

APP DEVELOPMENT FOR OTT

With the growth of the streaming market, every new player entering this industry faces significant technological challenges and needs to make choices regarding sourcing models in development and the adoption of technologies and frameworks. In this panel, we will start by addressing the crucial decision of buy or build for streaming applications, taking into account factors such as personalization, costs, and platform control. Moving further into technology, we will discuss the challenges of multi-platform development, particularly for mobile and smart TVs, analyzing the specificities and best practices to optimize the user experience across these different device landscapes, considering factors such as performance, usability, and development costs.

Moderator: Daniel Monteiro, Head of Product Development & Technology - Globoplay

Speakers:

- **CROSS-PLATFORM APP DEVELOPMENT: BUILD OR BUY?**

Speaker: Mauricio Finelli, Expansions and Partnerships Coordinator, Globo
A crucial decision that companies face when developing cross-platform applications is whether to build them in-house or buy from third-party vendors. In this presentation, we will analyze the pros and cons of each approach, assisting participants in making informed decisions. We will discuss advantages such as customization and full control, as well as the benefits of acquiring ready-made applications, such as cost reduction and faster deployment. We will also present the challenges of cross-platform development, considering evolution and maintenance. We will explore suitable use cases for each approach, empowering business owners, IT managers, and developers to make strategic decisions.

- **MOBILE DEVELOPMENT**

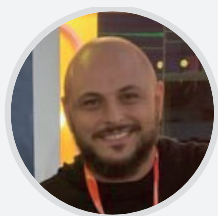
Speaker: Paula Tamaoki Guatura, Systems Architect – CI&T

- **BIG SCREENS AND THEIR CHALLENGES**

Speaker: Paloma Santucci, LatAm regional director - Accedo
Large screens have become mandatory in an OTT project considering their audience levels and representativeness of the video market. But what are the challenges of including smart TVs as part of a project scope? Which development models are most suitable for each type of need? How to ensure that these platforms offer the same quality of user experience for the audience in question? These and other answers will be addressed in Paloma's lecture, regional director for Latin America for Accedo.

**Daniel Monteiro, Head of Product Development & Technology - Globoplay**

Graduated in Electronic Engineering from UFRJ and passionate about new technologies, he joined Globo as an intern in 1998, working for 20 years in the areas research and development and innovation. Since the beginning of 2021, he has been at the forefront of Globoplay's product and technology development, leading the teams that create and develop Globoplay applications for all platforms.

**Mauricio Finelli, Expansions and Partnerships Coordinator, Globo**

Mauricio Finelli is a Telecommunications Engineer by training, having dedicated his work to the Media and Entertainment segment for the last 6 years. He currently works as Coordinator of Expansions and Development Partnerships at Globoplay, actively participating in the design and execution of Globo's digital video product strategy.

**Paula Tamaoki Guatura, Systems Architect – CI&T**

With around 12 years of experience in systems development, the last 7 of which were more focused in mobile applications, he works as a Systems Architect, helping teams with decisions regarding technology, strategy and team organization.

**Paloma Santucci, Regional Director LatAm - Accedo**

He began his career in the technology area working with VAS in 2008 providing WAP solutions for operators. In 2012 he worked at LG, where he led the Smart TV area in Brazil and entered the video market head-on. This year celebrates 10 years leading the Latin market for Accedo, managing large multi-platform projects for the main broadcasters and operators in this market.