

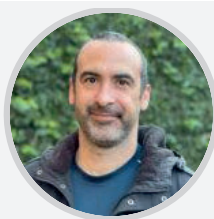
USE OF AI IN CONTENT PRODUCTION

Artificial intelligence (AI) is revolutionizing various industries, bringing new possibilities for innovation, optimization, automation, and also raising new ethical challenges and dilemmas. In the media industry, it is no different – numerous solutions have emerged in recent years, and with the popularization of AI-based technologies, such as LLM and Generative AI, the quality of results and practical application of these technologies are becoming a reality. In this panel, we will discuss the concept of AI and Generative AI in the media industry, as well as technologies and practical applications.

Moderator: Fernando Castelani, Cloud Consulting Account lead, Google Cloud

Speakers:

- **Miguel Dorneles**, Business Development, LATAM - Respeecher
- **Rafael Moraes Pires Vieira**, Co-Founder/Executive, isportistics
- **Gabriel Carvalho**, Key Account Director- Google Cloud



Fernando Castelani, Cloud Consulting Account lead, Google Cloud

With more than 20 years of experience in the Media industry, working on large-scale digitalization and digital transformation projects, he worked for companies such as Harris (Imagine), developing modernization projects for several media groups in Brazil. He later led technology teams at the Disney Group, and is currently developing activities on Google Cloud related to the adoption of the Cloud as a transformational tool for traditional Media Supply Chain flows, with a focus on improving efficiency, scalability, culture and innovation.

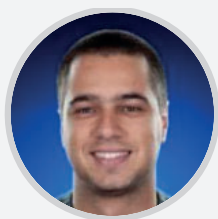


Miguel Dorneles, Business Development, LATAM - Respeecher

For almost 20 years working with Growth in media and technology companies, he led strategies and business operations for companies such as Grupo RBS, Fox, Facebook, Wunderman, Zynga and startups in Latin America, USA and Europe. Currently, as part of its market development office, FlorianX, exclusively represents in Latin America Respeecher, a Ukrainian voice cloning startup, which uses AI and machine learning to produce synthetic voices and replicate voices through speech technology. proprietary to-speech.

**Rafael Moraes Pires Vieira, Co-founder / Executive, isportistics**

Rafael Vieira is one of the co-founders of isportistics, where he has led product, business and marketing teams for the last 5 years. An economist by training, previously founding isportistics, he had a career spanning almost two decades in the capital markets, occupying leadership positions in funds and banks in the areas of private equity, mergers & acquisitions and equity research. Currently, as an entrepreneur, digital product strategist and investor, he participates in numerous projects in the media tech and artificial intelligence sector.

**Gabriel Carvalho, Key Account Director- Google Cloud**

Gabriel Carvalho is the Executive Director responsible for servicing and executing the partnership with Grupo Globo. Having been at Google for 9 years, he has worked in several areas such as Business Development in Latin America on the Google Maps platform and led digital transformation and innovation projects through Cloud Computing. Bachelor in Geography from the Pontifical Catholic University of São Paulo (PUC-SP) and Master in Engineering with a focus on Information Systems from the Polytechnic School of the University of São Paulo (Poli-USP), he worked at Hexagon Brasil for more than 9 years, developing solutions in the Geotechnology market for different verticals such as Oil, Gas, Mining, Government and Public Security.