

PROGRAMMATIC MEDIA: NEW OPPORTUNITIES FOR THE TV ENVIRONMENT

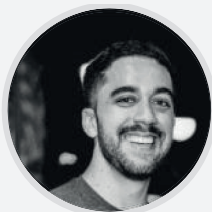
The TV environment gained new entrants with other business models and content distribution such as AVOD and Fast Channels. And with technological and platform advances we have a scenario in which CTV and Streaming become increasingly present in video consumption in the TV environment.

Furthermore, how traditional M&E and Broadcasting players are structuring themselves to shift their content consumption from linear to streaming and becoming increasingly digital. In this panel we will discuss how programmatic media will be the basis for this new business model and how our market is preparing for these changes.

Moderator: **Breno Barcelos, Display & Video 360 Product Lead at Google**

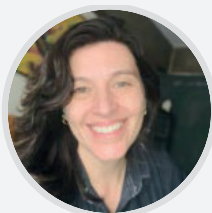
SPEAKERS:

- **Karin Ribeiro, Digital Business Manager, SBT**
- **Rafael Pallares**, Vice President, Latin America at Magnite
- **Denis Onishi**, Senior Business Director na Paramount



Breno Barcelos, Display & Video 360 Product Lead at Google

Breno Barcelos is a specialist in programmatic media and digital marketing with more than 10 years of experience and working on both sides of the industry, sell side and buy side. President of the Programmatic Media Committee at IAB Brasil and professor of the Programmatic Media courses at IAB Brasil since 2020. He has been at Google for 6 years and is currently Display & Video 360 Product Lead focusing on the development of new CTV and DOOH formats.



Karin Ribeiro, Digital Business Manager, SBT

Karin Ribeiro is a Digital Marketing specialist with more than 15 years of experience in sales and development of digital products. She currently leads the Digital Business area at SBT and is a professor of Programmatic Media at IAB. With expertise in vehicle monetization and a solid professional background acquired in a digital agency, technology and vehicle company, Karin offers strategic solutions in planning, sales, digital marketing, digital product development and pricing. Her results-oriented approach and passion for innovation make her a highly qualified professional in the Digital Universe.



Speaker: Rafael Pallarés, Vice President, Latin America at Magnite

As Vice President, LATAM at Magnite, Rafael Pallarés drives the company's growth in the region. Previously, he was GM of Latin America at Telaria, prior to the company's merger with Rubicon Project to form Magnite. Rafael has held several leadership positions in innovative and fast pacing companies, at the intersection of media, technology and advertising, in Brazil and the United States. He is also an angel investor in start-ups. He has a degree in Advertising and a *stricto sensu* master's degree in Business Administration.



Denis Onishi, Senior Business Director na Paramount

Denis Onishi is a professional known for his data-driven approach to decision-making. With a solid background in Adtech and Martech, Denis excels in leveraging data to optimize marketing efficiency, and also for his expertise in Media Strategy, covering Media Mix Modeling, Evaluation, Data Analysis and Performance. Passionate about the customer experience, Denis strategically drives business growth by prioritizing positive interactions. Your ability to work seamlessly across departments shows your versatility and aptitude for cross-functional collaboration. Within data-driven decision-making, Adtech and Martech, Denis Onishi is an influential presence, shaping strategies, inspiring teams and delivering impactful results.