

REMOTE PRODUCTION: USE CASES

Remote content production has experienced significant advancements in recent years, driven particularly by the pandemic period. This technology has allowed companies to reduce the need for large teams to be physically present at events, resulting in an increase in the number of productions carried out and a reduction in operational costs. In light of this context, the panel aims to showcase a variety of use cases for this technology in different types of events, while analyzing the key challenges and benefits associated with each one.

Moderator: Cauê Franzon, Executive Manager of TV and Radio Technology, RBSTV

Speakers:

- **THE NEW REMOTE PRODUCTION TOOLS FOR LIVE EVENTS WITH BROADCAST QUALITY**

Speaker: Fábio Eitelberg, Executive Director, 2Live Streaming

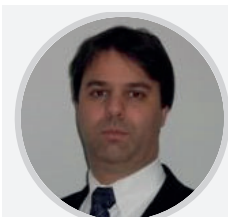
- **CLOUD PRODUCTION - TRANSMISSION TO CBCS GAME SPORTV**

Speaker: Igor Moraes, Founder, Executive Director of vem TV (Video Engineering Management)

- **REMOTE PRODUCTION FOR EVENTS, PROGRAMS AND TELEVISION NEWSPAPERS**

Speaker: Frederico Pereira, Head of Capture and Production Platform, Globo

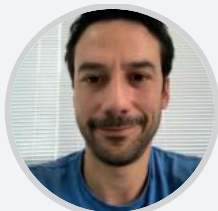
In a journey of constant transformation of its technology operations, Globo has been implementing new production models in recent years, as a result of the new opportunities offered by technological evolution and the rethinking of formats, provided by the discussions of its multidisciplinary teams. The lecture in question aims to present experiences in remote production, its benefits and associated challenges.



Cauê Franzon, Executive Manager of TV and Radio Technology, RBSTV

Graduated in Engineering, Master in Production Engineering, Federal University of Rio Grande do Sul, with an MBA in Project Management, FGV. He began his career in TV in 1996. He worked for more than 10 years as a technician and support engineer for audio and video systems, coordinated a research group for television products and solutions for 3 years, worked as infrastructure and infrastructure project manager TV and

Radio and currently manages the technology area at RBSTV. He was the leader of several projects such as the remodeling of Rádio Gaúcha, implementation of virtual scenography, modernization and restructuring of productions and exhibitions at the group's stations in the interior of the state, implementation of IP infrastructure (2110) at the Porto Alegre station, among others.



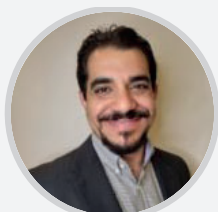
Fábio Eitelberg, Executive Director, 2Live Streaming

Fábio Eitelberg. Journalist (Faculdade Cásper Líbero) and advertiser (ESPM), he is executive director of 2Live Streaming. He pioneered technologies for encoder and live video transmission, serving the main radio and TV stations and news agencies in the country. Founder and partner of Ablink, a production company specializing in live streaming with extensive operations in the corporate and sports markets. As a journalist, he worked for more than fifteen years in television, working for SBT, TV Cultura and Record. He was a special reporter, editor and presenter. He won the international Biodiversity of the Atlantic Forest award, the ABERJE award and was a finalist for the Esso Journalism Award. He is the founder of Coletivo Reviralata, focused on producing short documentaries.



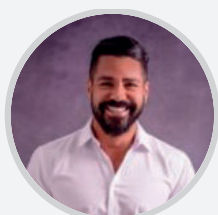
Igor Moraes, Founder, Executive Director of vem TV (Video Engineering Management)

Broadcast Engineer, Design and Operation of TV and Streaming Systems. Team and project manager for Sports, eSport, Entertainment content. At De Nadai Comunicação, I was Founder, Partner and Director of Operations, with a disruptive Remote Production project. At Grupo Globo, I spent 33 years in Technology from intern to becoming Manager of the Outdoor Sports Technology Team in São Paulo. He is an engineer from FESP - Faculdade de Engenharia São Paulo and has an MBA in Economics and Business Management from Fundação Getulio Vargas.



Frederico Pereira, Head of Capture and Production Platform, Globo

Electrical Engineer, MBA in Projects and People Management. With 20 years in the media technology market, he has experience in the areas of operations, distribution, projects, support, IT infrastructure and telecom, having participated in important milestones in the transformation of the industry during this period. He is currently responsible for the Capture and Production Platform of the Content Operations and Distribution Hub, in Globo's Strategy and Technology area.



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.