



## The leading event of creativity and innovation in Latin America

APRIL 23-28, 2019  
RIO DE JANEIRO - BRAZIL

### **Rio2C racks up big numbers with its second edition**

*Latin America's leading creativity and innovation event  
returns May 5th, 2020*

*Links to high-resolution photos from all  
six days of Rio2C at end of text*

Rio2C concluded its second edition on April 28<sup>th</sup>, 2019 boasting impressive numbers. More than 25,000 people visited the Cidade das Artes during the six-day event, which featured 415 panels – with 1,060 speakers –, generating a total of 780 hours of content. At the Rio2C Market, 1,537 One-to-One Meetings took place, and 1,811 projects were submitted for music, innovation and audiovisual pitching sessions. Event organizers estimate a 20 to 25% increase compared to last edition in terms of economic impact and the volume of business deals conducted. In 2018, that total was around R\$200 million, while in 2019, the number should surpass the R\$250 million mark. Another noteworthy result was the volume of data, with daily access topping 150,000 and more than 9 terabytes exchanged, the equivalent of 2.5 million high-resolution photos or more than 3,000 hours of streaming.

“The most important features of our event are exchange, creation and diversity. We are very pleased because this is what we succeeded in offering to attendees these past six days. We concentrated thousands of people eager for knowledge and the opportunity to exchange ideas in a single environment, which is paramount for developing, innovating and advancing. This is Rio2C’s mission and message. We are here to engage in dialogue and to discover solutions collaboratively, because this is the only way to grow,” said Rafael Lazarini, founder and CEO of Rio2C, which will welcome its third edition on May 5<sup>th</sup>, 2020.

Sponsored by Petrobras and Oi Telecommunications, Rio2C was divided into three areas: Market, Conference and Festival. While the two first areas were mainly targeted at entrepreneurs and creative industry professionals, the latter proposed a series of experiences, workshops and panels for high school and university students and young professionals interested in inspiration, information and networking.

### **AUDIOVISUAL**

For Rio2C, successor to RioContentMarket – the Southern Hemisphere’s most important business meeting for the audiovisual sector since 2011 –, the audiovisual pillar brought together some of the biggest names from Brazil and around the world in more than 60 seminars tackling a range of issues, such as narratives for different types of platforms; creation, development and production; direction; cinematography; scriptwriting; VOD; artificial intelligence; big data; blockchain; audiovisual public policies; tax incentive laws and commercialization for the international market.

Some Audiovisual pillar highlights included Ted Sarandos, Chief Content Officer (CCO) from Netflix; Charlie Brooker and Annabel Jones, creator and executive producers of the series *Black Mirror*; Roberto Rios, Corporate Vice President – Original Production of HBO Latin America; journalists and documentary makers



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Betsy West and Oren Jacoby; Morena Baccarin, one of today's most internationally successful Brazilian actresses; and Brazilian actor Cauã Reymond.

“The market is proving strong, powerful and necessary for everyone, as demonstrated by the hundreds of Brazilian and international professionals participating. The value of audiovisual creation in understanding the world was also made apparent, through our panels focusing on narrative and cinematographic language. Storytelling using this language is like providing a mirror for society. Audiovisual storytelling is transformational and fundamental, particularly because its consumption is huge in this country,” analyzed Carla Esmeralda, Rio2C General Curator.

The Business Hall, a new feature for this 2019 edition, provided audiovisual industry professionals with an exclusive networking space, designed to promote greater interaction between content producers and industry executives. Producers, directors and creators defended their projects for TV series, programs and films – documentary, factual, fiction and kids – in pitching sessions before a selection panel of top-level industry figures, and an audience of international buyers, or in individual One-to-One Meetings pre-scheduled by Rio2C event organizers.

“The audiovisual sector is undergoing a moment of paralysis with Ancine’s activities and Rio2C provided a moment for reflection and for all industry sectors to band together. The event was also an opportunity to prepare for the new Ancine model with renewed vigor and a new mindset, transformed by the event,” evaluated Carla.

This edition received over 420 players, including 34 international companies who debuted at Rio2C, with executives from BBC, Blue Spirit, Canal+/Studio Canal, Caracol Television, Channel 4, RAI - Fiction, Sony Music Entertainment, Televisa, UR and TOEI Company.

### **MUSIC**

Music panels explored subjects ranging from the narratives of samba and funk; performing and composing; soundtracks; career management; streaming; the recording business; ticketing; Rock in Rio; the business of musicals in Brazil; legal aspects of live entertainment; the role radio stations play in developing emerging artists’ careers; the power of urban music in favelas and peripheries; among many other topics.

