

OPPORTUNITIES AND CHALLENGES OF FAST CHANNELS

Moderator: Marcelo Souza - Technology Director for Digital Products at Globo | SET advisor

- **MONETIZATION OF FAST CHANNELS AND THE RISE OF CONNECTED TV**

Paul Finster - VP, Global Business Development – Amagi

Leveraging Cloud technologies, Amagi has built the next-gen Broadcast infrastructure including scalable DAI for the future.

Learn why Amagi believes that all Broadcast is set to migrate to the Cloud and why Amagi believes that FAST channels will dominate the broadcast industry over the next 20 years..

- **Rita Mesquita - Director - Xandr, a Microsoft Company**

- **REVOLUTIONIZING THE TV ADVERTISING LANDSCAPE AND CONNECTING CONTENT, BRANDS AND CONSUMERS**

Essio Floridi - Sales and Operations Director Latin America – Samsung Ads

Unveiling Samsung's new TV advertising platform ecosystem – Samsung Ads – and all the possible connecting opportunities supported by our holistic knowledge on content consumption habits powered by proprietary data and insights. Know more about our key role in revolutionizing the Latin American advertising landscape with our Smart TV Advertising model and impactful formats.



Marcelo Souza - Marcelo Souza - Technology Director for Digital Products at Globo | SET advisor

Technology leader for Globo's digital products including Globoplay, Globosat Play, Premiere Play, Combate Play, Sites Globo.com, G1, Globoesporte, GShow, Cartola. Graduated in electronic engineering and computing at UFRJ, master's degree in image processing at COPPE/UFRJ, MBA in business management at IBMEC-RJ and specialization course in Leading Product Innovation at Harvard Business School. For 21 years in the media industry, he has worked on digital video transmission projects, implementation of Digital TV in Brazil, TV channel distribution operations and Content Post Production, Strategic Planning, Advertising Technology (ADTECH) and Technology Strategy in Digital Media



Paul Finster - VP, Global Business Development - Amagi

Paul Finster is an accomplished technology executive with expertise and history in Solution Selling, Service Delivery and Operations, Product Development and Software Engineering across diverse business sectors, working now with a focus on the Media and Entertainment market. At Amagi, he's responsible for Streaming Innovation & Business Development.



Rita Mesquita - Director - Xandr, a Microsoft Company

Rita Mesquita is director of Xandr in Brazil. With over 10 years of experience in the digital marketing industry, Rita is responsible for the commercial and client services areas, with in-depth knowledge of digital media and technology platforms, having worked with different clients throughout Latin America, both in buy-side, with agencies and trading desks, as well as on the sell-side, with vehicles and publishers from all over the region.



Essio Floridi - Sales and Operations Director Latin America – Samsung Ads

Essio Floridi is an executive with over 20 years of experience in the advertising industry. He holds a degree in economics from USP, an MBA in Services Marketing from ESPM and Strategic and Economic Business Management from FGV.

He started his career in Milan (Italy) in 1998 and, back in Brazil in 2000, he worked as Digital Media Director for 2 years both at JWT and at AgênciaClick.

As a vehicle professional he was Sales Manager at Yahoo! Brazil from 2004 to 2009 and Director of Digital Media Advertising at Globosat for 6 years.

In 2016, he assumed the position of Country Manager at Tradelab (French programmatic media startup) where he stayed until 2020, when he assumed – within Samsung Electronics – the position of Sales and Operations Director Latin America, of the new Samsung Ads business unit. (Samsung's omnichannel advertising solution) implemented with its arrival.