

OTT AS SUPPORT FOR NEW BUSINESS MODELS

Our world in full, accelerated and constant transformation, the impact of new habits of consumption and behavior, the FANG, increasing competition for retention of attention? How are communication groups preparing for this challenge that will create a profound impact on their structures and strategies in terms of culture change, cost optimization and the search for new revenue? Faced with this new scenario, beyond the challenges of delivering reach, retention and a dialogue with the public while keeping the long tail for advertisers, how do these companies present their strategies for the universe of content distribution across multiple platforms? How do you understand your new business models, which bring a B2C scenario to a market that has always acted in the B2B model? How to have the balance between advertising and signature on your OTT platforms?

In this panel we will discuss all of these issues that are now the focus worldwide.

Chair: **Daniela Souza** - SVP - AD DIGITAL e Conselheira SET

• HOW MEDIA COMPANIES MUST BUILD CUSTOMER-CENTRIC PLATFORMS THAT RESPOND TO CHANGING INDUSTRY NEEDS BY CONNECTING

Speaker: **Luis Mauricio Chopard Bonilauri** - Managing Director at Accenture - Communications, Media & High Technology

• HOW IS JOVEM PAN DOING ITS DIGITAL TRANSFORMATION?

Speaker: **Roberto Araújo** - CEO of Jovem Pan Group

• GLOBOPLAY - WHO WE ARE AND WHERE WE GO

Speaker: **Tiago Lessa** - Head de Marketing, CRM e Inteligência Globoplay



Daniela Souza - SVP - AD DIGITAL / Deliberative Council SET

Founder of AD Digital, entered the Media and Entertainment market in 1994. She's an invited speaker on the main events related to content creation, management and distribution, to share her view on market and future trends. Daniela is part of the board of directors of SET for more than 10 years and is responsible for some of the new concepts present on Brazil.



Luis Mauricio Chopard Bonilauri - Managing Director at Accenture - Communications, Media & High Technology

Experienced Managing Director with a demonstrated history of working in the Communications, Media and Internet industry. Skilled in M&A, Business Planning, Business Process Design, Enterprise Architecture and Digital Transformation programs. Strong business development professional graduated from CoppeadUFRJ. Luis currently leads consulting practice for Communications, Media and High Team within Latam region at Accenture.



Roberto Araújo - CEO of Jovem Pan Group

CEO of Jovem Pan Group with MBA in FIA with specialization in Cambridge, Lion and Beijing. His career is based on the structuring of companies in multiple segments. He is an enthusiast about the future and how technology will transform human relationships.



Tiago Lessa - Head de Marketing, CRM e Inteligência Globoplay

Head of Marketing, CRM and Intelligence Globoplay Tiago Lessa studied Business Administration at the Federal University of Rio de Janeiro and holds a specialization in Marketing from Coppead. He began his career as a trainee at Varig, had a long stint at Petróleo Ipiranga and has been with Grupo Globo for 12 years. Within Globo Group, he has been a leading player in the development of Telecine Network digital strategies and today he is responsible for Globoplay's Marketing, Acquisition, Engagement and Business Intelligence areas, where he has been promoting a major transformation focused on the multi-channel journey and consumer.