

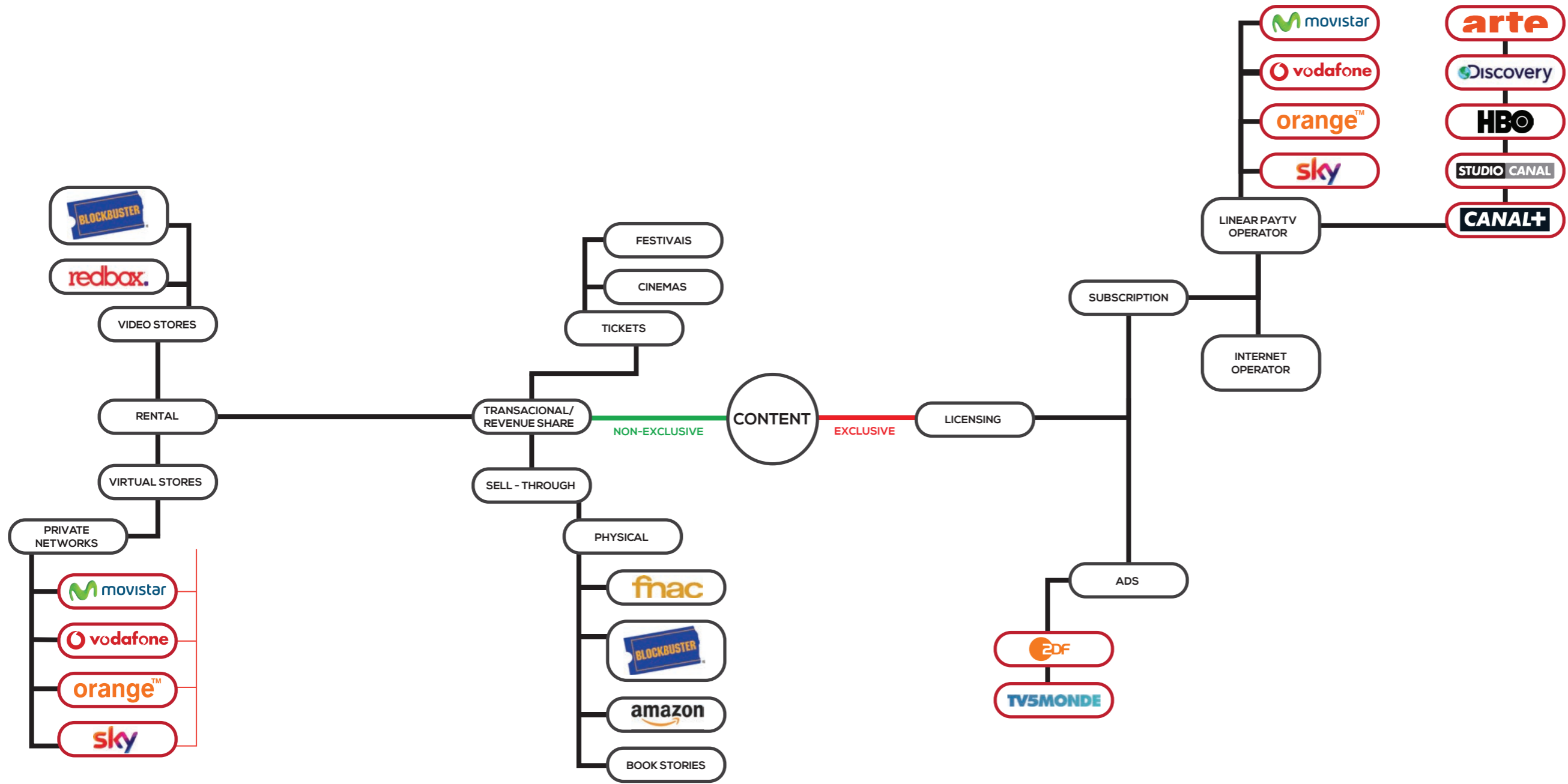
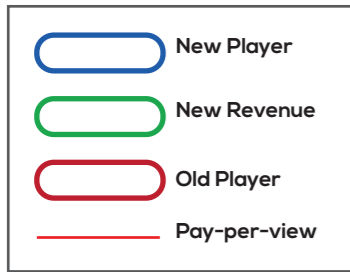


