

POTENTIAL MONETIZATION OPPORTUNITIES FOR TV 3.0

Moderator: Sergio Eduardo Di Santoro Bruzetti, Engineering Planning Advisor - RecordTV

- **Luis Camargo**, Media & Entertainment Business Developer Lead – Google Brazil | Pres. IAB Brazil Digital Video Committee | SET Advisor
- **Paula Carvalho**, Commercial Director of Media Owners, Kantar IBOPE Media
- **Rodrigo Cascão**, Founder and CEO of EiTV



Sergio Eduardo Di Santoro Bruzetti, Engineering Planning Advisor - RecordTV

Graduated in Electrical Engineering, Postgraduate in Accounting and Financial Administration and in Software Engineering, he has worked in the broadcasting market since 1977, having held various positions in the engineering areas of TV Gazeta de SP, SBT and CNT. Currently at RecordTV, he coordinated the implementation of digital terrestrial transmission systems for its main broadcasters and currently coordinates the broadcast of international sporting events, such as the 2012 London Olympics, the 2014 Sochi Winter Games, the 2015 Toronto Pan American Games, the 2016 Rio Olympics and the 2019 Lima Pan American Games. He currently works as an Engineering Planning Advisor. He is coordinator of the Market Module of the Brazilian Terrestrial Digital TV Forum – SBTVD and advisor to the Television Engineering Society – SET



Luis Camargo, Media & Entertainment Business Developer Lead – Google Brazil | Pres. IAB Brazil Digital Video Committee | SET Advisor

Graduated in Advertising from Anhembi Morumbi, he has more than 13 years of experience in the marketing and technology industry, with stints at Predicta, where he led the media operations and new products teams for AdTech; and by Grupo Globo, where he collaborated in the creation of the programmatic media strategy in 2014. Furthermore, he chaired the IAB Brasil Digital Video Committee in 2018 and 2019 and has been part of the SET board since 2022. At Google for 9 years, He worked in the areas of advertising platform partnerships for Latam and Portugal, worked as a Google Cloud sales executive for the Media, Entertainment and Telecoms industry and today leads the area of developing Media and Entertainment partnerships and content on Google TV.



Paula Carvalho, Commercial Director of Media Owners, Kantar IBOPE Media

She has been a member of the commercial team at Kantar IBOPE Media for 9 years, currently as Commercial Director of Media Owners. Graduated in Advertising from Mackenzie and postgraduate in Consumer Science Applied to Marketing from ESPM SP, she began her career with qualitative research and in the last 17 years she has dedicated herself to Media Research working directly in different vehicles and also, already in Kantar, serving the most different customer profiles. Currently participates in the Measurement Committee at IAB



Rodrigo Cascão, Founder and CEO of EiTV

Rodrigo has a PhD in Computer Engineering and is a specialist in streaming and digital television technologies. He is the founder and CEO of EiTV, one of the first and main companies in the digital television sector operating in Brazil and Latin America. He is also the founder and advisor of the Brazilian Digital Television Forum. He has a specialization in technological innovation from Babson College and Stanford University. He currently lives in the United States where he has dedicated himself to studying the ATSC 3.0 standard and the next generation of digital television.