

2:00pm | Room 3 | Monday – Aug. 7, 2023

SECURITY

RISKS OF ARTIFICIAL INTELLIGENCE AND DEEPFAKE FOR THE MEDIA AND ENTERTAINMENT INDUSTRY

In this panel, we will show how the use of AI and deepfake has developed, the security implications and threat scenarios it can bring to our media context. We will also demonstrate the potential use of this type of technology.

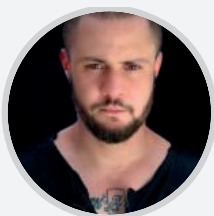
Moderator: Diego Piffaretti, Offensive Security Leader (Red Team) - Globo

- Speaker: **Fernando 3D**, Digital Art Director and CMO at FaceFactory.AI
- Speaker: **Thiago Labliuk**, Managing Partner at KPMG Brasil



Diego Piffaretti, Leader of Offensive Security (Red Team) - Globo

Piffaretti has a degree in Computing and is currently studying a master's degree in computing at the Instituto Militar de Engenharia (IME). has extensive experience in IT, with 12 years of experience in information security, with an emphasis on offensive security, acting as an ethical hacker in several clients and segments, experience with intrusion tests in ATM (ATM), networks, infrastructure and applications. He has been carrying out personal research on deepfake since 2019. At Globo he works as technical leader of the offensive security team, a team made up of "good hackers", working with invasion tests and supporting other areas as a technical reference on the topic of cybersecurity.



Fernando 3D, Digital Art Director and CMO at FaceFactory.AI

Fernando Rodrigues de Oliveira, known as Fernando 3D, together with Bruno Sartori, are one of the pioneers of deepfake and artificial intelligence in entertainment in Brazil. Fernando 3D, together with other producers, was responsible for producing the music video by Brazilian duo Tropkillaz entirely made with the deepfake technique, the first made in Brazil. This is the first music video made with Artificial Intelligence and Deepfake in the country. Graduated in 2007 from the Panamericana School of Arts. Fernando began working with 3D modeling and 2D animation at Fábrica de Quadrinhos, a production company founded by the brothers Piologo (Ricardo and Rodrigo) and Rogério Vilela, creators of the website Mundo Canibal, now extinct. He also worked with other famous Brazilian celebrities, YouTubers and influencers. Graduated in Digital Design (Unibero Anhanguera - Bachelor's degree). Advertising Design Technician (Escola



Panamericana de Artes). Today on the internet he is known as Fernando 3D, a nickname given by Irmãos Piologo and Rogério Vilela.

Thiago Labliuk, Managing Partner at KPMG Brasil

Thiago Labliuk is Managing Partner at KPMG Brasil, working in Managed Services for Risks and Cybersecurity. A strategist for Integrated Risk Management, working for more than 10 years in matters related to risk management, including Cybersecurity and Fraud Prevention, with extensive experience in leading projects that have already impacted more than 10k professionals, delivering important developments for management more efficient and connected risk management, ranging from mechanisms for identifying risks and anomalies, to automatic mechanisms for assessing exposure and responding to risk. His background includes technology, economics, statistics and data science & analytics. Programmer by passion and great supporter of data analysis to generate insights for business. Among the segments in which it has been operating, we can highlight: Mining, Logistics, Banking, payment methods, Insurance and Food Industry.