

CONSUMER EXPERIENCE IN OTT / DIRECT TO CONSUMER IN MEDIA COMPANIES

With the evolution of the new OTT TV services, besides the new product experiences, the industry has the opportunity to transform the consumer relationship. We will discuss the new consumer journeys on media consumption and the new technologies that supports the omnichannel conversation.

Chair: **Marcelo Guerra** - Manager of Technology in Digital Media at TV Globo

- Speaker: **Daniel Costa** - Co-Founder and Chairman | TAKE
- Speaker: **Roberto de Oliveira Filho** - Solutions & Strategy Director, Latam | Adobe
- **CUSTOMERS FIRST**

In a world where deep and meaningful relationships are in decline, both in C2C and B2C, finding ways to create personal and engaging experiences is one of the main challenges businesses face. In the entertainment and OTT business this is particularly true. You have multiple touchpoints with your customer, but you can very easily push him away. What sets the difference between succeeding or failing at this is a brand's ability to put customers first. In a brief 20 minute presentation, I will try and give insights on how Globo Group is looking at this challenge and positioning itself to establish a true 1-2-1 relationship with consumer

Speaker: **Antonio Forjaz** - Head of CRM & Consumer Journey / Globoplay



Chair: Marcelo Guerra - Manager of Technology in Digital Media at TV Globo

Hands-on IT/Broadcast executive, as Digital Media Technology Manager leading multidisciplinary team for digital media transformation program, composed of teams from Technology Architecture, Big Data, BI, Projects, R&D, Support, Applications, Telecommunications, Innovation, Media Operations and Platforms, through WBS construction, delivery plans, follow-up meetings, documentation, integration points, risk analysis and conflict resolution. Working on the TV and digital media market since 2005, experienced in partnerships, project management and processes, with national and international awards.



Daniel Costa - Co-Founder and Chairman | TAKE

Graduated and Postgraduate in Business Administration and Marketing from UFMG, Foreign Trade at UNA, MBA from FGV / OHIO University in E-Business and Innovation and Entrepreneurship course at Stanford.



Fernando Teixeira - Solutions & Strategy Director, Latam | Adobe



Antonio Forjaz - Head of CRM & Consumer Journey / Globoplay

Currently working as Head of CRM & Salesforce Marketing Cloud for globoplay, a leading streaming service platform in Brazil. Responsible for developing and managing our customer relationship strategy (working on both conversion and engagement). Previously worked in Mobile strategy @Samsung Electronics in London. Worked with multiple divisions (Marketing, Sales, Commercial Finance), ensuring they were aligned with the overarching Strategy set by head of IM Sales. Also developed experience in project Management, Sales and Media through several placements in global companies such as Telecine (Group Globo Fox Universal MGM Paramount) and Fremantle Media (Bertelsmann Group RTL) Completed an MSc in Management at Cass Business School (London) with distinction, after pursuing an IB undergraduate in Barcelona, Toulouse and San Diego.