

STREAMING: OPTIMIZING CONTENT DISTRIBUTION

Moderator: Marcelo Guerra, Head of Digital Media Platforms at Globo

- **DELIVERING CONTENT IN 4K DYNAMICALLY TO MILLIONS OF VIEWERS OVER THE INTERNET**

Speaker: Celso de Melo, Product Owner, Globo
In order to meeting market demands and the high expectations of our users, accustomed to Globo quality standard, we have built the Globo CDN. Delivering content in 4K with the performance and quality that has made us a reference in the market, the Globo CDN stands out for offering users the best consumption experience, transmitting content with high quality and low latency and buffering. The Qatar World Cup was a major case study for Globo in high-definition content delivery, achieving significant milestones such as 2.9 million simultaneous users on the platform and 2 million plays in a single minute. All matches were streamed in 4K to subscribers of Globoplay + Canais Ao Vivo, along with special programs and pre-match coverage. All of this was supported by the Globo CDN's resilient and modular architecture.

- **FAST CHANNELS**

Speaker: Paula Diniz, Product Owner, Globo
As a result of a behavioral change in current Brazilian following the behavior of world society, Fast Channels have been improving prominence within the products offered by Globo. Following these trends, together with the effort to maintain excellence in deliveries for users, gastronomy and sports fans, they have two new channels: Recipes Fast and GE Fast. They are totally focused on these subjects with dailly content.

Monetization is based on the insertion of more assertive advertising, using the DAI technology "Dynamic Ad Insertion", adding value for both the consumer and the advertiser.

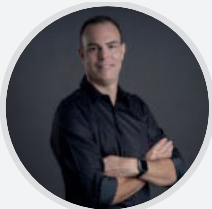
To make these channels viable, we partnered with providers of cloud computing solutions for playout in the pursuit of greater efficiency, agility, scalability, and innovation.

- **LIVE ABR STREAMING LATENCY : ENABLING RELIABLE, SCALABLE, SECURE, FUTURE PROOF ULTRA LOW LATENCY (ULL) IN LIVE STREAMING**

Speaker: **Manuel Martinez Serruys**, Head of sales engineering LATAM D2C is increasingly augmenting – MVPD are increasingly shifting to ABR streaming with new revenue opportunities with increasing viewer options

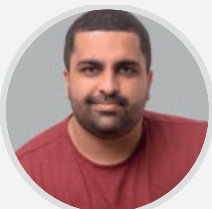
With content explosion, wide range of OTT connected devices It is also a global inevitable market direction with live video to become an important % of streaming traffic.

Consumers are actually winning the streaming war... Premium content, live events, sport events are increasingly demanding for better consumer experience translated to reliable/scalable ultra low latency live streaming with future proof to near live consumer interaction (betting) and meeting subscribers/fans demands in response to highly valued/premium live streaming events.



Marcelo Guerra, Head of Digital Media Platforms at Globo

With over 10 years of professional experience in the areas of video and streaming, ranging from Ingest and coding to CDN packaging and distribution, with a deep understanding of agile software development methodologies. Furthermore, my ability to lead design and development teams has resulted in the delivery of high-quality solutions, aligned with the strategic objectives of the business. Today leading a team of more than 120 professionals at Globo, developing and maintaining video and audio platforms (OVP) for a variety of Globo products, including Globoplay, news, sports and entertainment. Passionate about driving innovation and continuous improvement, always seeking new opportunities to learn and grow as a leader.



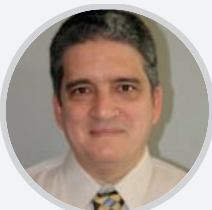
Celso de Melo, Product Owner, Globo

Celso de Melo has a degree in Information Technology Management, an MBA in Technology Project Management and a Project Management Professional (PMP®) certificate from PMI. Acts as Product Owner in Globo's Platform and Digital Product Projects team, responsible for the expansion and optimization of Globo CDN.



Paula Diniz, Product Owner, Globo

Paula is a Telecommunications Engineer with a postgraduate degree in Project Management. He has experience in the ICT, SATCOM, Broadcast and Streaming segments. Currently, he is responsible for creating and executing strategies on Globo's digital platforms and products, focusing on Streaming, VOD and FAST Channels.



Manuel Martinez Serruys, Head of sales engineering LATAM

Solutions architect with 20 years of design experience in the media and entertainment industry, in end-to-end streaming/broadcast solution integration activities in MVPD / broadcasters / D2C. Leading the Sales Engineering Group at MediaKind | Latin America to help clients search for media solutions according to their technology needs, operational business and consumer base. Customer-oriented mindset with

architecture, implementation and integration of E2E media streams (A/V pipeline) following a distributed architecture between local and public cloud with aaS solutions.