

NexTV Series Brazil comes back in 2017 to discuss the transformation of TV in OTT

NexTV Series Brazil 2017 comes back to São Paulo to gather the biggest TV, OTT, and online video companies in the country to discuss about the transformation of TV. The fifth edition of the conference is going to take place on April 19th at the Grand Hyatt Hotel. More than 35 leading industry speakers will address the main topics to better understand the market trends.

Net & Claro, Sky Brasil, Oi, Telefonica, Globosat, ESPN and Esporte Interativo are amongst the leading players of the Brazilian pay TV industry that are going to talk in the conference. NexTV Series Brazil 2017 is also going to have speakers of the broadcasters SBT, Record and RedeTV. High level executives from Google, Twitter and Vevo have also joined the executive panels of the event. Grupo Abril, Grupo RBS, Folha de Sao Paulo and Estadao, the leading media groups in the country, will take part as well.

The booming OTT Brazilian market will be amongst the topics of the conference. According to Dataxis, Brazil has the biggest offering of OTT platforms in Latin America. It also has one of the largest markets in the world, behind the United States, France and Germany. Manuel Falcão, Marketing Director at Globosat; Renato Elias, Sr Manager, TV Product at Oi; Luiz Bannitz Guimarães, Content & Business Affairs Director at Looke; and Jorge Salles, COO at EnterPlay, are going to debate about the new pay TV services through OTT and the alliances between OTTs and operators.

NexTV Series Brazil 2017 will also address the transformation of the pay TV business. As the sector keeps losing subscribers, the way in which TV is evolving to OTT and the new user interfaces will be subject of discussion. Alessandro Maluf, Director of Video Products at Net & Claro; Agricio Silva Neto, VP of Marketing & Programming at Sky Brazil; and Márcio de Jesus da Silva, Retail Business Director at Algar Telecom, are going to be speakers at that executive panel.

The conference will also deal with the changes that broadcast TV is overcoming with the analogue switch-off and how it is shifting to multi-screen and OTT. There will also be a debate about how to attract millennial audiences. In another executive panel, technology directors will discuss about the future of TV technologies and the challenge of multiple devices. Also, the media groups will debate about their online video strategies. By the end of the conference, there will be a discussion about sports, multi-screen, OTT and live streaming. The boom of the e-sports industry will also be addressed in that panel.

The participants will get a chance to network with high level executives, update their business strategies and learn from industry leaders. Registrations can be made through nextvseriesbrasil.com/en/.

Lucila Benito

FOR MORE INFORMATION PLEASE CONTACT:

Lucila Benito, Conference Manager Americas
lucila.benito@dataxis.com

Krishna CHINAPIEL, PR & Marketing Coordinator
pr@dataxis.com

ABOUT DATAXIS

Dataxis is a global firm specializing in the delivery of detailed market research, high quality events, and powerful media covering the TV and Telecom Industries in more than 200 countries. Dataxis now has offices in Europe, Latin America and Africa. For further information please visit our websites: Dataxis.com and NexTV Series Brasil