

FUTURE OF MEDIA: TECHNOLOGY AND CONSUMER HABITS

This tracking has been conducted for at least five years, seeking to identify how technologies have been affecting consumer habits.

How does media consumption vary by age, generation, region, social class?

Which innovations tend to perpetuate and which are just hypes?

Chair: **Roberto Franco** - Head of Institutional and Regulatory Affairs– SBT

- **TELEVISION CONSUMPTION BETWEEN GENERATIONS**

Speaker: **Melissa Vogel** - CEO of Kantar IBOPE Media in Brazil

We currently have five generations living together, each with different behaviors and values. The type and format of content that each generation consumes impacts the development of new types of programming and distribution models. Melissa Vogel, CEO Brazil of Kantar IBOPE Media, presents how these generations are consuming and what is relevant to each of them in the search for information and entertainment.

- Speaker: **Anwar Nassar** - CEO Lotier International
- Speaker: **Georgia Jordan** - Market Analyst at Kagan
- Speaker: **Skip Pizzi** - Vice President, Technology Education and Outreach at NAB



Chair: Roberto Franco - Head of Institutional and Regulatory Affairs– SBT

Graduated in electrical engineering with focus in electronics and telecommunications by the Federal University of Bahia and Post in Marketing and Business Management by FGV and ESPM. During the course of his career, he was responsible for the design and implementation of several radio and television companies in Brazil. He was President of SET - Brazilian Society of Television Engineering - from 2002 to 2008 and President of the Brazilian Digital TV System Forum from 2005 to 2008 and from 2015 to 2017. After this period he joined the Council of both Entities . In 2009 He was a member of ANATEL's Advisory Board. In August 2012 took office in the Social Communication Council until 2017 and is currently Head of Institutional and Regulatory Affairs of SBT.



Melissa Vogel - CEO of Kantar IBOPE Media in Brazil

She has more than 23 years' experience in the media research and intelligence market, having held positions at Kantar IBOPE Media in Brazil and Panama, as well as global experience at Kantar Media. Melissa has held leadership positions in different areas of the company, such as Sales, Customer Service, Development of New Business, Operations, Marketing and Products. Within the scope of the remit in Brazil and LatAm, she has an in-depth understanding of clients' needs, collaborating with the industry in developing metrics, products business encompassing the company's complete portfolio and range of services. Before heading up Kantar IBOPE Media in Brazil, she was Global Director for agencies at Kantar Media, as well Executive Director, Multimedia for two years, for the Target Group Index Radio measuring business. Melissa has a degree in Radio & TV from the University of São Paulo - USP, and has a graduate degree in

Communication with the Market from the ESPM and in Administration from Fundação Getúlio Vargas. She was professor on the ESPM Market Intelligence graduate course.



Anwar Nassar - CEO Lotier International

Lotier International is a company that specializes in the development of leading-edge solutions in media, video and telecommunications in the markets of Latin American, Europe and India. The Lotier portfolio of partners includes global leaders like Amdocs/Vubiquity, Gracenote, Comcast, Verizon, and Intel among others, and joint projects undertaken with leading telecommunications companies, including the Claro Group, Telefonica, Oi, Algar, Telecom Argentina, VTR and other dozens of operators in the regions where it operates. Before assuming command of Lotier, Anwar worked in the real estate investments markets as a partner at Metágora Capital and in partnerships with the Colony Capital fund, GE Capital and the Trump Organization. Anwar has a master's from Columbia University, NY.



Georgia Jordan - Market Analyst at Kagan

Georgia Jordan is a market analyst at Kagan, a media and telecommunications research group of S&P Global Market Intelligence, focusing on the Pay TV and broadband markets in Latin America. She has covered the telecommunications, media and technology sector since 2009, initially as a journalist, then later as a market analyst specializing in the Latin American telecommunications industry, including fixed and mobile services, technology and regulation.



Skip Pizzi - Vice President, Technology Education and Outreach at NAB

Skip Pizzi is Vice President, Technology Education and Outreach, at the National Association of Broadcasters (NAB) in Washington, DC, USA. His career has spanned the broadcast and digital media industries, working in audio engineering at NPR, and in audio production, media standards and technical policy at Microsoft. He was also an editor at Broadcast Engineering magazine, and a columnist for several other international industry publications. He remains a technology journalist, editor, author and trainer today. His most recent book is A Broadcast Engineering Tutorial for Non-Engineers, 4th edition, published by Focal Press. He is currently Associate Editor on the NAB Engineering Handbook, 11th edition, which will be published later this year. Skip serves as Vice-Chair of the Advanced Television Standards Committee (ATSC) Technology Group 3 (TG3), which is developing the ATSC 3.0 standard. He is also a member of the Board of Directors of the Ultra HD Forum. Skip is a graduate of Georgetown University, where he studied Electrical Engineering, International Economics and Fine Arts..