

STREAMING – MONETIZATION AND FAST CHANNELS

Moderator: Alexandre Britto, President of Abott's – Brazilian OTT Association

- **FAST ECOSYSTEM: A LOOK AT TECHNOLOGY AND INNOVATION**

Speaker: **Marcelo Minami, Solutions Architect | AD-Digital**

FAST channels continue to advance on a global scale, with the expansion of their reach directly impacting the evolution of display and monetization platforms, which are crucial for the success of a respective channel.

This presentation explores two questions: When looking at the FAST ecosystem, what are the key points to explore in this model? And what are the most suitable infrastructures for FAST strategies?

- **CODEC-BASED ADVERTISING TECHNOLOGY: HOW VIDEO CODECS ARE USED IN AD TECH**

Speaker: **Thomas Kramer, VP of Strategy and Business Development, MainConcept**

Ad supported subscriber growth is a hot topic for content owners and broadcasters to reach users in new markets and to monetize their content. Nearly every broadcaster plans to launch free ad-supported events and channels if they haven't already. While the concept of "free TV" is not new, the technology used to support ads hasn't kept pace with the race for higher video quality. The exponential growth of FAST channels has led to mixed approaches for serving ads alongside the content. Many solutions were created with expediency in mind, subordinating the focus on optimal efficiency or performance that goes into established workflows.

Focusing on the codec level within an existing workflow provides new opportunities for engaging ads that are more relevant to the user and less intrusive.

- Speaker: **Carlos Alkimim, Director of Contracts and Distribution, Simba**
- Speaker: **Sérgio Mancera Júnior, CEO of NxTV**



Alexandre Britto, President of Abott's – Brazilian OTT Association

Managing Partner at ABX Consulting - Business and Technology. CEO of PG On - Internet and Digital Services Provider. President of ABOTTs - Brazilian Association of OTTs. Engineer and Business Administrator. Electronic and Computer Engineering from UFRJ, MBA from FGV, Post MBA at IMD Business School. Passionate about business development in Technology, Telecommunications and TV.



Marcelo Minami, Solutions Architect | AD-Digital

Graduated in Systems Analysis, he has more than 29 years of experience in the Broadcast market. In his professional journey he led technical projects, project management, support and implementations. He worked intensively on relevant digitalization projects with large manufacturers and integrators in Brazil and Latin America.



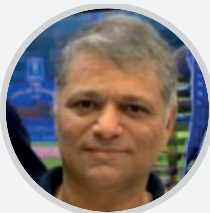
Thomas Kramer, VP of Strategy and Business Development, MainConcept

Thomas Kramer is Vice President of Business Development and Strategy at MainConcept. He has been with the company for nearly two decades and has worked as a software engineer on MainConcept's codec technology, in addition to applications engineering and product management. Prior to joining MainConcept, Thomas served as a consultant, managing a variety of technical development projects in software, banking and archiving.



Carlos Alkimim, Director of Contracts and Distribution, Simba

Graduated in Business Administration, postgraduate in Business Strategy and Human Resources Administration from FGV (Fundação Getúlio Vargas), and postgraduated in Communication and Law in Entertainment, Leisure and Culture from the University Extension Center. With 31 years of experience in the Entertainment sector, having worked in companies such as Globosat, Globocabo Holding, Net Brasil, Viacom Brasil and TAP BRASIL, Brazilian representative of the TAP International Television Association of Programmers. In December 2017, he took over as Director of Contracts and Distribution at SIMBA Content, a Brazilian pay television and streaming programming company (a joint venture formed between the television networks, RecordTV RedeTV and SBT). Carlos Alkimim was also a member of CSC CONSELHO SUPERIOR OF CINEMA and the FAC FORUM OF AUDIOVISUAL AND CINEMA.



Sérgio Mancera Júnior, CEO of NxTV

CEO of NxTV, which develops solutions for Internet Providers - ISPs. These are OTT platforms and applications with integrated content from linear Online TV channels and VODs (Video On Demand). He has worked for over 20 years in the areas of telecommunications and systems and solutions development.