

# FAST: IS GRAVITY SOLELY IN THE AUDIENCE, OR WILL THIS FORCE BE ENOUGH TO ACCELERATE THE ORBIT OF THE ENTIRE VALUE CHAIN?

In the past year, the FAST Channel has become one of the hottest topics at all events, conferences, and a permanent agenda item in discussions about content distribution and monetization within communication groups and the entire value chain of the Media and Entertainment industry.

The focus of this panel will be to discuss the movement in more mature markets in terms of audience growth and profile, positive revenue projections, the entry of premium content, and a concrete vision of the Brazilian market, its challenges, and potential.

**Moderator: Daniela Souza**, Advisor to SET and SVP AD Digital

Speakers:

- **Aline Jabour**, LATAM Business Development Director, Samsung TV Plus
- **Roberto Grossman**, Director of Digital Transformation, SBT
- **Ingrid Veronesi**, Senior Director, Comscore Brasil



**Daniela Souza, SET Advisor and SVP AD Digital**

Daniela Souza is the founder of the company AD Digital, where she currently serves as SVP, SET Advisor and Co-curator of the SET Experience. He entered the Media and Entertainment market in 1994. He is a guest speaker at the main events related to the creation, management and distribution of content, in which he shares his vision of the market and future trends for the industry. He has been participating in major projects at Grupo Globo, YoutubeSpace, Grupo Jovem Pan, CNNBrasil, Afya, Google, among many other communication groups, both national and regional. She also participates in WIN (WIN is a space for women for everyone, where experiences and challenges are exchanged on topics related to innovation.)



**Aline Jabbour, LATAM Business Development Director, Samsung TV Plus**

Aline leads the content acquisition strategy in Latin America for Samsung TV Plus, a free streaming service owned and operated by Samsung, available in 23 countries and more than 100 million TV devices around the globe. Aline has more than 20 years of professional experience working in the areas of Products, Marketing and Content Negotiation in multinational and national companies, such as SKY and Claro.



**Roberto Grosman, Director of Digital Transformation, SBT**

Roberto Grosman is a long-time executive in the technology and marketing market, with more than 20 years of experience in companies such as the agency F.biz (where he served as CEO for eight years), Google, Amazon and the edtech Descomplica, in addition to having been co-founder of Fulano, one of the first start-ups in Brazil. He currently serves as Chief Transformation Officer at SBT, with the mission of leading the company's innovation strategies, uniting the essence of Open TV with the needs and advances in new business models with a digital bias. Grosman has a degree in administration from FGV and an MBA from the MIT Sloan School of Management in Cambridge, in the United States.



**Ingrid Veronesi, Senior Director, Comscore Brasil**

With more than 20 years of experience in the digital market, Ingrid has worked in various segments, from publishers such as Grupo Clarín, Editora Globo, iG and UOL to digital agencies such as Pop Com and Tribal, and technology platforms such as Predicta and YBrant. She started at Comscore Brasil in 2015 as a sales manager, took over in 2021 as senior director, and has been working with a focus on sales and new business. She was elected by Amigos do Mercado as one of the Top 100 leaders in the Brazilian communications market.