

UNCOVERING THE FUTURE OF RADIO AS A MULTIPLATFORM IN THE ERA OF VISUAL RADIO

The objective of the panel is to address the potential of radio, as well as the use of multiplatform content for regional engagement. Additionally, the panel aims to highlight the configuration of flows in audiovisual formats, introducing the concept of a complete solution for visual radio. This approach will promote an exchange of ideas and perspectives on the future of broadcasting, addressing new possibilities for content, monetization, and the importance of properly guiding and exploring this environment.

Moderator: Ronald Almeida, Technical Manager – Engineering, O Povo – Communication Group | SET Northeast Representative

Speakers

- **THE FUTURE OF RADIO AS A MULTI-PLATFORM CONTENT PLATFORM WITH ULTRA REGIONAL ENGAGEMENT**

Speaker: Thiago Fernandes, CEO of Nextdial and Director of Digital Audio at Abott's
In this talk, you will discover how radio is transforming into a multiplatform content platform with ultra regional engagement. This transformation allows radio stations to connect with their audiences in deeper, more meaningful ways, driving engagement and increasing listener loyalty.

You will also discover how radio stations are adapting and positioning themselves to take advantage of this opportunity by offering high-quality content and highly targeted advertising resources to their customers.

- **AUTOMATION DOESN'T SELL CREDIBILITY**

Speaker: Juliana Paiva, Director, Radiodata

The radio market only say two things. Investment in digital and data, but after the radio does all this, what happens?

Are radio professionals who work in commercials prepared to use all this information when searching for new advertisers?

What has your radio station done to attract new listeners, especially those from generation Z?

Market study carried out by Radiodata between February and April of this year revealed that most radio stations in the country have difficulty creating high-impact communication with advertisers and new generations.

- **THE DIGITAL TRANSFORMATION OF CBN RADIO**

Speaker: Thiago Barbosa, Digital product manager at Rádio CBN. We last years, the strategy CBN's digital network was placed at the center of business decisions. This development journey can be very valuable for other broadcasters and point to paths for the future. New distribution channels were found, better explored from a commercial point of view and also helping with data to understand the audience.



Ronald Almeida, Technical Manager – Engineering, O Povo – Communication Group | SET Northeast Representative

Engineer with over 17 years of experience in the Broadcasting area working on TV, radio and web portal stations. Developing activities related to Telecommunications, Engineering and IT. Working mainly in management, planning, maintenance, implementation of new projects, among others. Director of foreign relations at ACERT – Ceará Association of radio and television broadcasters (2nd Biennium). He worked on the operation and technical implementation of affiliated stations of TV Cultura, Canal Futura, SBT and Band, CBN, Nova Brasil and Globo radio stations, in the city of Fortaleza/CE.



Thiago Fernandes, CEO of Nextdial and Director of Digital Audio at Abott's

Thiago Fernandes, founder of Nextdial (@nextdialbr), a technology startup that is simplifying the lives of radio professionals, agencies and advertisers. He was an Evangelist at Microsoft and has a degree in Computer Science, an MBA in Software Engineering from ITA and a specialization in Marketing from ESPM.



Juliana Paiva, Director, Radiodata

Journalist specializing in audio communication. Works in strategic planning and management of media projects, managing partner of Radiodata, a content marketplace with more than 100 partner broadcasters. Serves clients such as UOL, CNN, Transamerica, Nova Brasil, Padre Marcelo Rossi, Flow Podcast, Rede Bahia, Rede Clube FM among others. He has worked on radio stations such as Jovem Pan, Rádio Globo and CBN. He was responsible for the expansion project of more than 70 affiliated stations of Sistema Globo de Rádio.



Thiago Barbosa, Digital Product Manager at Rádio CBN

Thiago Barbosa is digital products manager at Rádio CBN. He is the creator of the podcasts “CBN Professional” and “Panorama CBN”. For 19 years at Rádio CBN, Thiago Barbosa was a reporter, editor, presenter and coordinator of the Belo Horizonte and Rio de Janeiro newsrooms. Before that, broadcast on TV Globo and Radios Eldorado, Trianon and Deutsche Welle, in Cologne, Germany.