

ONLINE CONTENT PRODUCTION: A MARKET THAT GROWS EVERY DAY

The change that online production has caused is enormous, and represents a new future for companies in the communications industry. Our guests will tell their experiences creating for different platforms of the online universe. Showing us the entrepreneurial and creative side of this market that has opened up new forms of business for the brands, new job opportunities for the professionals of the area and new formats.

Chair: Fernanda Siqueira Pinto - Production Manager, Digital AD for YTSpace Rio

Speakers:

Paulo Cuenca - CSO at WTF Maison

Antonio Tabet - Co-Fundador Porta dos Fundos

Manuela Villela - Head Latam, Top Creator, Content Partnerships At Youtube



Chair: Fernanda Siqueira Pinto - Production Manager, Digital AD for YTSpace Rio

Producer, screenwriter and director. I started at Globosat in 2000, where I participated in innovative projects such as the launch of Big Brother Brasil's Pay-Per-View channel, 3 Multishow Brazilian Music Awards and the Rock in Rio 3 broadcast. With Olympic Broadcast Service I acted in the broadcast of five Summer Olympics. And for two years I've been leading the operations of Youtube Space Rio, a creation and production space for youtubers, present in 9 capitals of the world.



Paulo Cuenca - CSO at WTF Maison

Since 2011 producing content for networks. Intern. Creative Director. Storyteller Consultant. Mentor. Top Creator. Channel Youtube Dani Noce



Antonio Tabet - Co-fundador Porta dos Fundos

Carioca advertiser, actor, author, presenter and screenwriter. One of the founders of Porta das Fundo channel, Kibe Loco website creator and Flamengo's Vice President of Communication. Considered one of the 100 most influential people in Brazil by "Isto É" Magazine, one of the 15 most influential Brazilians on the internet by "GQ" and the most beautiful French and Lebanese descendant of Brazil by my mother.



Manuela Villela - Head Latam, Top Creator, Content Partnerships at YouTube

Villela has been with Google for almost 10 years, where she has gone through digital agency sales and management teams before landing in the content universe, leading YouTube Brasil's Top Creators and Public Figures team. Manuela is responsible for drawing the strategy to partner with the platform's endemic talent, making their channels increasingly relevant and mainstream. Recently added talent acquisition to this strategy off-platform, being responsible for the development of new channels focused on important names in the Brazilian creative scene.