

FAR BEYOND THE LINEAR GRID: DIGITAL STRATEGIES THAT BOOST BUSINESS FOR RADIO AND TV

Moderator: Carlos Aros - Content Director | Rede Jovem Pan News

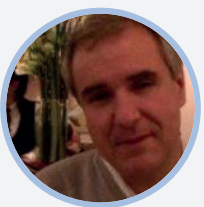
Audiovisual productions are increasingly going beyond the limits of radio and TV. Social networks and digital platforms have become high-engagement environments and compete for the attention of the viewer and the listener. What are the success cases? How can digital leverage the offline business? What are the trends and challenges for the industry? How to develop a truly multiplatform business environment?

Speakers:

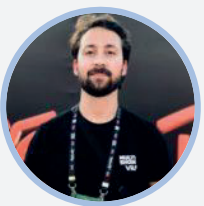
- **Roberto Araújo - CEO - Grupo Jovem Pan**
- **Felipe Aranha (Jimmy) - Planning and Performance Coordinator at Viu Hub – Globo**
- **Izabela Ianelli - Digital Director na Endemol Shine Brasil**
- **Antonio Abibe - Head of Content Growth- Kwai Brasil**

**Carlos Aros - Content Director | Rede Jovem Pan News**

Content Director of Rede Jovem Pan News, journalist specialized in Technology and Innovation, executive editor of MIT Technology Review Brazil.

**Roberto Araújo - CEO - Grupo Jovem Pan**

CEO of Jovem Pan Group with MBA in FIA with specialization in Cambridge, Lion and Beijing. His career is based on the structuring of companies in multiple segments. He is an enthusiast about the future and how technology will transform human relationships.

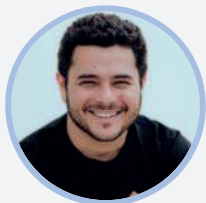
**Felipe Aranha (Jimmy) - Planning and Performance Coordinator at Viu Hub - Globo**

He has been working on the development of branded content projects for 11 years and currently coordinates the planning at the VIU Hub business unit, where multiplatform commercial models are implemented that unite Globo channels with social networks and influencers in integrated strategies.



Izabela Ianelli - Digital Director na Endemol Shine Brasil

Izabela Ianelli leads the digital department at Endemol Shine Brasil, which creates, produces and distributes cross-platform content and strategies and won the Rising Star of Development award. The executive has a degree in Radio and TV at Universidade Metodista and has worked at UOL and Record.



Antonio Abibe - Head of Content Growth- Kwai Brasil