

STREAMING: THE TECTONIC PLATES CONTINUE TO MOVE

In the world of advertising and D2C, a model that has been gaining ground is FAST (Free ad – supported streaming TV). Several of the new formats were designed for the consumption of these platforms on Connected TV sets in conjunction with activations on the cell phone, as a second screen. FAST companies indicate that they will strengthen their offerings and ways to improve their monetization, with better integration of TV streaming in marketing mix models and digital advertising solutions in linear distribution (DAI), in addition to meeting the needs of consumers who are fatigued with the number of current subscriptions. We also have the need for many content producers and/or distributors to create new business opportunities in new windows. Is this the new future for TV? What is TV? In this panel, we will approach the topic with the discussion between professionals who represent the entire value chain, from the content owner, platforms, metrics and consumer behavior.

Moderator: Daniela Souza - Advisor at SET and SVP AD Digital

SPEAKERS:

- **Melissa Vogel – CEO, Kantar IBOPE Media - Brazil**
- **Roberto Araújo - CEO - Grupo Jovem Pan**
- **Aline Jabbour - Director | Business Development and Content Acquisition Latin America - Samsung**
- **Luis Camargo - Media & Entertainment Business Developer Lead – Google Brasil**



Daniela Souza - Advisor at SET and SVP AD Digital

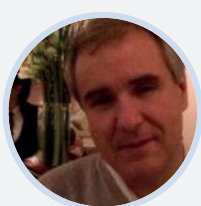
Daniela Souza is the founder of AD Digital, where she currently works as SVP, SET Advisor and Co-curator of SET Experience. She entered the Media and Entertainment business in 1994. She is a guest speaker at major events related to content creation, management and distribution, where she shares her vision on market and future trends for the industry. He has been participating in major projects at Grupo Globo, YoutubeSpace, Grupo Jovem Pan, CNNBrasil, Afya, Google, among many other communication groups, both national and regional.

She also participates in WIN (WIN is a women's space for everyone, where experiences and challenges are exchanged on topics related to innovation.)



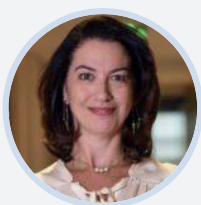
Melissa Vogel - CEO, Kantar IBOPE Media - Brazil

She has more than 26 years' experience in the media research and intelligence market, having held positions at Kantar IBOPE Media in Brazil and Panama, as well as global experience at Kantar Media. Melissa has held leadership positions in different areas of the company, such as Sales, Customer Service, Development of New Business, Operations, Marketing and Products. Within the scope of the remit in Brazil and LatAm, she has an in-depth understanding of clients' needs, collaborating with the industry in developing metrics, products business encompassing the company's complete portfolio and range of services. Before heading up Kantar IBOPE Media in Brazil, she was Global Director for agencies at Kantar Media, as well Executive Director, Multimedia for two years, for the Target Group Index Radio measuring business. Melissa has a degree in Radio & TV from the University of São Paulo – USP, and has a graduate degree in Communication with the Market from the ESPM and in Administration from Fundação Getúlio Vargas. She was professor on the ESPM Market Intelligence graduate course.



Roberto Araújo - CEO - Grupo Jovem Pan

CEO of Jovem Pan Group with MBA in FIA with specialization in Cambridge, Lion and Beijing. His career is based on the structuring of companies in multiple segments. He is an enthusiast about the future and how technology will transform human relationships.



Aline Jabbour - Director | Business Development and Content Acquisition Latin America - Samsung

Aline heads LATAM content acquisition strategy for Samsung TV Plus, Samsung's owned and operated streaming service available in 23 countries and over 100 million devices across TV globally. She brings more than 20 years' experience in product, marketing and content acquisition for multinational and national companies such as SKY and Claro.



Luis Camargo - Media & Entertainment Business Developer Lead – Google Brasil

Seasoned professional with +13 years of experience in the technology and digital marketing industry, working in major tech and media companies such as Predicta, Globo Group and Google. Talks about Google TV, Media & Entertainment, Video, Cloud for Media, Media Supply Chain, MarTech and AdTech fluently.

Nowadays I'm supporting Media, Entertainment & Telecom companies to better understand their digital transformation strategies and how technology can work on their behalf, reducing costs, improving performance and generating insights to high-level decision making.

I'm leading Google TV conversation in Brazil, bringing local content and new direct to consumer apps into Google's m&e ecosystem.