



FAST & AVOD: AMERICAS SUMMIT

Tuesday 19 November

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Tuesday 19 November, 15.30 – 18.30 **Cancun Theater**

<u>15.30 – 17.30 CONFERENCES</u>

15.30 – 15.35 Introduction: New Friends in Town

By Nicolás Smirnoff, Director, Prensario International

15.35 - 15.50 Digital Platforms... Last Miles!

Presented by Gloria Saló, Director of Content and Production Consultancy, GECA

15.50 - 16.20 Leading AVOD & FAST Platforms: From Red to Black Numbers

Ft. **Alejandro Veciana**, Senior Manager of International Content Sales & Distribution, **FilmRise**; **Pablo Ghiglione**, Head of International Co-Productions, **Globo**; **Janaina Tadeu**, Latam Content & Business Strategy Manager, **LG Channels** and **Stephen L. Hodge**, Chief Executive Officer, **OTTera.** Moderated by **Nicolás Smirnoff**, Director, **Prensario International**

<u>16.20 – 16.30 Streaming Content Distribution Strategies</u>

Presented by Adriana Frias, VP Business Growth, OTTera

16.30 - 17.00 Digital Advertising & Monetization

Ft. Ronaldo Dias, Sales Director, Hispanic Americas, Amagi; Jack Ojalvo, Founder & CEO, Copyright Capital; Maria Luz Zucchella, Consultant, MyCodeMedia and Fernanda Tochi, Director, Branded Entertainment & Distribution, Vanquish Group. Moderated by Nicolás Smirnoff, Director, Prensario International

<u>17.00 - 17.30</u> Broadcasters' Digital Strategies to Optimize Revenue

Ft. Maria Zuleta, Acquisitions Director, Caracol Television; Gabriela Rodriguez, Executive Vice President of Content, R Media; Goyo Garcia, Content Acquisitions & Sales Manager, SBT and Maria Gabriela Diaz, Acquisitions & New Business Manager, TVN Media Panamá. Moderated by Nicolás Smirnoff, Director, Prensario International

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Summit Chair: Nicolás Smirnoff, Prensario International

Conference Partner: OTTera

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ROUNDTABLES DISCUSSION

Limited capacity – Registration form open here







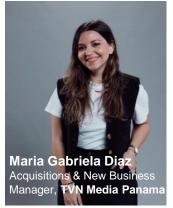








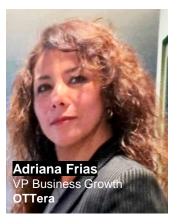












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