14h - 15h30 | Aug. 23, 2017– Wednesday | ROOM 12

TECHNOLOGY AND BUSINESS

FUTURE OF MULTIPLATFORM TV MONETIZATION

Chair: Marcelo Souza - Digital Media Technology Director - TV Globo

Multiplatform TV value chain has become very complex and fragmented lately. These last years, subscription and transactional models have driven digital distribution monetization, however the evolution of tools for Multiplatform Ads and AdTech solutions promise to aggregate more value and performance for TV advertisers. Besides that, measurements tools are as important as the distribution ones. Without the definition of a trusted market metric, we'll still have the perception of exchanging analog dollars to digital cents. In this panel, Free Wheel will share its world panorama on Premium Video Monetization, Google will present advanced advertising tools such as Dynamic Ad Insertion, Comcast will bring some cases in US and Kantar-Ibope will tell us about future of multiplatform TV metrics..

- **MULTIPLATFORM TV MONETIZATION - THE (R)EVOLUTION OF ADVERTISING**

Speaker: Vinicius Reina - Publishing Solutions and Innovation Lead - Google

Video consumption has evolved drastically in the past years. Now, users watch what they want, where they want, when they want. Their expectations for a great experience is not limited to content alone but also to the advertising that comes with it. This creates a completely new paradigm and great opportunities arise. Vinicius Reina, Google's Specialist in Publishing Solutions and Innovation, will present the latest ad insertion technologies and how it can be used to increase ad revenues and also improve user experience

- **FREEWHEEL VIDEO MONETIZATION REPORT: Q1 2017**

Speaker: Gilles Chetelat - Vice-presidente Sênior em Desenvolvimento de Negócios - Free Wheel

As we turned the corner into 2017, one thing became clear: the industry has never been closer to true unification in premium video than it is now. The "FreeWheel Video Monetization Report: Q1 2017" highlights how the boundaries between what we consider "traditional TV" and digital video are

dissolving, and that at the end of the day, it's all just video. Gilles Chetelat will talk about the rise of OTT and STB VOD, how live content is now catching all eyes, and how publishers are increasingly putting the viewer first by ensuring premium, linear quality ad experiences.

- **KANTAR IBOPE MEDIA – TOTAL VÍDEO**

Speaker: Amanda Signorini - Planning and Intelligence Manager - Kantar

Ibope Media Kantar IBOPE Media is leading the research industry in re-defining Television and promoting the Total Video concept. It's still Television, TV, but it's TV in all of its forms. The market's current demand is to understand the cross media consumption. In this scenario, Kantar Ibope Media has the knowledge, technology and methodology to take the industry into the next level, providing a hybrid approach to measurement that brings together the best of panel data and census data.

- **THE SECOND WAVE OF THE FUTURE OF MULTIPLATFORM**

Speaker: Neil Berry - Comcast

Traditional revenue streams in VOD are changing, forcing MVPDs to reinvent themselves to the second wave of the future of multiplatform and multiscreen. Comcast Technology Solutions helps broadcasters, content providers and programers around the world to navigate through those challenges, as well as enable content providers to find new revenue stream. In this session, Neil Berry - vice-president and international general director of CTS - will share client and partner stories which have succeeded and overcome the existing hurdles

Marcelo Souza - Digital Media Technology Director - TV Globo

Marcelo Souza is the director of Technology for Digital Media at TV Globo where he leads different initiatives on Digital Transformation such as OTT, Big Data, Second Screen and Interactive Experiences. He has been working in the company for the past 16 years with different roles including Digital TV, Satellite and Fiber Projects, Channel & Post Production Operations for the International Business and Strategic Planning for Technology. He has graduated on Electronic and Computational Engineering at Universidade Federal do Rio de Janeiro, holds a Master degree on Image Processing at COPPE-UFRJ, and a MBA on Business Management at IBMEC-RJ.

Vinicius Reina - Publishing Solutions and Innovation Lead - Google

Vinicius Reina holds a degree on Computer Science from UNICAMP e has vast international experience working in countries such as Canada, England and South Africa. He works at Google since 2012 bringing new business to the brazilian market.

Gilles Chetelat - Senior VP, International Business Development - Free Wheel

As Senior Vice President, International Business Development, Gilles leads the execution of the business in APAC and LATAM. Previously, Gilles served as COO and co-founder of StickyADS.tv. He successfully drove the global expansion of the StickyADS.tv SSP prompting the acquisition by FreeWheel in May 2016. Gilles started his career at Alcatel where he rose to key account director of strategic Telco accounts. A few years later, he joined Redback Networks and integrated the

international sales team as Sales Director for EMEA South. Gilles holds a degree from French Business School ESC Clermont and an MBA (MSM) from Georgia Tech.

Amanda Signorini - Planning and Intelligence Manager - Kantar Ibope Media

Amanda has 13 years of experience in media planning, multipatforms projects and market intelligence. Since 2016, she is part of the product team at Kantar Ibope Media and responsible for the Cross Media Audience Measurement project in Latin America. Graduated in Advertisiment and Marketing at Universidade Catolica de Santos, has a Marketing MBA from ESPM and holds master degree in Production Engineering from Universidade do Rio Grande do Sul (UFRGS)

Neil Berry – Comcast

Neil Berry is the Vice President and Managing Director International, for Comcast Technology Solutions, responsible for their strategic growth across outside of the US. With over 25 years experience in the enterprise, SAAS, Digital Media & broadcast space, Neil has extensive expertise in helping businesses monetize their content across multiple platforms having held senior executive positions at several leading online streaming companies.

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