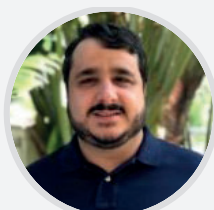


PODCASTS – THE PRESENT AND FUTURE OF AUDIO CONSUMPTION ON THE INTERNET

How the world of streaming and D2C has transformed the way we consume audio.

Moderator: Igor Macaubas, Director of Digital Platforms, Globo

- **Eliseu Barreira Junior**, Head of digital product portfolio management and paid channels
- **Priscilla Barsotti**, Sales Director at Spotify
- **M.M. Idoro**, Presenter, producer, screenwriter, author and director



Igor Macaubas, Director of Digital Platforms, Globo

Igor leads strategy, architecture, roadmap, engineering and evolution of technology platforms that enable all Globo digital products – from portals (G1, GE, GShow) to OTT products (Globoplay, Canalis Globo). He has a degree in information systems and has 2 MBAs, Business Management from IBMEC-RJ and executive management with a focus on finance and company valuation, from COPPEAD/UFRJ.



Eliseu Barreira Junior, HEAD OF DIGITAL PRODUCTS PORTFOLIO MANAGEMENT & PAID CHANNELS

Eliseu Barreira Junior is responsible for the strategy and content management of Globo's Entertainment profiles on social media, such as @bbb, @multishow and @gshow. He also leads Globo's strategy for the podcast market, having participated in the launch of titles such as "O Assunto" (g1), "Linha Direta - O Podcast" (tvglobo) and "Rita Lee, Outra Biografia - O Podcast" (globo books).



Priscilla Barsotti, Sales Director at Spotify

Based in the city of São Paulo, Priscilla Barsotti is Sales Director at Spotify. With more than six years at the company, he is responsible for disseminating Spotify Advertising solutions as a media platform for different brands and categories. Barsotti has more than 20 years of experience in the areas of Marketing and Sales with a focus on the digital segment and has worked in multinationals in Brazil such as Meta, Ford Motor Company and Terra Networks, and at Telefonica International, in Spain. He has a bachelor's degree in Advertising and studied an MBA (Master of Business Administration) in Marketing at Faculdade Cásper Líbero.



M.M. Izidoro, Presenter, producer, screenwriter, author and director

An eclectic creative, he was considered one of the 20 most creative people in the world by AdWeek magazine. He created the mental health platform #EuNão in partnership with Meta Brasil, the basketball podcast BIG SHOT POD and many others for HBO, Globoplay, RedBull and 99. He is the director and screenwriter of the project #AmarEloPrisma with Emicida, from the Casa Floresta podcast for Instituto Socioambiental, from the films "Amaré" and "O Diabo Mora Aqui", from the official audiobooks of the Harry Potter Saga in Portuguese, he was also a columnist for ECOA, UOL's social good platform and created and directed indigenous science fiction audiodramas "They Are Here" and the black romantic comedy "After Everything Changed" for Globoplay.