9h - 11h | Aug. 23, 2017 – Wednesday | ROOM 13

HOT SESSION

CONSUMER HABITS AND THE FUTURE OF MEDIA

Chair: Roberto Franco - Head of Institutional and Regulatory Affairs - SBT

This panel will promote a debate on the future of the media and audiovisual market. In the discussion, will be approached subjects of extreme importance and relevance, among them: How are the habits of consumption being transformed? Which emerging technologies and media will prevail? OTT services replace or complement the traditional? What are the results in terms of penetration, and audience? Profitability is still exclusive to traditional models?

- **Speaker: Alberto Menoni, Head of Broadcast, Media, Entertainment and Telecommunications - Brazil - Google**
- **Speaker: Gregor McElvogue - Director - Video Offerings - IBM Cloud**
- **Speaker: Skip Pizzi – Vice President, Technology Education and Outreach (NAB)**

Roberto Franco - Head de Assuntos Institucionais e Regulatórios - SBT

Graduated in electrical engineering with focus in electronics and telecommunications by the Federal University of Bahia and Post in Marketing and Business Management by FGV and ESPM. During the course of his career, he was responsible for the design and implementation of several radio and television companies in Brazil. He was President of SET - Brazilian Society of Television Engineering - from 2002 to 2008 and President of the Brazilian Digital TV System Forum from 2005 to 2008 and from 2015 to 2017. After this period he joined the Council of both Entities. In 2009 He was a member of ANATEL's Advisory Board. In August 2012 took office in the Social Communication Council until 2017 and is currently Head of Institutional and Regulatory Affairs of SBT.

Alberto Menoni, Head of Broadcast, Media, Entertainment and Telecommunications - Brazil - Google

Business executive with broad experience at prominent companies such as [X], Google, Microsoft, Rio Tinto Alcan and AT&T having built up a solid international career in sales, marketing and partnerships. A successful entrepreneur too, with 8 years leading the fast growth of a Brazilian technology company, Auteq.

Gregor McElvogue - Diretor - Video Offerings - IBM Cloud

As an IBMer for nearly 20 years, Gregor has held various technical and managerial positions within IBM Corp US, most recently serving as Global Solutions Manager for the IBM Media and Entertainment industry group, where he managed solution design, sales enablement and business partner interactions for IBM B2B and B2C solutions in the media sector. An expert in management and distribution, Gregor successfully bridges the divide between technical development and business operation. He is well-versed in understanding client requirements and translating them into custom, specific solutions that deliver against ROI and business process targets. Gregor received his MBA in Business Administration at London Business School.

Skip Pizzi - Vice President, Technology Education and Outreach (NAB)

Skip Pizzi is Vice President, Technology Education and Outreach, at the National Association of Broadcasters (NAB) in Washington, DC, USA. His career has spanned the broadcast and digital media industries, working in audio engineering at NPR, and in audio production, media standards and technical policy at Microsoft. He was also an editor at Broadcast Engineering magazine, and a columnist for several other international industry publications. He remains a technology journalist, editor, author and trainer today. His most recent book is A Broadcast Engineering Tutorial for Non-Engineers, 4th edition, published by Focal Press. He is currently Associate Editor on the NAB Engineering Handbook, 11th edition, which will be published later this year. Skip serves as Vice-Chair of the Advanced Television Standards Committee (ATSC) Technology Group 3 (TG3), which is developing the ATSC 3.0 standard. He is also a member of the Board of Directors of the Ultra HD Forum. Skip is a graduate of Georgetown University, where he studied Electrical Engineering, International Economics and Fine Arts.

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