HOW THE PLATFORM LANDSCAPE IS EVOLVING

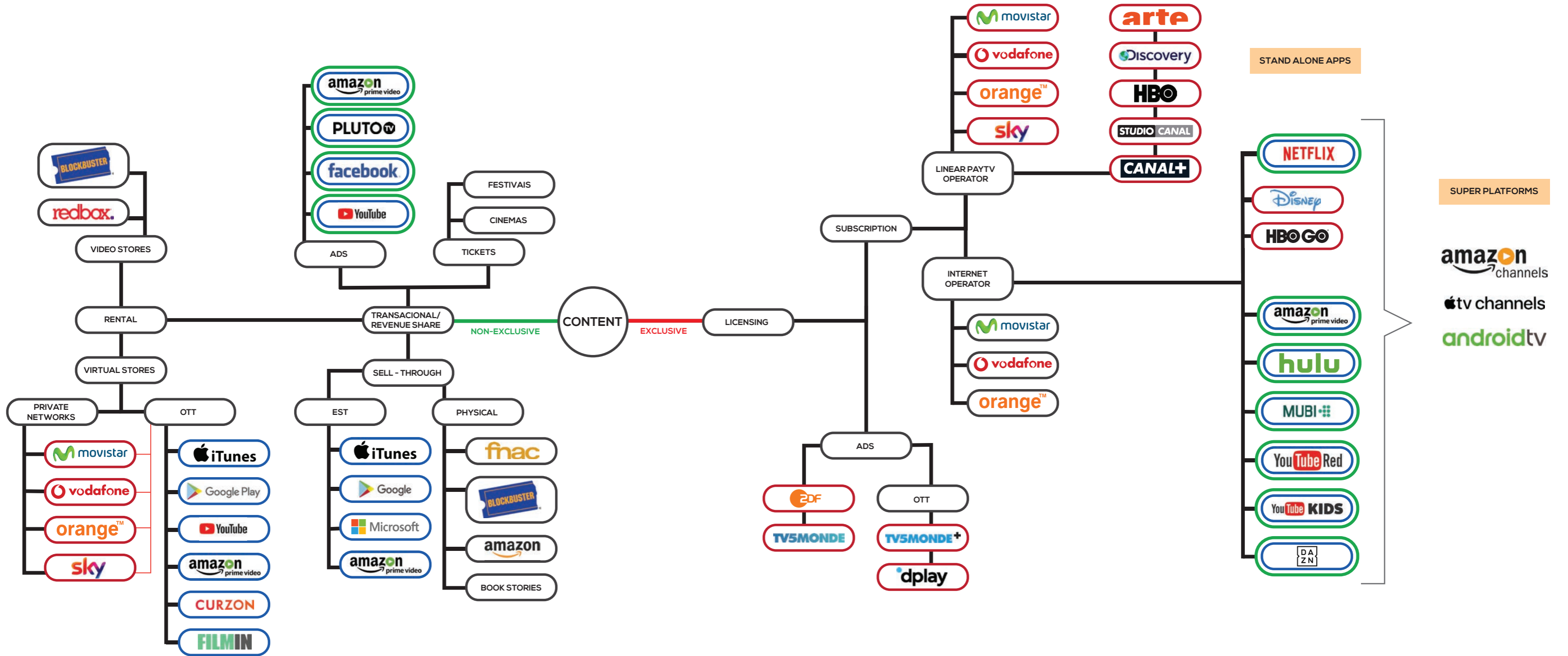
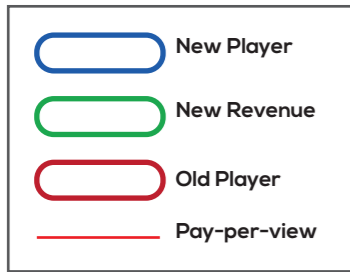


Fabio Lima
CEO Sofa Digital
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BEFORE



NOW



PLAYERS OFFERS

CHANNEL

arte

 Discovery

HBO

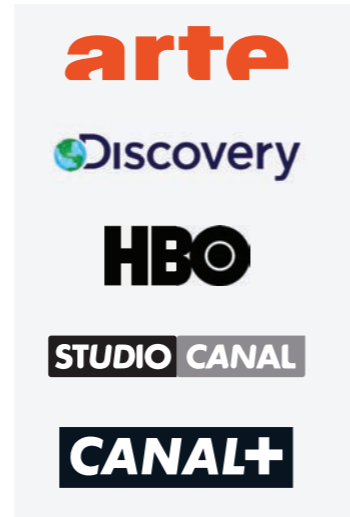
STUDIO CANAL

CANAL+

CONTENT CURATION
MARKETING
WHOLESALE PRICING

PLAYERS OFFERS

CHANNEL



CONTENT CURATION
MARKETING
WHOLESALE PRICING

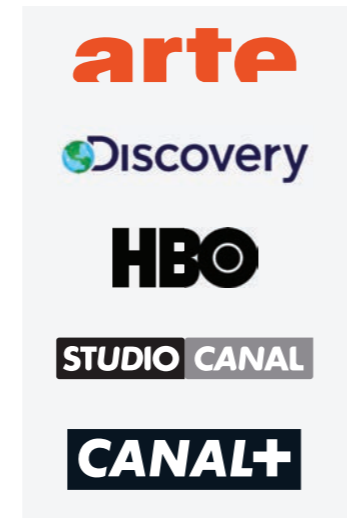
PAY TV OPERATOR



D2C
BILLING
CUSTOMER SERVICE
ENGINEERING
INFRA
DELIVERY
CONTENT BUNDLE
INTERNET+PHONE BUNDLING

PLAYERS OFFERS

CHANNEL



CONTENT CURATION
MARKETING
WHOLESALE PRICING

PAY TV OPERATOR



D2C
BILLING
CUSTOMER SERVICE
ENGINEERING
INFRA
DELIVERY
CONTENT BUNDLE
INTERNET+PHONE BUNDLING

PLATFORM



D2C
BILLING
CUSTOMER SERVICE
DEVELOPING
UX
R&D
DELIVERY (CDN)
CONTENT OFFER (ALL INCLUSIVE)
CRM

PLAYERS OFFERS

CHANNEL

arte

Discovery

HBO

STUDIO CANAL

CANAL+

CONTENT CURATION
MARKETING
WHOLESALE PRICING

SUPER PLATFORMS

amazon channels

apple tv channels

android tv

D2C
BILLING
CUSTOMER SERVICE
R&D
ENGINEERING
UX
CDN
CONTENT OFFER + BUNDLING
SERVICES
APPS
GAMING
MUSIC
NEWS
CRM
PAYMENT METHOD

