

ASSET MANAGEMENT – THE FUTURE OF MAM AND PAM PLATFORMS

Moderator: Marcelo Souza - General Director of Technology - CNN Brasil

In this panel, we will show how companies are dealing with the topic of asset management, from the point of view of those who produce content. We will have a vision of how to control and share, in view of the need for process optimization, reformatting and monetization. We will also see the testimony of a company that uses these services, pointing out their challenges in using and integrating the various formats. Participate with us!

- **ASSET MANAGEMENT IN THE CLOUD CREATING NEW INCOME**

Ronaldo Dias - Director of Sales Americas - Amagi

The cloud technology is revolutionizing the speed and process of content creation, management, distribution and monetization allowing high scale in a short time to make the content available to the market through different segments such as Broadcast, Cable and Streaming.

- **THE ROLE OF MAM AND PAM PLATFORMS IN A “CLOUD-IFIED” WORLD**

Matt Silva - CEO of CIS Group Corp

This presentation will address how the evolution and adoption of modern technologies in the media and entertainment industry, along with the convergence of the broadcast and IT worlds, has been influencing and shaping the role of MAM and PAM platforms in the content creation chain over the last few years..

- **Rafael M. Duzzi Oliveira - Director of Engineering and Technology - CNN Brasil**

- **Carol Alberto Correia Garcia - Engineering Manager - Bandeirantes Radio and Television**



Adilson Dolci - General Director of Technology - CNN Brasil

Adilson Dolci is currently CTO at CNN Brasil. Graduated in Systems Analysis, he is also a Master in Information Technology, specialist in Financial Management and Entrepreneurial Business Management.

He was a university professor and worked for more than 20 years at the affiliate Globo TV TEM, where he was responsible for the strategic management of the Technology and Broadcast areas.



Ronaldo Dias - Director of Sales Americas - Amagi

Ronaldo Dias is Director of Sales at Amagi, where he is responsible for Hispanic and Faith & Family segments across the Americas. With over 15 years of experience in the media & entertainment market, Ronaldo is involved in all business stages supporting the broadcast journey to the cloud and, on FAST opportunities from content creation, distribution and monetization. Prior to this role, Ronaldo held the positions of Director of Sales and Business Development at Ericsson/MediaKind, and Director of Strategy & Business Development at SondaIT, and Director of Broadcast and Cable Solutions at Harmonic. Ronaldo has a degree in Electrical Engineering from the Faculdade de Engenharia Industrial (FEI), Brazil, and a postgraduate degree in finance and marketing (MBA/CEAG) from Fundação Getúlio Vargas (FGV), Brazil.



Matt Silva - CEO of CIS Group Corp

Matt Silva earned a B.S. Business, Finance and Economics from the Stern School of Business – New York University. He has worked as an investment analyst at financial institutions such as Citl and Credit Suisse in N.Y. At CIS Group he served as Director of Corporate Development, COO and currently CEO.



Rafael M. Duzzi Oliveira - Director of Engineering and Technology - CNN Brasil

Graduated in Telecommunications Engineering with a postgraduate degree in project management from SENAC, Rafael Duzzi has been working in the M&E and Technology market for over 20 years.

With stints at NET, RedeTV, AD-Digital, LM Telecomunicações and Adstream, he managed and executed Technology and Broadcast projects in several TV stations.

At the moment, he works as director of engineering and technology at CNN Brasil and his daily challenge is to manage the areas of Engineering, IT, IS and technology projects in general.



Carol Alberto Correia Garcia - Engineering Manager - Bandeirantes Radio and Television

Electrical Engineer and Production Engineer from FEI, he has been working for 18 years in the television and content production market, managing and conducting implementation, integration and operation processes of integrated systems such as MAM, automation, video servers, graphics, among others.

He participated in events such as the World Cup and the Olympics with the usability and applicability of these solutions.

He works as engineering manager at RTV Bandeirantes, leading the technical areas of systems, implementation, media center and exhibition center, operating and guiding the broadcaster's workflow, between the areas of journalism, sports and entertainment for a better flow of production and delivery of content.