

# ORIGINAL CONTENT – THE END OF VIEWPORTS?

The way we consume content has broken walls that once bounded if the content was made for open TV, pay TV, cinema.

With the evolution of content consumption via OTT platforms across multiple device types, the viewport concept is becoming increasingly irrelevant as narratives become increasingly important for audience engagement.

In the panel, the guests of Brasil Audiovisual Independente debate on the future of audiovisual consumption and how the development of original quality content can be the differential for the achievement of the target audience.

Chair: **Mauro Garcia** - Executive President of Bravi (Brasil Audiovisual Independente) / SET Deliberative Council

- Speaker: **Roberto d'Avila** - Founder of Moonshot Pictures
- Speaker: **Adriana Favaro** - Commercial Director at Kantar IBOPE Media
- Speaker: **Beto Gauss** - Partner and Producer at Prodigio Films
- Speaker: **Marcio Yatsuda** - President of Movioca Content House
- Speaker: **Paulo Rabello** - Director of Engineering of Entertainment - TV Globo



**Chair: Mauro Garcia - Executive President of Bravi (Brasil Audiovisual Independente) / SET Deliberative Council**

Forty years of experience in the area of communications, especially on television, in nationally and internationally recognized companies. Titular Member of the Conselho Superior de Cinema (Cinema's Superior Council) and Associate at the Academia Brasileira de Cinema (Brazilian Cinema Academy). Director of Programming at TV Cultura from São Paulo and Director of Special Projects between 2005 and 2010; responsible for the implantation and format of new channels in the Multi Programming for Digital TV and the New Medias area of Fundação Padre Anchieta: UNIVESP TV (Universidade Virtual do Estado de S. Paulo and MULTICULTURA. Creator, implementer and Content Director of TV Rátimum, the first Brazilian children's channel on cable TV. CEO, between 1998 and 2001, at ACERP – Associação de Comunicação Educativa Roquette-Pinto, maintainer of TVE Brasil and of Radio Broadcasters MEC AM e FM (Social Organization – a non-profit private company); as President of the Associação Brasileira das Emissoras Públicas Educativas e Culturais (Brazilian Association of Educational and Cultural Public Broadcasters), ABEPEC in 1999 and 2000; Former-President of Conselho da Rede de América Latina (Latin America Network Council), with headquarters in Uruguay, which encompasses public broadcasters, private and independent producers throughout Latin America. He is responsible for the development of strategic projects in television and other media, like the implantation of TV Cultura Channel & amp; Art for the Ministry of Culture; for the

development and implementation of the Brazilian cable TV channel CINEBRASILTV; Digital TV channels and TV on the Internet for Instituto Embratel 21. In sync with the new audiovisual industry and with the convergence of multiple platforms and new regulations of audiovisual sector for distribution of video audiovisual content on demand.. Sintonizado com a nova indústria audiovisual e com a convergência das múltiplas plataformas e as novas regulações do setor audiovisual para a distribuição de conteúdos audiovisuais de vídeo por demanda.



**Roberto d'Avila - Founder of Moonshot Pictures**

Founder of Moonshot Pictures, specialist producer of audiovisual projects for cinema and television, operating in the market since 2001. Currently has 7 programs airing on GNT, "A Louca das Plantas", "Que Seja Doce", "The Taste", "Cozinheiros em Ação", "Que Maravilha! - Aula de Cozinha" and "Credo, Que Delícia" and "Me Deixa Dançar" released in March. In parallel, the producer has just filmed its first series for Netflix "Spectros", and debuts in the second half of this year the 4th season of "Sessão de Terapia".



**Adriana Favaro - Commercial Director at Kantar IBOPE Media**

Commercial Director of Vehicles at Kantar IBOPE Media and considered one of the most influential media professionals in the country. She has over 25 years of experience in the market and stints in major players. The executive has been Vice-President of the SP Media Group, Chairman of the Abap-Redes Commission and Member of the Technical Committee of CENP.



**Beto Gauss - Partner and Producer at Prodigio Films**

He is a partner and producer at Prodigio Films. Has produced several feature films among them 'A HORA E A VEZ DE AUGUSTO MATRAGA' and 'O ROUBO DA TAÇA'. For TV and OTT, he has produced series like 'OSCAR FREIRE 279', (FDP), 'ATÉ QUE A MORTE NOS SEPARE' and the most recent 'COISA MAIS LINDA' for NETFLIX. At the present time he is in the pre-production phase of the 2nd season of 'COISA MAIS LINDA' and 'CIDADES INVISÍVEIS', series created by Carlos Saldanha.



**Marcio Yatsuda - President of Movioca Content House**

President of Movioca Content House, audiovisual producer for digital, TV and cinema. He has a degree in Applied and Computational Mathematics from Unicamp, earned several specializations in Administration, Executive Production, People Management and Leadership. Was cofounder and president of Kaizen, an IT integrator company where he worked from 1996 to 2012. Kaizen was acquired in 2010 by Chilean Sonda IT, Latin America's largest IT company. With extensive experience in international business, at Movioca he is responsible for managing the company, and works as an executive producer in projects like "O Segredo de Davi" (The Secret of David), "Drag Me as a Queen", among others.



**Paulo Rabello - Director of Engineering of Entertainment - TV Globo**

Graduated in Electronic and Telecommunications Engineering; Post Graduation in Computer Systems; MBA Project Management; Executive MBA (Business).