PLATFORM

NETFLIX

Disney

HBO GO

amazon prime video

hulu

MUBI

YouTube KIDS

YouTube Red

DAZN

D2C
BILLING
CUSTOMER SERVICE
DEVELOPING
UX
R&D
DELIVERY (CDN)
CONTENT OFFER (ALL INCLUSIVE)
CRM

PAY TV OPERATOR

movistar

vodafone

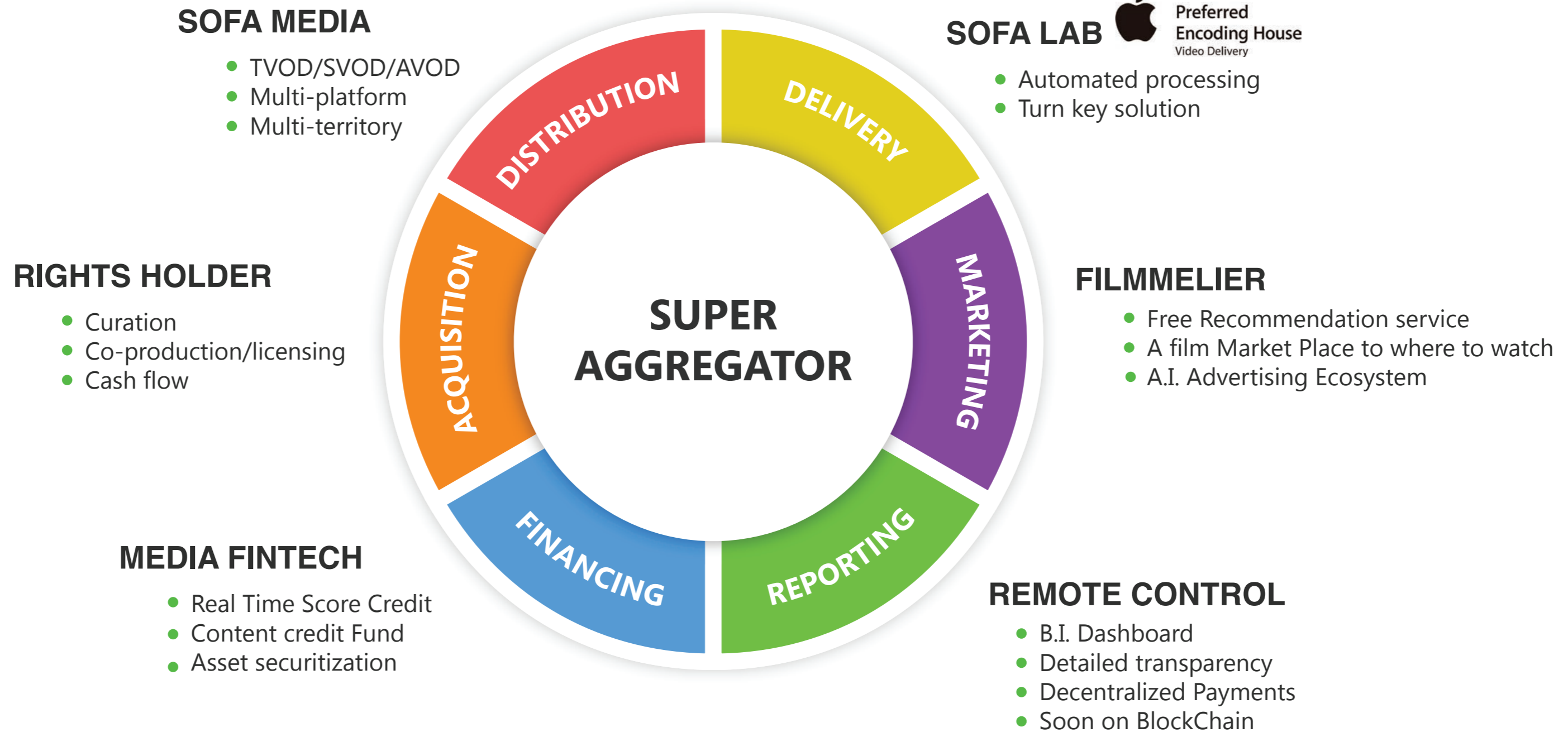
orange

sky

D2C
BILLING
CUSTOMER SERVICE
ENGINEERING
INFRA
DELIVERY
CONTENT BUNDLE
INTERNET+PHONE BUNDLING



SOFA DGTL





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