

12:45pm | Room 3 | Monday -7 of August

SET EXPRESS

# COME AND DISCOVER REAL-LIFE USE CASES OF HOW AI IS ALREADY IMPACTING THE VALUE CHAIN OF THE MEDIA INDUSTRY. AND WHAT ELSE IS COMING UP AHEAD?

**Moderator: Leonardo Chaves, Innovation Lab Manager | Telecom | Globe**

## • THE FUTURE OF AUTOMATIC AI DUBBING

Speaker: **Kylle Maddock**, SVP Sales and Marketing, AppTek

In this session, we will hear from a leading Artificial Intelligence and Machine Learning company focused on human language technologies on the topic of fully automatic AI dubbing. The presentation will feature a demonstration of speaker-adaptive AI dubbing across multiple languages that automatically retains the speaker characteristics and timing of the original speakers when applied to a target language, a look at how the technology works, the types of quality tiers available with automatic dubbing and how to apply them across media archives, as well as a look into the future of what to expect, and what not to expect, from the technology.

## • ARTIFICIAL INTELLIGENCE TO PREDICT STREAMING CONTENT SUCCESS

Speaker: **Claudio Oliveira**, Coordinator of the Digital Transformation Center at ESPM and Partner at Cognitive

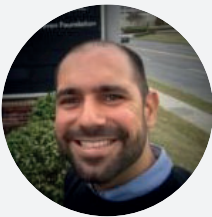
Claudio will present the research carried out on simulating the results of streaming content. The researcher started from experimental studies carried out in the classroom, such as the Porta dos Fundos Audience Simulator on Youtube, to more sophisticated projects with support from CNPq and Fapesp, such as the song success simulator on Spotify. The music simulator project analyzed a 6-year history of songs that were part of Spotify's Top 200 and other songs that were not successful to understand the pattern of what makes these songs popular. The artificial intelligence

applied to the simulator can measure the success rate with very high precision, providing support for record labels, producers and artists.

The researcher will show the simulator live and show some application examples to the audience.

## • WILL CHATGPT KILL JOURNALISM?

Speaker: **Barbara Lins**, CEO, SOUV  
The lecture will feature cases in which Artificial Intelligence is already being used in newsrooms around the world. We will bring examples of experiences carried out at the BBC, NHK, NYTimes, The Guardian, among others. Next, we will address the impacts of AI on the future of journalism and the various open questions regarding the disruptive impacts of Generative Artificial Intelligence technologies, both for text, audio, video and graphics. Additionally, topics such as the proliferation of fake news, now enhanced by AIs, and their already perceived impacts on our society will be addressed. Finally, we will present as an alternative the need for journalists to be increasingly aware of how it is possible to use these tools to their advantage and how the concepts of immersion, first-person journalism and storyliving will become even more necessary.



### **Leonardo Chaves, Innovation Lab Manager | Telecom | Globe**

Leonardo recently took over one new area. He is the current Manager of the Innovation Lab with a focus on Telecom, an area that proposes and implements actions that explore new technologies applied to the context of networks for content production, the next generation of TV, and new experiences of media consumption. He is passionate about the innovation process and seeks to accelerate the adoption of disruptive solutions through the external ecosystem, relying on startups, innovation hubs and centers of excellence. He graduated from the Federal University of Rio de Janeiro, where he also completed his master's degree in Engineering in 2013. He has an MBA in business management from PUC-Rio and between 2017 and 2020 he was the coordinator of the Technical Module of the Brazilian Digital TV Forum.



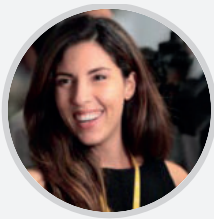
### **Kyle Maddock, SVP Vendas e Marketing, AppTek**

Kyle Maddock is the SVP of Sales & Marketing at AppTek, a global leader in Artificial Intelligence and machine learning for Human Language Technologies, including automatic speech recognition, natural understanding language and neural speech synthesis. Kyle has over 25 years of sales experience and is a marketing veteran who has led over a billion in business across consumer and B2B marketing initiatives.



### **Claudio Oliveira, Coordinator of the Digital Transformation Center at ESPM and Partner at Cognitive**

Claudio is Coordinator of the Digital Transformation Center at ESPM (DIGI) and professor of Business Technology and Marketing Science on the Administration course at ESPM. He is responsible for a project sponsored by Fapesp and CNPq on return on investment in marketing in Brazil. Doctor, master and graduate in Production Engineering from Poli USP. Speaker at national and international events. Partner at Cognitive consultancy with over 20 years of experience in Marketing Intelligence.



**Bárbara Lins, CEO, SOUV**

Bárbara Lins is an award-winning journalist, with experience in renowned media outlets, such as Band News FM, CBN and TV Globo. She graduated and mastered at the University of Brasília, where she was also a professor. Passionate about new technologies, she stands out for applying mobile journalism to national and international coverage, such as the Football World Cup in South Africa and the 70th UN Meeting in NY. He received a scholarship from the Japanese agency JICA, where he studied Digital TV. Currently, she works as a presenter at Nova Brasil FM and as co-founder of the startup SOUV, which develops different solutions for journalists, communication companies and content creators.