

HOW THE TRANSFORMATION OF MEDIA CONSUMPTION HAS IMPACTED BUSINESS: IS IT NECESSARY TO INSIST OR REINVENT?

Continuing with tracking, where the point of discussion, for more than 20 years at SET, is the transformation of media consumption and, consequently, the transformation of the market. We invited leading executives from the main media markets to a debate in which the central point is to map out what is happening and where the market should go.

Moderator: Marcelo Torres - Journalist, presenter of SBT Brasil

Speakers:

- **Roberto Dias Lima Franco, SET Advisor and Director of Institutional and Regulatory Affairs at SBT**
- **Raymundo Barros - SET Advisor and CTO, Globo**
- **José Marcelo Amaral - Director of Engineering and Operations – RecordTV**
- **André Luiz Costa - CEO of Vibra Digital**



Marcelo Torres - Journalist, presenter of SBT Brasil

Graduated in journalism from Unesp, with a master's degree in International Journalism from the University of Westminster (London). He worked at Globo, the BBC World Service and has been with SBT for 17 years, starting as a correspondent in London. He has been the main presenter of SBT Brasil for two years. As a reporter he covered the wars in Iraq, Afghanistan and the Arab Spring, as well as two World Cups and two Olympics. He has also participated in the coverage of every election in the country since 1998.



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.



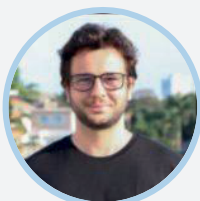
Raymundo Barros - SET Advisor and CTO, Globo

As Executive Director of Technology Strategy at Globo, Raymundo Barros is at the forefront of the areas of corporate strategy, partnerships and ecosystems in addition to technology. At the company, the executive led initiatives of great relevance to the media industry, such as the Project to expand the digitalization of the analogue signal in Brazil, the implementation of IP infrastructure, 4K in the production and distribution of content, Globoplay and the integration of technology areas of Grupo Globo companies. He is currently responsible for the implementation of Globo's D2C, Adtech and Data Monetization strategy. Raymundo has been at Globo for 39 years. Before taking over as CTO / CSO of the company, Raymundo served as a technician, engineer, operations manager and, subsequently, director of Engineering in SP. He also held the position of Director of Entertainment Technology, where he led projects for soap operas, series and variety shows. Raymundo is also an active director in entities such as SET.



José Marcelo Amaral - Director of Engineering and Operations - RecordTV

With a degree in Mathematics from FAHUPE-RJ, a graduate degree in Information System from PUC-RJ and FGV-SP and an MBA in Information Technology from USP-SP, José Marcelo do Amaral has made an extensive contribution to the broadcasting sector. He joined Record TV in 1991 and is today the director for Engineering and Operations. At the television station he has developed systems for the radio and TV commercial operations area; implemented a system for producing news; managed the integrated management system (ERP) project and created a system for monitoring audiences from mobile devices, among other tasks. As technology director he has participated in initiatives for implementing non-linear editing, digital archiving and tapeless work flow systems. During this period, he has also become involved with issues referring to digital video and video transmission using internet protocols (IP). He was Director of the Free-To-Air TV Segment at SET (the Brazilian Society for Television Engineering), his principal challenge being to develop digital television technology for Brazil, and he is responsible for its implementation and expansion throughout the entire Record group. Amaral's work also extends to the Forum of the Brazilian Digital TV System, where he served as President of the institution for several terms. One of his most challenging projects was the launch of the R7 portal, which is now the second-largest internet portal in Brazil. During his career he has also had the opportunity to head up the technical and operational planning and coordination of major sporting events broadcast by Record TV.



André Luiz Costa - CEO of Vibra Digital

André Luiz Costa is CEO of Vibra Digital, an innovation and technology company of Grupo Bandeirantes de Comunicação. Journalist graduated from ECA / USP, he worked 25 years in Journalism, as a reporter, editor and newsroom director. He led the creation and implementation of the BandNews FM Network, of which he was director for 9 years until he moved to TV, where in 2013 he took over the executive direction of Journalism at Band. In 2020, he stepped down to deploy and lead startup Vibra