

OPEN TV, OTT PLATFORMS AND CONSUMPTION HABITS IN THE POST-PANDEMIC

With the changes in television consumption habits, the need for content producers and broadcasters to understand the real adjustments necessary for audiovisual products made available on online platforms to be delivered to users with high retention/engagement rates has become increasingly evident. The maturing of multiplatform services has shown that the simple transposition of television content to online platforms does not generate satisfactory numbers or effective communication. The panel aims to draw the attention of participants to this problem and how broadcasters can tackle it without drastic changes in their work routines.

Moderator: Fernando Moura - *Editor of the SET Magazine*

Speakers:

Prof. Dr. Francisco Machado Filho - *Assistant Professor at the State University of São Paulo Júlio de Mesquita Filho*

Professor Ph.D. Deisy Feitosa - *Coordinator and professor of the Journalism course at FAPCOM*

THE IMPORTANCE OF LINEAR TV PROGRAMMING IN THE AGE OF STREAMING SERVICES: STRATEGIES AND TACTICS IN THE GRID AND IN THE PROGRAMS GIVEN THE WIDE POSSIBILITIES OF VIDEO CONSUMPTION.

Prof. Dr. Renato Tavares Junior - *Broadcaster, journalist and university professor*



Fernando Moura - Editor of the SET Magazine

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Prof. Dr. Francisco Machado Filho - Assistant Professor at the State University of São Paulo Júlio de Mesquita Filho

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