

TRENDS: THE FUTURE OF MEDIA

The transformation of consumption habits and, consequently, of business is a latent agenda nowadays, although it has been a tracking of the SET congress for about 20 years. In this panel, we will understand from the point of view of experts what the current scenario is, what to expect from the future and especially what is necessary to succeed in this transformation that is being designed.

Moderator: Roberto Dias Lima Franco, SET Advisor and Director of Institutional and Regulatory Affairs at SBT

SPEAKERS:

- **Melissa Vogel - CEO - Kantar IBOPE Media – Brazil**
- **Luis Mauricio Chopard Bonilauri- Managing Director – Media & Entertainment Industry Lead for Latam – ACCENTURE**
- **Jefferson Lopes Denti - Deloitte Partner in Artificial Intelligence & Data**



Roberto Dias Lima Franco, SET Advisor and Director of Institutional and Regulatory Affairs at SBT

Graduated in electrical engineering with focus in electronics and telecommunications by the Federal University of Bahia and Post in Marketing and Business Management by FGV and ESPM. During the course of his career, he was responsible for the design and implementation of several radio and television companies in Brazil. He was President of SET – Brazilian Society of Television Engineering – from 2002 to 2008 and President of the Brazilian Digital TV System Forum from 2005 to 2008 and from 2015 to 2017. After this period he joined the Council of both Entities. In 2009 He was a member of ANATEL's Advisory Board. In August 2012 took office in the Social Communication Council until 2017 and is currently Head of Institutional and Regulatory Affairs of SBT.



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.



Luis Mauricio Chopard Bonilauri- Managing Director – Media & Entertainment Industry Lead for Latam - ACCENTURE

Experienced consultant with a demonstrated history of working in the professional services industry, leading the media and entertainment industry practice in Latin America for Accenture.

Specialist in Digital Transformation, Corporate Turnaround, Mergers and Acquisitions, he had the opportunity to lead several transformations of companies in the sector in recent years. Graduated in Electronic Engineering from UFRJ, he has a postgraduate degree in Systems Analysis from PUC and an MBA from Coppead/Ufrj

Married with 3 children, his hobbies are music and sports, and he has participated in several blues and jazz festivals as a musician in Brazil. He is currently dedicated to sports, where he plans to complete his 3rd marathon in Chicago this October.



Jefferson Lopes Denti - Deloitte Partner in Artificial Intelligence & Data

Jefferson is the leader of Deloitte's Artificial Intelligence & Data practice in Brazil. His mission is to help companies become Insight Driven Organizations. Graduated in Business Administration (UAM) and MBAs in Finance (FGV), Marketing & Data Mining (ESPN) and Strategy (FAAP). He has more than 25 years of professional experience, serving clients from different sectors, with initiatives in information management, digital transformation, IoT, Analytics, Big Data and artificial intelligence, including the implementation of intelligence centers and training programs.

He believes in the combination of emerging technologies, customer experience and data monetization. It fosters the connection and development of media ecosystems, betting on digital transformation with the collaboration of traditional companies, startups, bigtechs, regulators and associations.

Jefferson participated in several forums as a speaker and teaches support classes at the main universities in Brazil, in addition to developing programs for young talent and diversity in data and technology skills.