

EXPLORING THE POTENTIAL OF TV 3.0

Moderator: Marcelo Souza, Advisor to SET and Director of Technology for Digital Products at Globo

Speakers:

- **Renata Fernandes**, Director of digital advertising products at Globo
- **David Britto**, He is the CEO of Mirakulo Software
- **William Hessel**, Engagement Manager Latam, Google



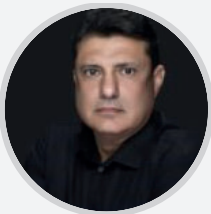
Marcelo Souza, Advisor to SET and Director of Technology for Digital Products at Globo

Technology leader for Globo's digital products including Globoplay, Canalis Globo, Premiere Play, Combate Play, Globo.com sites and apps, G1, Globoesporte, GShow, Cartola, Cartola Express, Recipes and Giga Gloop. Graduated in electronic and computer engineering from UFRJ, master's degree in image processing from COPPE/UFRJ, MBA in business management from IBMEC-RJ and specialization course in Leading Product Innovation from Harvard Business School. For 21 years in the media industry, he has worked on digital video transmission projects, implementation of Digital TV in Brazil, TV channel distribution operations and Content Post Production, Strategic Planning, Advertising Technology (ADTECH), Technology Strategy in Digital Media and OTT/vMVPD Product Development.



Renata Fernandes, Director of digital advertising products at Globo

Renata Fernandes is director of digital advertising products at Globo. Graduated in journalism from UERJ and postgraduate in media management from the University of Westminster, she has been working in the digital ecosystem for over ten years. He is currently responsible for the digital advertising strategy for Globo portfolio products.



David Britto, CEO from Mirakulo Software

David Britto is a business administrator, with a postgraduate degree in production engineering from Universidade Federal Fluminense (UFF-RJ), and a postgraduate degree in Systems Analysis (CE-Candido Mendes). With more than 35 years of experience in managing teams in high-tech projects and developing solutions in the main computational domains. He is Founder and CEO of Mirakulo Software. He was founder and chairman of the board of directors of QualitySoftware and founder and Technology Director of TQTVD (a TOTVS group company), the latter focused on the development of AstroTV. Member of the deliberative council of Forum SBTVD and was a member of the Executive Committee of Java-JCP (Java Community Process).



William Hessel, Engagement Manager Latam , Google

Ad Tech specialist, with more than 15 years of experience in digital. At Google for over 4 years, he is currently Engagement Manager for the main publishers in Latin America, focusing on consultancy for monetization solutions.