14:00– 15:20 | Room 11 | Thursday – 29 de Agosto

TECHNOLOGY AND BUSINESS

PAY TV – PERSONALIZATION & SUSTAINABILITY

This panel aims to understand how to keep the market sustainable by measuring data and metrics to deliver business transformation.Today's TV platforms are combining pay-TV and Web technologies to deliver pay-TV at Web speed. Offering customization to meet the demands of current and future customer generational conflicts, maintaining customer attention and engagement combined with large-scale video services for the increasing number of devices and content is extremely important. How to harmonize all this profitably?
Chair: **Hugo Nascimento – CTO at Ad Digital**

• SUSTAINABILITY IN THE VIDEO INDUSTRY
Speaker: **Leonardo Godoy** - *Strategy & Market Intelligence, AMERICAS at SES Satellites*
In this talk we will present market data about the video industry business models, comparing the On Demand vs Linear models and assessing the sustainability of the industry.

• BRAZILIAN TV CUSTOMIZATION
Speaker: **Fabio Luis Schmidt** - *Diretor Comercial - Tivo Inc*
How TV operators with Program Customization can attract more customer attention and reduce Churn. Working with Streaming Solutions (Netflix, Hulu, Amazon) without harming own content.

• A REALLY PERSONAL USER EXPERIENCE
Speaker: **Alexandre Menon Pelissoni** - *Head of Content | GRACENOTE / NIELSEN*
With the advent of thousands of content, diverse sources and forms, technologies, access interfaces, combined with the generational conflicts of current and future customers, how can we harmonize all of this in a profitable way for today and tomorrow?
This harmonization increasingly depends on the integration of all these variables, which can be obtained through contextual and extremely detailed metadata.
We are in an era where metadata not only enables the interconnection of diverse content platforms, technologies, and catalogs but goes far beyond, it is the fuel for recommendation machines and responsive UIs in which the way content is presented is morphic to meet the viewer.

Chair: Hugo Nascimento – CTO na 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.

Leonardo Godoy - Strategy & Market Intelligence, AMERICAS at SES Satellites
Leonardo Godoy is a data analyst at SES, responsible for strategy and market intelligence in the Americas. He specializes in executive presentations and data visualization. He has analytical experience in a variety of markets including telecommunications, automotive, hospitality, healthcare and education. Graduated in Social Communication, holds an MBA in Business Administration from FGV and is currently a student of Data Science at Data Science Academy.

Fabio Luis Schmidt - Diretor Comercial - Tivo Inc
21 years of experience in Telecom and IT. Commercial Director for TiVo in South America, I worked in large companies like Lucent, Alcatel, UTStarcom, NEC, Allot.

Alexandre Menon Pelissoni - Head of Content | GRACENOTE / NIELSEN
Alexandre "Menon" has over 20 years of experience in the video telecommunications industry. He has been with PHILIPS do Brasil, SKY Brasil, AT&T / DIRECTV (USA) and is now leading Gracenote's operation in Brazil. Among his achievements are: Development of the -SKY HDTV; -SKY services inside aircraft and ships, -IU development and usability research; -Development of the innovative DirecTV NOW and current video streaming platform from AT&T.