

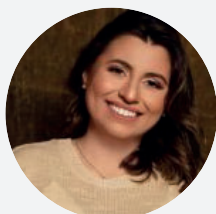
THE NEW TECHNOLOGIES THAT ARE DRIVING THE STREAMING MARKET

With the growth of the streaming market, we are witnessing an increasing need to enhance the user experience, whether through a wider offering of 4K content, reduced delay for live sports, or the introduction of channels in a new business model known as “fast channels” (Free Ad-Supported Streaming Television). This model stands out for offering channels for free with advertising via streaming. All these advancements bring complexity across the entire encoding, packaging, distribution, and operational platforms.

This panel will discuss the technologies and operational models being considered and adopted to achieve greater efficiency and ensure a better user experience.

Moderator: Carolina Duke, Senior Technology Manager, TV Globo

- Speaker: **Marcos Sant'Anna**, Digital Projects and Products Coordinator, Globo
- Speaker: **Manfred von Runkel**, Lead Solutions Architect at Bitmovin
- Speaker: **Ronaldo Dias**, Sales Director for Americas - Amagi



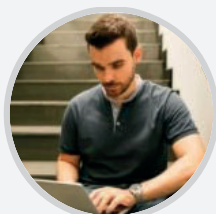
Carolina Duca, Senior Technology Manager, TV Globo

Engineer and Master in Digital Transmission Systems, she has been working for over 10 years in the area of content production and distribution. He is currently responsible for Globo's telecommunications area.



Marcos Sant'Anna, Digital Projects and Products Coordinator, Globo

Digital Projects and Products Coordinator, graduated in electronic engineering from Gama Filho University. He has extensive experience in network architecture projects, servers, storage, datacenter and video infrastructure. He currently leads a team of 13 Product Owners who create and execute strategies on Globo's digital platforms and products, involving the distribution flow of digital media. Has strong knowledge in encoding, packaging and CDN.



Manfred von Runkel, Principal Solutions Architect at Bitmovin

Manfred is a Principal Solutions Architect specializing in enabling clients, including video and software engineers, to achieve the best results on OTT streaming platforms. He has postgraduate degrees in software architecture and data science, in addition to being a certified specialist in Microsoft Azure Solutions Architect. With 15 years of experience in the technology field, he has worked as a software engineer, cloud architect and software

manager. He has complete proficiency in Portuguese, English, German and Spanish, which allows him to meet the needs of international clients.



Ronaldo Dias, Sales Director for Americas - Amagi

Ronaldo Dias is Sales Director at Amagi, where he is responsible for the Hispanic and Faith & Family segments in the Americas. With over 15 years of experience in the media and entertainment market, Ronaldo is involved in all stages of the business supporting the broadcast journey to the cloud and FAST opportunities from content creation, distribution and monetization. Prior to this role, Ronaldo held the positions of Director of Sales and Business Development at Ericsson/MediaKind, Director of Strategy and Business Development at SondaIT and Director of Broadcast and Cable Solutions at Harmonic. Ronaldo has a degree in Electrical Engineering from the Faculty of Industrial Engineering (FEI), Brazil, and a postgraduate degree in finance and marketing (MBA/CEAG) from Fundação Getúlio Vargas (FGV), Brazil.