

THE USE OF AI / ML AS A SOLUTION FOR ENRICHMENT AND OPTIMIZATION OF THE CONTENT PRODUCTION CHAIN

Moderador: Fábio Ferraz - Director of Media Solutions – Globo

- **WHERE ARE IDEAS BORN?**

Paulo Henrique Castro – Director of Mediatech Lab - Globo

Where are Ideas born? From ideation to applied development of solutions based on audio and video standards (AI & ML), generating value for Content and User Experience.

- **COMPONENTIZATION**

Gabriel Carvalho - Key Account Executive - Google Cloud

Componentization – it is not just infrastructure that is sought in the Cloud Provider: Set of Google engines and APIs to support companies and developers in the ideation and construction of artifacts.

- **REAL APPLICATIONS BASED ON AI & ML FOR MEDIA SUPPLY CHAIN**

Fernando Alonso - Director of the Post Production Platform - Globo

Real applications based on AI & ML for Media Supply Chain – Automation and Process optimization, possibility of monetization and helping content to tell new stories.

- **MESSAGES FROM SILICON VALLEY**

Luiz Gabriel Vasconcelos, Specialist of Ecosystem & Partnerships - Globo

Messages from Silicon Valley: What the Innovation Ecosystem Brings of Future Trends and Opportunities with AI & ML for Media Supply Chain.

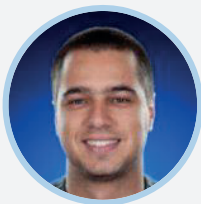


Fábio Ferraz - Director of Media Solutions – Globo

Specialist in Project Management, Business and IT at FGV-RJ (Post-MBA and MBA) and in Software Project Management at PUC-RJ, Fabio Viviani Ferraz completed 22 years working as a Technology Business Executive in the Media Industry (Television and Radio), being in recent years in charge of the management of Globo's Media Solutions Technology Projects portfolio, aimed at the Content Value Chain (Capture, Production, Post-Production, Media Preparation, Exhibition and Distribution).



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Graduated in Electronic and Computer Engineering from UFRJ, with a Masters in AI/ML and Signal Processing from COPPE, he has more than 15 years of experience in innovation, technology and product development. Today he is based in Globo's Silicon Valley, California office, from where he connects with the international innovation ecosystem to establish partnerships that accelerate the company's growth. He is a Stanford alum and won a Silver Lion at Cannes in the Technological Innovation category.