

STATE OF THE ART ON OTT VIDEO STREAMING

The expansion into emerging markets, the pursuit of greater personalization of the user experience through the use of AI, the growth of premium content, the increased competition from traditional media, the rise of 5G, and the growth of connected devices are some of the key trends and challenges for OTT video streaming in 2024 that will be discussed in this panel.

Moderator: SALUSTIANO FAGUNDES, CEO and Co-Founder

Speakers

- **Nina da Hora**, Computer scientist
- **Teresa Penna**, Globoplay Director
- **Luis Bianchi**, Marketing Director , LATAM and Roku Inc.
- **Andre Nava**, Business Director TV/Streaming @ Claro tv+



SALUSTIANO FAGUNDES, CEO and Co-Founder

An entrepreneur in the area of technological innovation, he is the founder and CEO of HXD Smart Solutions, one of the Brazilian companies that since 2007 has been “thinking and making the new television” with interactive software solutions for multiple video platforms. He was vice-president of SUCESU (Society of Computer and Telecommunications Users), evaluator of the Dorgival Brandão Software Quality and Productivity Award (MCTI/PBQP/Softex), created to promote quality improvement and increase the competitiveness of the Brazilian software industry. software; and member of the Deliberative Council of the Brazilian Terrestrial Digital TV System Forum. He is currently part of the team of curators at Campus Party Brasil and participates in the New Media Group of the Brazilian Society of Television Engineering.



Nina da Hora, Computer Scientist

AI researcher, speaker, writer, activist and influencer. He is a columnist for MIT Technology Review magazine and a member of the TikTok Security Council.



Teresa Penna, Director Globoplay

Executive focused on developing a customer-centric culture with quick results delivery aligned with the company's objectives (OKR and agile methodologies). He worked in leadership positions in Brazil, where he gained extensive experience and led the strategic agenda for Business & Operations with a focus on the D2C consumer journey. In 2006 he joined Globo and actively participated in the company's digital transformation.

He launched Globoplay in 2015 and was responsible for the strategy, evolution and management of the sales and after-sales journey for all of the Globo group's digital products, with a focus on maximizing the acquisition and profitability of the D2C base. In 2020, she launched Globoplay + Canals ao Vivo and is currently director of Globoplay and Produtos Digitais Audiovisuais (Globo Filmes)



Luis Bianchi, Marketing Director , LATAM and Roku Inc.

More than 20 years of career in Marketing and Business Development positions at companies such as Philips, Globo and Roku. He participated in the launch of the first Smart TVs in the Brazilian / Latam market in 2009, having since contributed to the development of the Streaming market.



Andre Nava, TV/Streaming Business Director @ Claro tv+

An engineer by training and with more than 25 years in the TV and digital video market, Andre Nava is one of the pioneers in the streaming market, being one of those responsible for launching the first TV Everywhere and vMVPD products in Brazil, respectively Globosat Play and o Globoplay + Canals ao Vivo. Currently, Nava is responsible for the end-to-end vision of Claro tv+ applications, whose main challenge is to consolidate the streaming TV business in the country.