11h30 - 13h | Aug. 21, 2017v– *Monday* | ROOM 16

CONTENT PRODUCTION

TECHNOLOGY IN JOURNALISM: IMPACTS ON PRODUCTION AND NEWS PUBLISHING

Chair: Raimundo Lima - Diretor de Tecnologia e Operações – SBT – Sistema Brasileira de Televisão

The advancement and offers of new technologies in the newsroom and production environments have brought facilities, dynamism, speed in production, research and dissemination of news content. On the other hand, professionals who work in these environments need to understand, master and operate these tools to get the best out of technology which must be at the service of the news product, not the other way around. The different forms of disclosure in different platforms, require agility and charge more efficiencies of the professionals involved in the processes. Panelists will bring some of their experiences to meet these challenges, while providing insight into what awaits us in the near future.

- **LIVEU - A NEW WAY TO CAPTURE AND DISTRIBUTE LIVE VIDEO**
Speaker : Avi Cohen - COO e GM da LiveU Americas
- **Speaker: Rafael Gomide - Chefe de redação do Núcleo de Reportagens Especiais da Record TV**
- **Speaker: Rafael Boni Marques - Technology Operations Manager - TV Globo**
- **Speaker: Eduardo Brandini - Head of Media and Entertainment - YouTube - Brasil**

Raimundo Lima - Diretor de Tecnologia e Operações – SBT – Sistema Brasileira de Televisão

With more than 35 years of activities in Brazilian television, he has worked for Associated Diaries, TV Manchete, TV Globo (GINY), TV Band, TV Cultura / SP and Interactive Sport. During this period, he held several positions in the departments of Journalism, Sports, Drama and

Entertainment. With an eclectic background, he took courses at the University of Brasília, PUC-SP and Universidade Federal Fluminense, among other institutions.

Avi Cohen - COO e GM da LiveU Americas

Rafael Gomide - Editor-in-chief of Record TV's Special Reporting Center

Already 23 years of journalism work, these 18 years are dedicated to telejournalism, as a reporter, editor, investigative reporter, producer, executive editor, editor-in-chief, screenwriter, editor, journalism manager and editor-in-chief. In addition to the TV Record, already passed by the Band and Rede TV stations. Rafael graduated in journalism from the Methodist University of São Paulo in 1997. He won important prizes, just to mention a few: the International King of Spain Award 2016 (the largest journalism award in the world in the Portuguese and Spanish languages), the Esso Journalism Award in 2011 and 2015; Vladimir Herzog Award 2009 and 2015; Tim Lopes Award for Investigative Journalism 2015; Libero Badaró 2014 Award; Latin America Award for Human Rights 2012, 2013 and 2015; Anamatra 2016 Award; Award from the Federal Labor Ministry 2016 (Southeast Region) and 2017 (National).

Rafael Boni Marques - Technology Operations Manager - TV Globo

I graduated in 2006 in Electrical Engineering with emphasis in Telecommunications by FEI (Faculty of Industrial Engineering). In 2010 I completed a Post Graduation in Telecommunications Networks and Systems Engineering by INATEL (National Telecommunications Institute). And in 2015 I finished a Post Graduation in Strategic Project Management at FAAP (Fundação Armando Álvares Penteado). I joined Tv Globo in 1999 and since then I have had some important functions within the company, such as Support Engineer, Systems Engineer, Project Supervisor, Operations Supervisor and in the last two years I am acting as Technology Operations Manager attending Journalism.

Eduardo Brandini - Head de Media e Entretenimento - YouTube - Brasil

Graduated in Social Communication - Radio and TV by Fundação Armando Álvares Penteado (FAAP), he holds a postgraduate degree in Business Management and Technological Innovation from Escola Superior de Propaganda e Marketing (ESPM). With more than 15 years of experience in the communication area, Brandini has worked in the biggest TV stations in Brazil, such as SBT, Globo, Bandeirantes and Cultura. He is also a professor at the Armando Álvares Penteado Foundation (FAAP).

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