

REINVENTING IN THE DIGITAL ERA: STRATEGIES TO SURVIVE AND THRIVE IN A TRANSFORMING MARKET

Moderator: Flavio Menna Barreto, Director of Operations at Warner Bros Discovery Brazil

Speakers:

- **AFTER ALL, WHAT DO WE SELL? ADVERTISING IN TIMES OF MULTI-DISTRIBUTION AND COUNTLESS PLAYERS**

Speaker: Acácio Luiz Costa, Executive Secretary of the CNN Brasil Council

Market has changed. Do you need to change to survive?

What must be changed? What must be preserved?

Everything is being questioned.

How should we position our contents in the advertising market?

The pandemic aggravated the slowdown in business already caused by the digital media revolution – and the consequent change in the profile of professionals and demands from Agencies and Advertisers.

All of this, in the midst of an Industry in Crisis – roles of Agencies, Vehicles, Advertisers, Consultancies in the midst of economic recession.

The fundamentals and paradigms of Marketing and Publicity, previously set in stone, are questioned or forgotten today – what can be saved?

How Radio and Television broadcasters should support each other and react in the dispute for audience attention and advertiser investments. How to stop and survive the dispute for the attention of the audience and advertiser?

- **NEW OTT REVENUE STREAMS: TRANSFORMING SVOD INTO A SUCCESSFUL SVOD + AVOD EXPERIENCE**

Speaker: Mathias Guille, VP Cloud Platform, Broadpeak

In this talk, we will explore the transformative power of incorporating advertising-based video-on-demand (AVOD) into subscription video-on-demand (SVOD) services. By

combining these two models, content providers can tap into additional revenue streams while enhancing user experiences. We will delve into the benefits, challenges, and strategies involved in making this transition.

Maintaining an optimal balance between ad frequency, placement, and user experience is essential for a successful SVOD + AVOD service. We will navigate the delicate balance between ads and user experience, discussing strategies to ensure a seamless and enjoyable viewing experience for subscribers without compromising on ad revenue.

Finally, to provide practical insights, we will examine real-world examples of successful SVOD + AVOD implementations. By studying concrete case studies like Netflix and Disney+, we can extract best practices and lessons learned, enabling the audience to gain valuable knowledge for their endeavors.

- **HOW TO EFFECTIVELY MAP YOUR LISTENERS' CONSUMPTION HABITS AND MAKE A LOT OF MONEY IN THE FIRST MONTH.**

Speaker: Thiago Fernandes, CEO of Nextdial and Director of Digital Audio at Abott's
With the growth of technology, data collection is becoming easier and more affordable for broadcasters. This data can be used to identify listeners' consumption patterns and create highly effective advertising strategies.

During the talk, you will learn about market trends that are shaping the way broadcasters collect and use consumer data, as well as the tools and techniques available to map your listeners' consumption habits. You'll also learn how to use this information to create personalized content and highly effective advertising strategies that generate significant results in the short term.

- **THE POWER OF THE WBD ECOSYSTEM IN AN INCREASINGLY FRAGMENTED WORLD**

Speaker: Eduardo Coutinho, Director of Commercial Planning, Warner Bros Discovery

Consumers today are the ones who decide where and when they will consume content and how they will engage with brands.

Based on this maxim, how is WBD looking at this market transformation and has been shaping the new needs of consumers and brands? What is the role of entertainment in the consumer's life? And how can brands amplify their conversations through entertainment?

During this chat, we will learn about the paths and actions that WBD has been working on to be efficient in delivering business solutions to its partners.



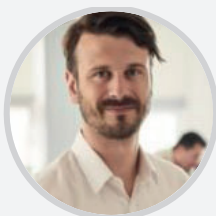
Flavio Menna Barreto, Director of Operations at Warner Bros Discovery Brazil

Based in SP, he joined the company in 2016, leading activities related to Technology and Operations for the production, distribution and monetization of content on linear channels and digital platforms, as well as Commercial Operations activities. He is currently responsible for operating live events and programs such as Champions League and Brasileirão matches and broadcasts of awards shows such as the Oscars, Emmys and Grammys. Previous experiences include 18 years as an Executive at TV Globo, responsible for leading digital transformation projects for corporate management, and IT support for multiplatform content production and distribution processes in areas such as entertainment, journalism, sports and programming. He also served as Director of New Business at Radix Engenharia and Consultant at Accenture. He has a degree in Mechanical Engineering from the Federal University of Rio de Janeiro, Systems Analysis from PUC-RJ, an MBA from IBMEC-RJ in Business Management and in Electromechanical Systems Engineering Technology from Montgomery College in Maryland, USA.



Acácio Luiz Costa, Executive Secretary of the CNN Brasil Council

Multidisciplinary Communication Executive with extensive experience (+ 35 years of experience) in Management, Marketing, Planning, Commercialization and in formulating positioning strategies – on and offline. He led radio stations with the most varied programming formats and on national, regional, segmented and PayTV stations. Advertising and broadcaster has an associational career on the Board of Abert, AESP, CONAR and CENP. Passages for Grupo Bandeirantes de Rádio e Televisão, Rede Massa, Sistema Globo de Rádio, Rede Transamérica, Estadão, Grupo Mix among others.



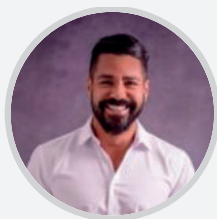
Mathias Guille, VP Cloud Platform, Broadpeak

Mathias Guille is the Vice President of "Cloud Platform" at Broadpeak. He leads the strategic development of Broadpeak's cloud platform, including building the company's infrastructure in the cloud and public data centers, designing the Broadpeak platform and the company's applications to accommodate SaaS offerings. With over 10 years of experience in telecommunications and video streaming, and a solid technical background, Mathias has developed a deep understanding of the TV market, which allows him to identify industry trends and offer Broadpeak's service provider clients innovative ideas for create custom platforms. Mathias Guille has a master's degree in engineering from IMT Noth Europe, in France.



Speaker: Thiago Fernandes, CEO of Nextdial and Director of Digital Audio at Abott's

Thiago Fernandes, founder of Nextdial (@nextdialbr), a technology startup that is simplifying the lives of radio professionals, agencies and advertisers. He was an Evangelist at Microsoft and has a degree in Computer Science, an MBA in Software Engineering from ITA and a specialization in Marketing from ESPM.



Eduardo Coutinho, Director of Commercial Planning, Warner Bros Discovery

With solid experience in agencies and vehicles, such as Publicis, BorghiErhLowe (currently MullenLowe) and Sony Entertainment, he developed a work philosophy focused on people and results, creating constructive human relationships, inspiring and developing not only his employees but also commercial partners. He is currently Director of Commercial Planning (digital, linear and other BUs) at Warner Bros. Discovery where he leads a diverse team that builds plans based on disruptive, innovative and multichannel strategies with the aim of attracting, retaining and selling more in a systemic way.