

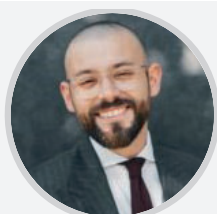
THE ROLE OF METADATA IN OPTIMIZING PRODUCTION WORKFLOWS AND ENRICHING ASSETS IN THE ARCHIVE

In this panel, we will address the importance of metadata in optimizing content production and enriching the content archives of content creators with the aim of increasing the monetization potential of older assets. Within this context, we will also explore the intersection of metadata and artificial intelligence, along with advancements in search technologies that facilitate media discovery. We will have perspectives from Brazilian media companies as well as from Avid, who will share research findings regarding the transformation of asset management driven by new metadata organization strategies and the integration of AI tools.

Moderator: Matt Silva, CEO do CIS Group Corp

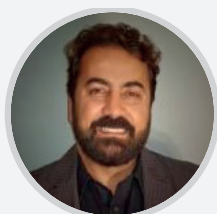
Speakers:

- **Fábio Ferraz**, Director of Media Solutions, Globo
- **Shailendra Mathur**, Vice President and Chief Architect, Avid Technology
- **William Rogério de Oliveira**, Technology and Digital Products Manager at Fundação Cásper Líbero
- **Fernando Castelan**, Cloud Consulting Account lead, Google Cloud



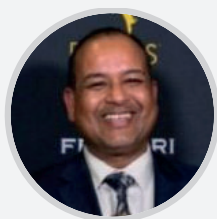
Matt Silva, CEO do CIS Group Corp

Matt Silva has a degree in Business, Finance and Economics from the Stern School of Business – New York University. He worked as an investment analyst at financial institutions such as Citl and Credit Suisse in N.Y. At CIS Group he served as Director of Corporate Development, COO and is currently CEO of the company.



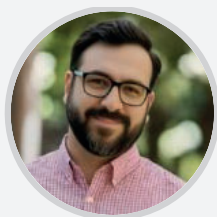
Fábio Ferraz, Director of Media Solutions, Globo

Specialist in Project Management, Business and IT from FGV-RJ (Post-MBA and MBA) and in Software Project Management from PUC-RJ, Fabio Viviani Ferraz completed 22 years working as a Technology Business Executive in the Media Industry (Television and Radio), having been in charge of managing Globo's portfolio of Media Solutions Technology Projects in recent years, focused on the Content Value Chain (Capture, Production, Post-Production, Media Preparation, Exhibition and Distribution).



Shailendra Mathur, Vice President and Chief Architect, Avid Technology

In his role as Vice President and Chief Architect, Shailendra Mathur is responsible for the technology strategies and architecture of Avid's products. Shailendra has been awarded several patents and presented papers at numerous conferences, panels and magazines on topics such as AI, asset management, 4K/HDR, high performance computing, cloud technologies, security, immersive entertainment, computer vision and medical imaging. With over 25 years of experience in innovation in the media industry, Shailendra was privileged to be one of the team members who received the Prime Time Philo T. Farnsworth Engineering Emmy Award on behalf of Avid in 2018.



William Rogério de Oliveira, Technology and Digital Products Manager at Fundação Cásper Líbero

William is a professional with over 20 years of experience in IT and Broadcast, specializing in service management and solution architecture. Graduated in Network Technology and has a Postgraduate Degree in Architecture and IT Infrastructure Management from FIAP, in addition to an Executive MBA from Insper. William currently holds the position of Technology and Digital Products Manager at Fundação Cásper Líbero, a non-profit institution that encompasses several companies, including TV Gazeta, Radio Gazeta FM, the Gazeta Esportiva portal and Faculdade Cásper Líbero. With solid expertise in mission-critical environments and leadership of multidisciplinary teams in the areas of Technology, Broadcast and Digital Products, William has a successful track record in developing complex projects for companies in the media and entertainment, education, internet and pharmaceutical industries. . Currently, he leads the Foundation's technology and digital products areas, responsible for creating and implementing solutions for the production and distribution of multiplatform content, connectivity, in addition to the development of new products aimed at the Media and Education sectors.



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.