

Nextv Series South America
Novotel Buenos Aires – May 29, 2024
AGENDA

Registration

09.00 - 9.30AM

Opening words

09.30 - 09.35AM

Panel 1

09.35 - 10.20AM

Redefining TV with hybrid - aggregation

- Operators and new aggregations
- AVOD and FAST business opportunities
- Redefining Pay TV and D2C
- SVOD and AVOD/FAST hybrid models

Speakers:

Silvana Cataldo, Entertainment Business Head, **Telecom Argentina**

Andrés May, Head of Content Acquisition, Entertainment, **Mercado Libre**

Hernán Souto, Head of AVOD & Ad Sales Partnerships, **Paramount**

Alejandro Lacalle, CFO- Business Development, **Teatrix**

Moderator: **Gustavo Mónaco**, Consultant Streaming | Strategy | Business Development | Digital Innovation, **1984 Media Consulting**

Panel 2

10.20- 11.05AM

The path to FAST and AVOD

- Monetizing archives into FAST channels
- Combining FAST with social video networks
- Advertising based, freemium & subscription BVOD models
- FAST platforms and connected TV alternatives

Speakers:

Ignacio Andrés González Almeida, Gerente de Negocios Digitales, **Megamedia**

Pablo Cancelliere, Digital Business Sr Director, **Paramount**

Adrián Garelik, CEO, **Flixxo**

Pablo Aristizabal, CEO, **FlexFlix**

Cristián Hernández Rodríguez, Director Digital, **Canal 13 Chile**

Moderator: **David Rios**, Head Latin America, US Hispanic & Brasil, **Dailymotion**

11.05 - 11.30AM

Special presentation - **Boosting impact: Strategies to maximize the value of content**

Speaker: **Diego Reck**, VP de Estrategia y Desarrollo de Nuevos Negocios, **Paramount**

Moderator: **Gustavo Castro**, Independent Consultant

Coffee Break & Networking Sponsored by **TiVo**

11.30- 12.00PM

Panel 3

12.00 - 12.45PM

Telecom operators and the TV dilemma

- Reducing broadband, TV and OTT churn
- Is it worth it to deploy an own TV & OTT platform?
- CDN strategies for streaming services

Speakers:

Mike Bachmann, CTO, **Claro Argentina**

Gabriel Forenza, CTO, **Express Telecomunicaciones**

Daniel Medina, Senior Director, **NPAW**

Pablo Flores Guridi, Head of Engineering, **TCC Uruguay**

Roberto Lara, Strategy Director, **ClaroVTR**

Moderator: **Alejo Smirnoff**, Director, **Prensario**

Panel 4

12.45 - 1.30PM

The transformation of Pay TV operators

- OTT aggregation: technical and commercial dilemmas
- How to improve the Pay TV user experience & content discovery
- STB and STB less strategies

Speakers:

Ivan Dowling, Senior Sales Engineer, IPTV Solutions, **TiVo**

Edwin Elberg, Senior Director of Product Development, **ClaroVTR**

Juan Weiss, Executive Director, Experience, **DIRECTV Latin America**

José Luis Jacquet Matillon, Director, **El Cuatro TV Go Net**

Moderator: **Marcela Tedesco**, Editora Senior de Televisión, **PRODU**

Lunch & Networking

1.30 - 2.30 PM

Panel 5

2.30 - 3.15PM

VMVPDs: the new pay TV operators

- B2B2C: partnerships with ISPs and others
- Building the packaging and back-end integration
- Challenges of pure OTT pay TV D2C
- CDNs and technology streaming challenges

Speakers:

Cristian Raúl Cárcamo Gómez, Jefe Ingeniería de Televisión, **Grupo Gtd**

Miguel D. Factor, COO, **Colsecor**

Lucio Gamaleri, Presidente, **Red Intercable**

Juan Curto, Jefe de Servicios sobre Internet, **Antel**

Moderator: **Marcelo Coelho**, Technologist & expert in OTT/Digital platforms, **Independent Consultant**

Panel 6

3.15 - 4.00PM

How to monetize live sports streaming

- Live streaming, VOD highlights and social networks
- Pay TV rights, piracy, new storytelling.
- Futbol: Streaming or Pay TV?

Speakers:

Matias Cecileo, Head of Sports Marketing & Social Media Latam, **Vrio Corp.**

Daniel Jacobovic, Director, **Fox Sports Argentina**

Hernán Donnari, Co-Founder & CEO, **1190 Sports**

Felipe Cabrera, Business Development Manager, **WSC Sports**

Moderator: **Román Guasch**, Consultor independiente

Coffee Break & Networking

4.00 - 4.30 PM

Panel 7

4.30 - 5.15PM

Challenges and opportunities of the new CTV advertising

- What advertisers and media agencies want from CTV ads
- Matching anonymized household TV viewing data to first-party datasets
- Growth of CTV audience in South America

Speakers:

Mar Aued, Directora Digital General, **Carat**



Martín Hernández, Ad Sales Senior Director Southern Cone East, **Warner Bros. Discovery**
Georgina Geirola, Digital & PayTV Ad Sales Director South Cone, **Paramount**
Ramiro Lema Rial, Media Leader South Cone - Beauty & Personal Care, **Unilever**
Moderator: **Jaime Boetsch**, CEO, **Nexoplay**

Special presentation- **Flow: a sea change in television content consumption**
5.15 - 5.45 PM

Speaker: **Gonzalo Hita**, COO, **Telecom Argentina**
Moderator: **Ariel Barlaro**, VP Americas, **Dataxis**

Networking Happy Hour - Cocktail
5.45 - 6.30 PM