11:00 – 12:20 | Room 11 | Wednesday – Aug.28

TECHNOLOGY AND BUSINESS

BIG DATA, ANALYTICS AND AUDIOVISUAL NEW BUSINESS

In this panel we will discuss how companies operate in the market using their data and how leading vendors in the industry prepare to meet business needs

Chair: **Hugo Nascimento –** CTO at Ad Digital

• AUDIENCE INSIGHTS IS NOT MAGIC - AN APPROACH TO SPEEDING UP YOUR JOURNEY WITH ARTIFICIAL INTELLIGENCE
Washington Cabral - Client Technology Advisor for Media; Entertainment – IBM
There are many stories around how Big Data, Advanced Analytics, and Artificial Intelligence solve big problems in our industry. The potential is immense. From significant gains in production processes to increased sales, no matter the point in the value chain, data is always the highlight during these narratives. It turns out that data alone without a well-structured analysis approach is nothing more than buckets of sand, gravel and rebar. Just as Artificial Intelligence is not magic, so is Audience Insights.
During this session we will explore significant gains and innovations in audience intelligence and lead the way from the stones to the building supply store that are some data lakes for the beautiful ready-to-live mansion, applying advanced analysis and artificial intelligence on the data that is spread inside and outside companies.

• BIG BIG DATA APPLIED IN THE DAILY LIFE OF A COMMUNICATION GROUP
Roberto de Oliveira Filho - Technology Coordinator at PRC

• BIG DATA IN REAL WORLD, A DATA USAGE VIEW FOR BUSINESS DECISION MAKERS.
Daniel Lopes - Head of Data at InfoPrice
Use of data and analytics to help understand consumption, and Business Intelligence, Deep Learning for hypothesis testing. Price collection and offline video processing to gain intelligence and help know how to execute market-based decision making.

Chair: Hugo Nascimento – CTO at Ad Digital
Graduated in engineering, has 15 years working in Brodcast and PayTV projects in various fields such as IPTV, DTH and production and post-production environments. In his career, he has worked in leading companies and clients in the market, such as Cisco, Google, Telefonica, etc., as well as projects involving multidisciplinary teams in various countries for Telefonica, Megacable, Claro, NET and his experience includes projects in pre- and after-sales with deep technical knowledge in this market. It has worked in the most demanding markets such as Germany, the United States, Mexico, Colombia, Argentina, Spain and others.

Washington Cabral - Client Technology Advisor for Media; Entertainment – IBM
Washington has spent the last 28 years of his professional life in the IT field. The curiosity and enthusiasm for new knowledge found the perfect marriage when it started to devote itself in the last 6 years to the media and entertainment sector. The radical transformation driven by emerging technologies that the industry faces is the ideal setting for developing disruptive ideas that could make a difference to the future of the sector.

Roberto de Oliveira Filho - Technology Coordinator at PRC
Roberto Oliveira has 15 years of experience in technology. He has held various positions in companies such as Buscapé, O Boticário, Apontador, Silicon Valley startups and currently manages the RPC technology team focused on BI solutions, Big Data, Machine Learning and innovations focused on business and entertainment.

Daniel Lopes - Head of Data at InfoPrice
Graduated in Computer Engineering from UniSALESIANO, trying to complete a Ph.D. program at IPEN/USP. Project active researching about melanoma skin cancer detection by image processing and Deep Learning (AI). Fond of intelligence, statistics, such as machine learning techniques, big data, data mining, and recommendation systems.