

**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**, CEO, **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**

**Diego Tepedino**, Head of Content Lab & Int. Hubs en El Reino Infantil, **Leader Entertainment**

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

**Adrián Garelik**, CEO, **Flixxo**

**Pablo Aristizabal**, CEO, **FlexFlix**

Special presentation

11.05 - 11.30AM

Speaker: Panelista: **Diego Reck**, Vicepresidente 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**

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**

**Roberto Lara**, Strategy Director, **ClaroVTR**

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

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

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, **DIRECTV Latin America**

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

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

Moderator: **Roman 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

5.15 - 5.45 PM

Speaker: **Gonzalo Hita**, COO, **Telecom Argentina**

Networking Happy Hour - Cocktail

5.45PM - 6.30 PM