

# THE NEW AUDIOVISUAL CHALLENGES IN BRAZIL: FROM PRODUCTION TO DISTRIBUTION

The panel focuses on unveiling the current scenario of audiovisual in Brazil, passing through the laws that govern this activity. We will discuss the new technologies, the production, the diversification of the distribution of pay TV's, open TV's and digital media in general

Chair: **Maurício Donato** - Jovem Pan Group Operations Director / SET Magazine Editorial Board

Speakers:

- **Virgilio Abranches** - Vice President of Programming and Multiplatform at CNN Brazil
- **Fernando Carlos Moura** - Editor-in-chief of SET Magazine
- **Daniela Pfeiffer** - Director of Pfeiffer Cultural and Professor at FACHA - Faculdades Integradas Hélio Alonso



**Chair: Maurício Donato - Jovem Pan Group Operations Director / SET Magazine Editorial Board**

Holds a degree in Radio and TV from the Methodist University of São Paulo; Master's degree in Communication in the Contemporaneity by the Cásper Líbero Faculty and doctorate by USP / ECA. He has extensive experience in the direction of television programs, developing projects on TV Globo (Domingão do Faustão), SBT (Ô Poor, Free Program, Small Brilliant, Teleton, My Brother-in-Law) Rede TV (Vila Maluca), Band (One ofertas), TV Cultura (I Will Never Forget You Again) from showman Moacyr Franco and on the Record Television Network (Spectacular Sunday, Reporter Record Investigation, Fantastic Sport and The Vote on Record). A former graduate and undergraduate professor at the Anhembi Morumbi University, teaching the subjects of Direction in TV and Audiovisual Media and Film Direction in the multiplatform. He is currently director of operations for the Jovem Pan group and is also a member of the editorial board of SET magazine.



**Virgilio Abranches - Vice President of Programming and Multiplatform at CNN Brazil**

Journalist with 20 years of experience, worked as a producer on EPTV Campinas, affiliated with TV Globo, as a reporter and political editor in the newspaper Folha de S. Paulo, and RecordTV, where he served for 15 years in various roles, including direction, in product development and execution for the broadcaster's journalism and entertainment departments. Virgilio Abranches is Vice President of Programming and Multiplatform at CNN Brazil.



**Fernando Carlos Moura - Editor-in-chief of SET Magazine**

Journalist, professor of Digital Design and Advertising & Propaganda at Pontifical Catholic University of Campinas (PUC) and researcher at the Center for Media Research and Journalism (CIMJ), Faculty of Social and Human Sciences, Universidade Nova de Lisboa (UNL) and since 2013 editor-in-chief of SET Magazine



**Daniela Pfeiffer - Director of Pfeiffer Cultural and Professor at FACHA - Faculdades Integradas Hélio Alonso**

Master in Social Communication from PUC Rio with 20 years of experience in the audiovisual market. Founding partner of Pfeiffer Cultural, professor at FACHA, ESPM RJ and PUC RS, and peer reviewer. Creator of the "Audiovisual Production Specialization: Project and Business" at Senac SP. She was Director of CTAv, Audiovisual Advisor at the Ministry of Culture and analyst at ANCINE. He was Manager at Cine Odeon, BRAVI, and distributor Elo Company. Author of articles and the book "Editais in the Audiovisual Producer Guide".