

PRACTICES AND TRENDS IN THE CREATOR ECONOMY

New tools and platforms are changing the online content creation ecosystem. The relationship of the brands with this market has evolved, with the growth of investment in digital advertising and the so-called influencer marketing. We'll discuss these themes with platforms and creators to understand the challenges and opportunities of these actors and market trends.

Moderator: **Fernanda Siqueira Pinto, Executive Producer**

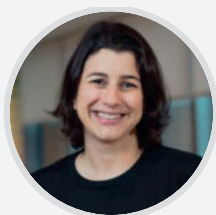
SPEAKERS:

- **Marcelo Minami**, Solutions Architect | AD-Digital
- **Erika Dias**, Head of Creators Ecosystem and Partners, Kwai
- **Manuela Villela**, Head Creator Ecosystem do YouTube Brasil
- **Rafa Dias**, CEO, Dia Estúdio



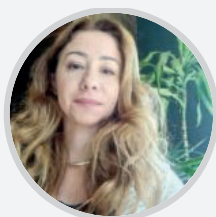
Fernanda Siqueira Pinto, Executive Producer

He has worked for over 20 years in media and entertainment, creating and directing audiovisual content, and executing large-scale projects for companies such as TV Globo, Discovery Channel, Conspiração Filmes, COI and YouTube. He has been working in the creator economy ecosystem for six years, having provided services to YouTube in the development and execution of programs aimed at the development of the platform's content creators.



Erika Dias, Head of Creators Ecosystem and Partners, Kwai

Designer by training and advertising by vocation, he has worked with content for 15 years with stints at Fox, Warner Bros, Discovery and Porta dos Fundos. He has been working at Kwai for two years and recently took over the company's creators and partnerships area, where he is responsible for the entertainment, games, lifestyle, News, telekwai and branded content verticals, with projects such as the exhibition of Formula E on the platform, Tekelwai for Cheetos and Skol.



Manuela Villela, Head Creator Ecosystem at YouTube Brazil

Manuela Villela is the Head Creator Ecosystem of YouTube in Brazil, which has been her home for eight years. His team is responsible for the strategy of the largest gaming, entertainment and lifestyle channels, and more recently has designed the YouTube Shopping strategy in the country. She began her career in 2014, leading the successful YouTube Top Creators and Public Figures project. Before leaving for YouTube, Manuela spent four years at Google, where she worked in the commercial area. Communicative

and easy to deal with the public, she stands out for her unique and innovative strategic perspective in the area of new business.



Rafa Dias, CEO, Dia Estúdio

Rafa Dias has a degree in Television and Cinema in Canada and worked as a program director at MTV. 12 years ago, with the creation of the Programa de 1 Cara Só channel, he began his digital journey, understanding how YouTube works and behind the scenes. Two years later, he officially and professionally migrated his experience in the audiovisual market to the internet. Betting on pioneering, he created Dia Estúdio, a network accredited by YouTube, which in addition to managing channels and managing digital influencers, specializes in producing and carrying out large projects for all social networks. Currently, in addition to being CEO of Dia Estúdio, he is also general director of DiaTV, the first TV made by content creators and with 24-hour daily programming and exclusive transmission over the internet.