

BLOCKCHAIN IN THE MEDIA AND ENTERTAINMENT INDUSTRY

Do you know what Blockchain is?

Do you know how Blockchain is being used to transform the media and entertainment industry?

Get to know the full potential of Blockchain and its ability to transform how media content (music, video and other forms of entertainment) are delivered, consumed and paid through digital ecosystems.

Chair: Vinícius Vasconcellos - Senior Consultant - Telecom, Media & Entertainment IBM

- **WHAT IS BLOCKCHAIN FOR BUSINESS?**

Mauricio Magaldi Suguihura - Community Coordinator, Hyperledger Chapter Brasil

Blockchain for Business: Fundamental concepts, history and present.

- **HOW BLOCKCHAIN CAN COLLABORATE WITH THE MEDIA & ENTERTAINMENT INDUSTRY**

Luiz F. Jeronymo - Director Sales Engineering - R3 Brazil

Blockchain is currently one of the most hyped technologies. Its ability to share a single, immutable set of records could be transformational in the media and entertainment industry. It can help provide transparency, trust, efficiency, speed, and security across a wide range of contexts, from content distribution to advertising. For instance, to mitigate ad fraud and copyright infringement. Let's discuss a solution that provides visibility into ad placements and ensures ads are seen and engaged with by human beings and not bots.

- **BLOCKCHAIN AS TRANSPARENCY VECTOR IN MEDIA, ENTERTAINMENT AND ADVERTISING**

Washington Cabral - Technology Advisor for M&E IBM

Digital media have changed the world of consumers, artistes and advertisers. Even so, major challenges remain, and others will arise. The US economy loses \$12.5bi annually through pirating of music. Fraudulent on-line ticket sales are now double

when compared with printed tickets, while digital advertising fraud costs the economy at least \$19bi annually.

Come and find out how we can achieve total transparency in digital transactions by creating an environment of trust, reducing costs and eliminating the middlemen.



Chair: Vinicius Vasconcellos - Senior Consultant - Telecom, Media & Entertainment IBM

Vinicius is a Senior Consultant at IBM, with focus on the application of new technologies such as Artificial Intelligence, Blockchain, Cloud, Big Data and Analytics in the Telecom, Media and Entertainment industries. With solid telecom and broadcast experience, he served as a specialist and executive at Claro and Grupo RBS. He holds a degree in Electrical Engineering and specialisation in Administration from UFRGS and an MBA in Executive Management from Fundação Dom Cabral.



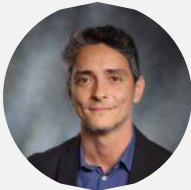
Mauricio Magaldi Suguilhura - Community Coordinator, Hyperledger Chapter Brasil

Graduated as a Production Engineer from UFSCar – the Federal University of São Carlos, and holds a graduate degree in Finance from the FIA – Fundação Instituto de Administração. He is currently working on projects for the transformation of business using Blockchain and other disruptive technologies, plus his professional experience of almost 20 years heading up different projects for financial market companies like Banco Santander, Banco Safra, Citibank, Banorte, HSBC. In addition to Blockchain, his fields of specialization are Data Governance and Business Process Transformation.



Luiz F. Jeronymo - Director Sales Engineering - R3 Brazil

Responsible at R3 for the engagement of clients in architecture solutions using blockchain technology and in the development of new business. He was the blockchain technical leader and a solution architect at IBM Brazil, having contributed to several transformation projects and the adoption of new technologies. He has more than 25 years of experience in Information Technology. Graduated in Electronic Engineering from the Federal University of Itajuba, he holds an MBA in IT Management from FIA and a Masters in Information Systems and Business Organization from IAE - Pierre Mendes University in Grenoble.



Washington Cabral - Technology Advisor for M&E IBM

In the Information Technology market since 1988, in 2013 I turned to developing knowledge of relevant contribution to the media and entertainment sector, working as a solutions architect on initiatives like Over The Top (OTT) transmission in virtual reality of Rock in Rio 2017 or speaking at events like the North American Broadcasting (NAB show, Las Vegas), SET Sul (Southern region) in Curitiba and Porto Alegre and the e Southeastern region (Rio) and SET EXPO (São Paulo). I intend to continue doing so in years to come.