

RADIO 100+ THE MEDIA, THE LISTENER AND THE BUSINESS

Completing 100+ years in Brazil, radio is undergoing continuous transformation. Its adaptability and agility make it always contemporary, incorporating new technologies and new properties. Today's radio is a digital and amplified mix of audio content. Reinventing itself every day, the radio of the future will be an even better version than the current one.

In this panel, we will discuss the current landscape of cross-platform audio content represented by radio, podcasts and streaming. We will also discuss the process of digital transformation that is imposed as a change strategy and that has an impact on the business model, customer relationships and user engagement (the listener inserted in a broader context).

Moderator: Eduardo Cappia, *SET Board Member and EMC Director*

Co-Moderator: Marco Moretto - *Director at Rádio HOT107 FM and Member of the Board of Directors of AESP*

Speakers:

- **LISTENERS' MEDIA CONSUMPTION HABITS IN THE DIGITAL UNIVERSE**
Giovana Alcantara - *Director of Regional Business Development at Kantar IBOPE Media*
- **RADIO'S DIGITAL TRANSFORMATION – NEW PARADIGMS, BUSINESS MODELS, CUSTOMER RELATIONSHIPS AND AUDIENCE ENGAGEMENT**
Allen Chahad, *Head of Strategic Partnerships -Vibra Digital (Bandeirantes Group)*
Habits change more and more quickly. A radio station's competitor is no longer just another radio station. The digital world and the growing diversity of media make the challenge of gaining and, above all, keeping attention, increasingly complex. At the same time, producing and distributing on multiple platforms brings new opportunities for monetization of content and relationship with the public. There is no right model, but not testing new models is a mistake.
- **PODCASTS IN BRAZIL AND THE WORLD**
Rodrigo Tigre, *Country Manager - Entravision Cisneros Interactive*


Eduardo Cappia, SET Board Member and EMC Director

JOSE EDUARDO MARTI CAPPIA – Graduation 1979 from the University of Mogi das Cruzes. Electrical Engineer with qualification in: Electronics and Electrotechnics. Specialist in FM radiant systems, measurement and coverage.

Director of the Company EMC – TELECOMMUNICATIONS SOLUTION since 1991

EMC – distinguished company for the implementation of Digital Radio tests at UFMG – Belo Horizonte, in partnership with the Ministry of Communications. Technical Responsible for HD Radio tests in Cordeirópolis – SP and DRM in Belo Horizonte, focusing on low power stations. Evaluation and defense of a thesis with IBiquity in the USA, on the coexistence of digital broadcasters in the first adjacent FM channels.

Implementation in 2014 of a scientific and experimental test station in eFM – 84.7 MHz – Jovem Pan – São Paulo with the support of AESP- ASSOCIAÇÃO DAS RADIO AND TELEVISION IN THE STATE OF SAO PAULO, where it acts as leader of the Technical Committee since 2011 having been renewed in its performance until 2023.

Board of Directors / Council SET – TELEVISION ENGINEERING SOCIETY – since 2011.

Author of articles in columns and websites for the dissemination of the sector and thematic works on spectral efficiency, with support for measuring diagrams of radiating antennas and their effective gains.

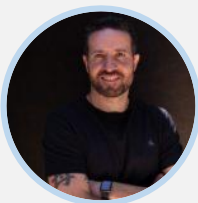
Active participation in Regulatory Groups and Discussion of Standardization of the Sector, acting in the Migration process from Radio AM to FM since 2009, (MCTIC and Anatel (Mosaico)).


Marco Moretto - Director at Rádio HOT107 FM and Member of the Board of Directors of AESP

Marco Moretto started his radio activities in 2006, still as a child, at the age of 12. Integrated into the medium, he became professionalized and specialized in administration focused on communication vehicles. He is one of the youngest administrators of Brazilian radio. He graduated from Centro Universitário de Bauru (Toledo Teaching Institution) and specialized at FGV EAESP (School of Business Administration of Fundação Getúlio Vargas). He frequently participates in national and international congresses and exhibitions. He is Director of Rádio HOT107 FM and Member of the Board of Directors of AESP (Association of Radio and Television Broadcasters of the State of São Paulo).


Giovana Alcantara - Director of Regional Business Development at Kantar IBOPE Media

Giovana Alcantara is Director of Regional Business Development at Kantar IBOPE Media and leads the service teams at the company's branches across the country. The executive has a degree in Social Communication and a postgraduate degree in Marketing. Giovana Alcantara has been working in the Brazilian advertising market for more than two decades, having held strategic positions in agencies and vehicles, in the areas of planning and research.


Allen Chahad - Head of Strategic Partnerships -Vibra Digital (Bandeirantes Group)

Allen Chahad is Head of Strategic Partnerships at Vibra, a spin-off company and digital strategist of Bandeirantes Group. Journalist with more than 20 years of experience in the market, always connected to the mission of promoting digital transformation. He was a Reporter, Editor, Coordinator and Content Manager for Terra Networks. At Jovem Pan Radio he was content director for digital platforms. And at Bandeirantes Group he worked as Integration Coordinator and Newsroom Manager of Journalism TV before

participating the set-up of Vibra. In 2022, coordinated the Collaboration Project of ABERT with Meta and ICFJ in the “Digital Transformation Accelerator” program for radio and TV stations throughout Brazil.

**Rodrigo Tigre - Country Manager - Entravision Cisneros Interactive**

Rodrigo Tigre has been developing projects on the Internet since 1997. He has also participated in the creation and development of several start-ups. Rodrigo is a partner at RedMas / Audio.ad, the first digital audio advertising solutions company in Latin America. Headquartered in Argentina and established in São Paulo in 2016, it has more than thirty customers locally, including Nissan, Outback and Losango. In addition to Brazil, RedMas / Audio.ad has offices in more than 15 countries in Latin America and the USA and has more than 200 employees. Since 2011, it has been part of Grupo Cisneros, one of the largest private media, entertainment, telecommunications and mass communications products groups in the world.