

THE NEW RADIO OF THE DIGITAL WORLD

The integration of traditional and digital elements is transforming radio into a new media. The listener-user experience is novel and expanded, creating a more complex relationship with the product and opening up new possibilities. Monetization models are also adapting to these transformations, incorporating new technologies and offering new opportunities. This panel will discuss how broadcasters are navigating the process of integrating into the digital universe and explore future perspectives.

Moderator: Marco Túlio Nascimento, Advisor to SET and Director of ZYDigital

- **NEW TECHNOLOGIES AND TRANSFORMATIONS IN PRODUCTION AND COMMERCIALIZATION MODELS**

Speaker: Rhadam Miranda, Radio Engineering and Operations Manager at RBS Group

The transformation of radio and its insertion into the digital environment demands new forms of content production. It also imposes profound changes in marketing processes, from new tools to new monetization models. The integration of operational flows – traditional and digital – and the incorporation of new technologies are strategic elements for the success of this transition process. This presentation will discuss this scenario, how broadcasters are managing these changes and how new technologies are transforming the business model.

- **THE DISSOLVED BOUNDARY BETWEEN RADIO AND TELEVISION IN THE DIGITAL DOMAIN**

Speaker: Jean Pierre Zanetti Vandresen, Technical Manager at Bandeirantes Communication Group

While traditional technology restricted radio to audio, the move to digital opened up the possibility for multimedia distribution of content. Many radio stations started broadcasting live video from the studio and, as a result, not only included cameras, switchers and lighting in their operations, but also needed to develop new training for their professionals. On the other hand, the language of live television has increasingly come closer to traditional radio formats such as talk shows, debates and round tables of commentators. In some cases, these traditional channels have even merged, presenting programs that are broadcast on a network, both by radio stations and television channels, with language appropriate to both media formats. This segment

of the panel will discuss how video is being incorporated into broadcasters' operations and will present cases of integration between radio and TV.

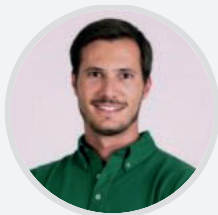
- **THE MONETIZATION OF MULTIPLATFORM RADIO**

Speaker: Rodrigo Tigre, Head of Audio at Adsmovil
In digital, radio is multiformat and multiplatform. Audio, text, image and video are dynamically combined and distributed across websites, apps and other platforms. In this context, programmatic media integrates with traditional processes to offer new monetization opportunities. This presentation will discuss market practices, implementation models and how radio stations should adapt their workflows to adapt to this new and more complex reality.



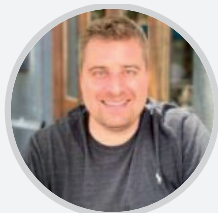
Marco Túlio Nascimento, Advisor to SET and Director of ZYDigital

Telecommunications Engineer graduated from Universidade Federal Fluminense and Member of the Deliberative Council of SET. With a career developed in the broadcasting area, he worked at Sistema Globo de Rádio where he held the role of General Technology Manager and was responsible for the Engineering, IT and Operations areas. He is currently director of ZYDIGITAL, a company he founded in 2015 and which operates in the technology and media market with the aim of contributing to the reinvention of radio, the creation of a new way of consuming audio, a new listening experience. ZYDIGITAL develops studies and solutions in the areas of radio, streaming, smartphone applications, voice applications and podcasting.



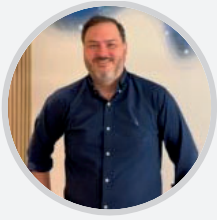
Rhadam Miranda, Radio Engineering and Operations Manager at Grupo RBS

Rhadam Miranda has a degree in Telecommunications Engineering from Universidade Regional de Blumenau (FURB), specialization in Project Management and Business Administration from FGV-RS, PMP certificate in Project Management from PMI and in SCRUM agile methods. He has worked in the broadcasting area for the RBS Group for 11 years, started his career as a project engineer at RBS TV, and currently manages the Engineering, Operations and Transmission areas of the RBS Group's radio stations.



Jean Pierre Zanetti Vandresen, Technical Manager at Grupo Bandeirantes de Comunicação

With a systemic, dynamic vision, project management, processes and execution, in the search for the best solutions with quality and results for the company. Development of OPEX and CAPEX of operations. Training in the technical area, engineering and certifications in networks (IT), with a focus on audio and IP systems in radio and television stations. Over the last 21 years, being in charge of two large radio networks, such as Grupo RBS and Grupo Bandeirantes, leading teams in the areas of engineering and internal and external operations, developing projects and solutions with manufacturers and suppliers, with emphasis on studios and central technique at Rádio Gaúcha and AoIP at Grupo Bandeirantes, in addition to planning and executing national events of all sizes and international events (4 World Cups, 3 Olympics, 3 Copa América, Champions League, Club World Cup, Pan American, F1) among other sporting, entertainment or journalism events.



Rodrigo Tigre, Head of Audio at Adsmovil

Rodrigo Tigre is Head of Audio at Adsmovil and author of “Podcast S.A.: a revolution in loud and clear sound”, a book that tells the story of the evolution of podcasts in Brazil. A digital entrepreneur since the age of 18, he began developing projects for the internet in 1996, including GamesMania and Netbyte, a games portal and e-commerce, respectively. In 2006, he created Feminice, a portal for the women's segment, which was later acquired by Bolsa de Mulher, where he served as Director of New Business. Since 2016 he has been working in the digital audio market where he worked as a local partner at Audio.ad until 2022 when the company was acquired by Entravision. He is currently the Head of Audio at Adsmovil, working to boost the audio market in Latin America and the United States, developing partnerships between local radio stations, podcasts and big brands. With his vast experience in entrepreneurship and his focus on digital audio, Rodrigo Tigre was also president of the IAB audio committee for 4 years where he is currently a professor of the Audio 360 and Games Advertising courses.