

VIDEO STREAMING: CHALLENGES AND OPPORTUNITIES OF A CONVERGED ENVIRONMENT

Round table with executives from different and complementary areas, focusing on discussing challenges, trends, positionings and possible directions of this even more innovative and convergent video streaming industry environment.

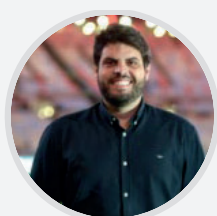
Moderator: José Schulz, Development and Technical Partnerships Manager, Globoplay, Globo

- **Debater: Eduardo Quintes**, Marketing Manager | Flamengo
- **Debater: Roberta Luzio**, Product Manager – Globoplay
- **Debater: Phillipe Carrasco**, Lead of Film, TV and Primetime Partnerships | Youtube
- **Debater: Nikolas Corbacho**, Product Manager | Always TCL



José Schulz, Development and Technical Partnerships Manager, Globoplay, Globo

Electronic engineer graduated from UFRJ, master's degree in computational optimization from Coppe, MBA in finance from Coppead and with 18 years of experience developed in various areas at Globo. He led teams and implementations in areas such as Research & Development, Technology Projects, Governance & Strategy and is now responsible for globoplay's development and technical partnership teams. Its main current focus is to transform the consumption of globoplay in the large screen environment, leading to a ubiquitous, unique and differentiated experience, in addition to working on the convergence between broadcast and broadband environments, developing hybrid TV.



Eduardo Quintes, Marketing Manager | Flamengo

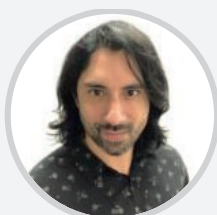
At 33 years old, Eduardo Quintes has a degree in Advertising from PUC-Rio and a postgraduate degree in Entrepreneurship and Management from Saint Paul. Professional with more than 13 years of experience in the sports and entertainment business market, building own brands and managing sponsorships for companies such as Oi, Red Bull, Mercado Livre, Ambev, Banco BV, Adidas, TIM and others. In 2021, he began his journey as Marketing Manager at Clube de Regatas do Flamengo, initially working in the B2B vertical as responsible for the relationship with the more than 50 sponsor brands of the Club. Currently, he is responsible for the B2C business vertical, as Product Manager. In this position, he manages the fan's life cycle and consumption habits, through reference products in the sports market. It is worth highlighting Nação

Sócio-Torcedor, the relationship program with the highest revenue in Brazilian football; Fla-Anjo, the largest sports fundraising program via individuals in the country; and, finally, the most recent case in the football market: the unprecedented announcement of the partnership between FlaTV+, Flamengo's official OTT platform, and globoplay, the largest streaming platform in Brazil, which will bring even more convenience, practicality and much more content for red and black people.



Roberta Luzio, Product Manager – Globoplay

With an MBA in Business Management from FGV and CSPO and Product Management Leadership certificates, he currently holds the position of Product Manager at Globoplay, working on the construction and communication of product strategy, driving evolution through the union between business and technology and the orchestration of multidisciplinary teams. Passionate about people, strategy and digital products, she also has specializations in Social Media, Reputation and Branding and a postgraduate degree in People Management, career, leadership and coaching



Phillipe Carrasco, Lead of Film, TV and Primetime Partnerships | Youtube

Responsible for the strategy for TV, Streaming and Entertainment at YouTube Brazil. A consolidated professional in the audiovisual market, he has more than 20 years of experience in managing, directing and marketing content focused on production for TV, Radio, Cinema and Streaming. Implemented the strategy for Media Companies on YouTube for LATAM and integrated marketing strategies on YT Brasil



Nikolas Corbacho, Product Manager | Always TCL

Níkolás Corbacho is Product Manager at SEMP TCL. With more than 10 years of experience in product and category management, from the development and implementation of product strategies and roadmaps. The executive has a degree in mechanical engineering from PUCRS and an MBA from ESPM. He has expertise in brand management and all aspects related to go-to-market strategies for B2B and B2C channels.