

EXPANSION OF RADIO REVENUE

Traditional media and the internet have different technologies and business models. However, in the convergence scenario in which we work, it is necessary to integrate both worlds to offer commercial actions that are comprehensive, coordinated and compatible with current market expectations.

This panel will address advertising and monetization for audio content in their different formats, from current challenges to new opportunities that technology is creating every day.

Chair: **Rodrigo Neves** – General Director, Rede Bandeirantes / President of AESP

- **SELLING THE RADIO WITHOUT SEARCH**

Speaker: **Robson Jefferson** - Commercial Manager at Band Group - Campinas Radios

- **CREATIVITY AND PROACTIVITY - EXPANDING THE FRONTIERS OF RADIO**

Speaker: **Robson Ferri** - Director at RF Agency

- **VIDEO AS AN OPPORTUNITY FOR RADIO**

Speaker: **Josimar Machado** - Diretor na JMV Technology



Chair: RODRIGO NEVES – General Director, Rede Bandeirantes / President of AESP

Rodrigo Neves, journalist with a specialization in radio journalism. The son of broadcasters, at the age of 12, he began his life in radio, having the opportunity to go through all areas of a broadcaster. Since 1978 he has been with Grupo Bandeirantes. Participated in the project, launch and development of satellite for radio networks. He has worked in various companies of the group and currently holds the position of Managing Director of Grupo Bandeirantes. Between 2005 and 2006, he was president of APP - Association of Advertising Professionals of Campinas. He is Regional President of Amcham Campinas, Member of the Council of SERTESP - Union of Radio and Television Companies of the State of São Paulo and of Centro Corsini. On May 22, 2019, he was elected to the Presidency of AESP - Association of Radio and Television Broadcasters of the State of São Paulo, the first association of the sector in Brazil and the most important regional, for the 2019-2021 biennium, a position he has already held at July 2011-July 2015 period. Rodrigo is a man determined in everything he does and is passionate about broadcasting. Has experience and knows the difficulties faced by large and small broadcasters.



Robson Jefferson - Commercial Manager at Band Group - Campinas Radios

Robson Jefferson began his professional career as an account executive at the extinct Rede Manchete television network. From there, he spent time at important communication companies like TV Bandeirantes, O Estado de São Paulo newspaper, and customer service at major advertising agencies. For 10 years he has been managing and training high-performance teams. He currently manages the commercial operations of the 4 radio stations of the Bandeirantes Group in Campinas: Educadora FM, Band FM, Nativa FM and RB. Robson has a degree in Administration from USF and

a graduate degree in Business Management from ESAMC.



Robson Ferri - Director at RF Agency

38 years' old. Radio broadcaster, Advertising Executive, Writer, Speaker, Businessman. 22 years' experience in the communication area. He has worked for radio stations that include , Metropolitana FM 98.5 São Paulo, Rede Transamérica, and Radio Mix FM 106.3 São Paulo. The standard voice in over 25 radio stations across Brazil and 2 others overseas. He is currently one of the voices and responsible for creating institutional and promotional pieces at TV Globo Rio de Janeiro for the Globo Radio System. Founder and executive director of RF Media, a digital content agency serving various segments looking for strategic content to strengthen their brands in communication on digital platforms. RF Media provides the structure for brand creation and management, web sites, applications and content for social media. It generates content for over 200 stations in Brazil, more than 20 daily attractions for its subscriber base. It also provides special projects – coverage of the London Olympic Games 2012, the FIFA World Cup Finals Brazil 2014, Rio 2016, the Russian World Cup 2018 – with dedicated delivery for TV channels, Radio and companies seeking to strengthen their audience contact channels. Nowadays, Robson Ferri has been participating at congresses and trade shows as an exhibitor and speaker, sharing the RF vision, always emphasizing the importance for any company in any segment to pay attention not only to having audience contact channels but also to have content that results in their business being presented in the correct way, so as to meet the expectations of an increasingly demanding market.



Josimar Machado - Director at JMV Technology

Founded JMV Technology at age 18, today serves as a software architect specializing in web platforms for Audio and Video Streaming, Live VOD and OTT. For the past 6 years he has specialized in marketing, seeking to unite the best of both worlds, audio and video technology with powerful marketing strategies focused on results and revenue generation.