

# THE PODCAST HAS VIRALIZED

Podcasts are definitely on the lives of people, on the radar of content producers and on the marketing executives' agenda. The growth of this market is exponential. It is a global phenomenon and, more recently, has gained great prominence in Brazil in the discussions about new developments and opportunities in the media.

This panel will provide an overview of podcasting market both from the radio perspective as from the perspective of the producers of the other segments of the media. Monetization models will also be discussed and its technologies..

Chair: **Marco Túlio Nascimento** - Diretor da ZYDigital

- **PART 1 - THE PODCASTING MARKET (CASE 1)**

Speaker: **Ricardo Gandour** - Ricardo Gandour - Journalism Executive Director of CBN Network

- **PART 2 - THE PODCASTING MARKET (CASE 2)**

Speaker: **Magê Flores** - Folha's journalist and host of the Café da Manhã podcast

- **PART 3 - PODCAST MONETIZATION TECHNOLOGIES**

Speaker: **Rodrigo Tigre** - Country Manager na RedMas / Audio.ad



**Chair: Marco Túlio Nascimento – Director of ZYDigital**

Telecommunications Engineer graduated from Fluminense Federal University and Member of the Deliberative Council of SET. With a career in broadcasting, he worked at Sistema Globo de Rádio where he held the position of General Manager of Technology and was responsible for Engineering, IT and Operations. He is currently director of ZYDIGITAL, a company he founded in 2015 that operates in the technology and media market with the proposal to contribute to the reinvention of radio, creating a new form of audio consumption, a new listening experience. ZYDIGITAL develops studies and solutions in the areas of radio, streaming, smartphone apps, voice apps and podcasting.



**Ricardo Gandour - Journalism Executive Director of CBN Network**

Ricardo Gandour is executive director of journalism at the CBN Network and member of the editorial committee of the Globo Group. He holds a master's in Communication Sciences (ECA-USP), civil engineering (USP-São Carlos) and journalism (Cáspere Líbero). He was Visiting Scholar at the Columbia Journalism School (2016). He is a member of the boards of the Columbia Global Center Brazil, the Instituto Palavra Aberta, the startup ImpactMania (California) and WAN-IFRA News Publishers Association Latin America. He holds specializations in Publishing (Stanford University), Advanced Management (Insead) and Administration (FGV). He was content director at Grupo Estado (2006-2015), executive director of the "Diário de S.Paulo" newspaper (2002-2006), director for publications of publishers Editora Globo (2000-2002), founding director of publishers Editora Publifolha (1995-2000) and reporter and editor at the "Folha de S.Paulo" newspaper (1990-1995).



**Magê Flores - Folha's journalist and host of the Café da Manhã podcast**

Born in São Paulo, Magê Flores has been a journalist with Folha newspaper for six years. She also worked for Globo News and Radio CBN, where she began her career as a journalist. She specialized in gastronomy journalism and, at Folha, she was a reporter for the Comida (Food) supplement of the magazine “São Paulo” and editor of “Primeira Página” newspaper. Since January she presents the daily news podcast Café da Manhã (Breakfast), alongside Rodrigo Vizeu.



**Rodrigo Tigre - Country Manager at RedMas / Audio.ad**

Rodrigo Tigre has over 25 years' experience in the digital market and is a partner at RedMas / Audio.ad, the first digital advertising audio solutions company in Latin America, and is currently chairman of the digital audio committee at IAB Brasil. Tigre created his first company in 1994, a publisher and distributor of CD-ROMs, and in 1996 he began developing projects for the internet, including GamesMania, a games portal in 5 languages, and Netbyte, an e-commerce company dedicated to Games. In 2006, he created a portal dedicated to the female public (Feminice), later acquired by Bolsa de Mulher, where he worked as new business director. Prior to taking up this new position, he was the local shareholder of Populis, a premium content network acquired in 2016 by RedMas / Audio.ad. Headquartered in Argentina, and having opened an office in São Paulo in 2016, locally it has over 100 clients, including Nestlé, LG, and Coca-Cola. Besides Brasil, RedMas / Audio.ad has offices in over 15 countries in Latin America and in the USA, and with a staff of over 200. Since 2011 it has been part of the Cisneros Group, one of the world's largest private media, entertainment, telecommunications and mass communication products group.