

RELATIONSHIP BETWEEN AUDIENCE DATA AND PERFORMANCE

What are the possibilities for exploring personalized content based on metrics currently? How to evaluate methodologies used in the linear media distribution environment compared to metrics in the digital platforms and Connected TVs environment? What are the prospects with the Hybrid TV project (TV 3.0)?

The panel aims to hear about achievements and challenges for the future from some companies operating in this sector.

Moderator: Carlos Fini, President from SET

- **TV 3.0 IN PRACTICE: CHALLENGES FOR THE BUSINESS AREA**
Speaker: Bruno Pacheco, CEO of Zedia

The future of TV lies in the internet, personalization, and intensive use of data. Supported by the rapid growth of Smart TVs and the strong demand from advertisers for digital audiences, the media market is slowly moving, trying to adapt to a user who never stops running.

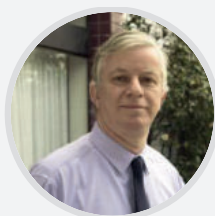
We have built the first media platform to operate targeted content and ads on Free-to-Air TV. We have been doing this since 2021 and have built great success stories, but getting here was not easy. We came to this year's SET EXPO to tell a bitter truth: no TV station is prepared for TV 3.0.

Beyond technical, regulatory, and investment obstacles, the real challenge for TV lies in its operation and business model. For over 70 years, our TV has been all about "linearity."

Marketing, product, sales, and operations departments all in sync with programming that starts and ends at the same time. Order, OPEC, Insertion, Basket. Fundamental concepts in every station that lose their original meaning when each user watches personalized content whenever they want.

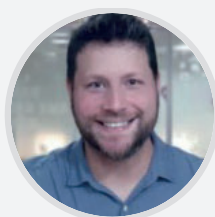
The opportunities are countless: growth, revenue, and value generation for the entire market. But for TV to maintain its influence and revenue, it needs to bring the digital world to the core of its business. The TV of the future is being designed today, and we will present practical actions on how each TV station can (and needs to) start this transformation from within, today.

- **Raphael Barbieri**, CTO da EiTV
- **Marco Antonio Melo**, CEO and Commercial Director, SHOWCASE



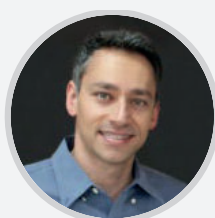
Carlos Fini, President of SET

Carlos Fini is President of the Brazilian Society of Television Engineering (SET), for the 2019-2020 biennium, Technology Director of the RBS Group, one of the largest media groups in Brazil, where he manages TV and Radio operations and Director from the Gaúcha Association of Radio and Television Broadcasters (AGERT), serving on the technical committee. He is an electronics engineer, with a specialization in Business Management and a postgraduate degree in Telecommunications and Networks. He worked at TV Globo from 1979 to 2012, taking on the role of Engineering Manager in São Paulo in 1994. Among his works are the implementation of stations in São Jose dos Campos in 1988 (TV Vanguarda), in São Paulo in 1999 (TV Globo SP) and the digital transmission system in the same city in 2007. He has been a member of SET since 1988 and a participant in the Technical Module of the Brazilian Digital TV Forum (SBTVD Forum), in which he was coordinator of multiplexing and middleware standards from 2006 to 2012.



Bruno Pacheco, CEO of Zedia

Founder and CEO of Zedia, Bruno Pacheco helps large networks and media groups in Brazil to transform their businesses. Built as an operating system for the TV of the future, Zedia uses data and intelligence to solve one of TV's biggest pain points: delivering a personalized content and advertising experience, centered on the audience's characteristics and tastes. Bruno is passionate about stories and technology. For over 15 years, it has been developing products and solutions for the media, entertainment and advertising market.



Raphael Barbieri, CTO da EiTV

MBA, Project Management from FGV, Computer Engineer, from UNICAMP. Since 2007, he has worked at EiTV studying and implementing new hardware and software solutions for streaming and digital television technologies. Responsible for structuring teams, monitoring deadlines, standards, quality and delivering on-premise or cloud-based software. Coordinator of the GT-ST of the Brazilian Digital Television Forum. Skilled in Product Management, broadcast equipment, IPTV systems and OTT solutions for a variety of technologies (ISDB-Tb, DVB, IP, Satellite, Digital TV, Embedded Systems, Linux servers), set-top box development, middleware for digital TV manufacturers.



Marco Antonio Melo, CEO and Commercial Director, SHOWCASE

Graduated in Business Administration from PUC-SP. 17 years of experience in the Digital TV market. 42 years of experience in the IT market.