation management, with many years of experience in software development, today

leads a creative team that conducts research and projects mainly in the areas of signal processing, artificial intelligence, virtual reality, computing, electronics and IoT.

**Marcelo Pinto - Edge Services Principal Sales Rep / Amazon AWS | LATAM**
Marcelo has been with Amazon Web Services for four years and is Sales Head for Edges Services in Latin America. Working for over 20 years in the IT and Telecom segment, he has held executive positions in IT and Telecommunications infrastructure service providers. Graduated in Electrical Engineering from the Federal University of Parana and Executive MBA at Dom Cabral Foundation..

**Armenio Vitor Lobato - Director of Infrastructure and Operations | Technology Globo.com**
Working for fourteen years at Globo.com, Armenio is responsible for Grupo Globo's digital infrastructure. Working for the last 25 years in the Internet and telecom segment, he has been in technical and leadership roles in media, Internet and telecom companies, participating in the Brazilian Internet market since the beginning in the academic world. Graduated in computer science from UFMG, holds an Executive MBA from COPPEAD/UFRJ and PLD from HBS.