Speakers such as Heitor TP, respected soundtrack composer for big Hollywood films – who also performed a repertoire of his compositions for cinema in the Rio2C Grand Salon along with the Petrobras Orchestra, conducted by Isaac Karabtchevsky –; Konrad Dantas, AKA KondZilla, founder of one of the biggest YouTube music channels in the world; and Brazilian music stars Alcione; Monarco; Ludmila; Maria Rita; Rael and Elza Soares were all key features from the Music pillar.



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“It’s impossible to describe how happy I am about Rio2C’s success. It was a wonderful week full of knowledge exchange, spectacular pitching sessions and seminars about the narratives of samba and funk, among so many other subjects, and a beautiful tribute to Elza Soares”, said Zé Ricardo.

For music industry professionals, artists and bands pre-selected by the Rio2C Curatorship Team had the opportunity to perform live in front of a commission comprising 20 industry names – including music specialists, producers, journalists and radio and TV programmers – as well as an audience of recording industry and show business executives.

“The main Music pillar thrill at Rio2C was the PitchingShow. Over 500 artists submitted their work and we chose 19 acts to perform live for the Music Commission. Some artists left the event with deals already closed such as Martins, a singer from the Northeastern Brazilian state of Pernambuco, who signed a recording contract and was added to the Festival Queremos lineup”, rejoiced Zé Ricardo, Rio2C Music Curator.

### **INNOVATION**

A total of 29 panels featuring 104 participants addressed disruptive trends and transformations in transport; food; health; agriculture; mobility; commerce; education; finance; well-being and entertainment; mechanisms for digitalizing money; meat produced directly from animal cells (rendering breeding and butchery unnecessary) and artificial intelligence.

Ricardo Penzin, Director of Business Development of Hyperloop Transportation Technologies (HTT), a company developing a high-speed cargo and passenger transport system where capsules hover through a network of low-pressure tubes; Maria Occarina, Director of Brand and Creation at Memphis Meats, a California startup invested in by Bill Gates, Richard Branson and Cargill, which will soon launch meat produced directly from animal cells; and Yael Djemal, Director of Product at BrainQ, a Israeli company developing software to treat neurological disorders in an innovative and non-invasive fashion, were just some of the Innovation pillar features.

Other high points included André Vellozo, who spoke about digital transformation for business and strategic intelligence in data consumption; and Louis Black, creator of SXSW, one of the world’s main innovation and creativity festivals, who explored the similarities between the festival in Austin and Rio2C.

Innovation pitching sessions, replicating the model used in the audiovisual and music pillars, took place with startups previously selected by the Rio2C Curatorship Team presenting their projects to investors.

“Our program has been designed to prove the theory that in the future, all companies will be technology companies”, summed up Rio2C Innovation Curator, Bernardo Zamijovsky.

### **NEUROSCIENCE**



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One of the great novelties for this edition was the BrainSpace, which provided insights into the inner workings of the human brain and an opportunity to understand the latest discoveries on mental functions – from decision-making processes to the creative expressions of arts, science and technology.

“Rio2C really got it spot on. The fact that the event is rooted in creativity meant it could bring in neuroscience at the same level – a success made abundantly clear by the long queues to get into the BrainSpace”, enthused neuroscientist and BrainSpace curator Stevens Rehen, one of the country’s leading authorities on stem cell research.

Speakers included bio-medic designer and artist Alan Macy, founder of Biopac Systems; Sidarta Ribeiro, director of the Brain Institute at the Federal University of Rio Grande do Norte (UFRN); Fernanda Moll, President of the D’Or Research and Teaching Institute; and Ronald Fischer, director of the Mind, Body and Cultural Evolution Laboratory at the University of Victoria in New Zealand, among many others.

“One of the things that most caught my attention were the art and science experiments. We had Alan Macy, who took a plastic heart, connected by electrodes to a person from the audience. The plastic heart started to beat at the same frequency as the connected person’s, and people could pass it around and feel the beating in their hands. This change of sensations, associated with light and sound, generated a perceptible alteration. Thanks to this hands-on experience, we were able to take science to the next level of discussion”, explained Stevens.

### **BRANDS**

Brands enjoyed a bigger spotlight in Rio2C’s 2019 edition. Aside from the Summit, which took place on the first day of the Conference, in partnership with and co-curated by Meio&Mensagem, Rio2C inaugurated a new permanent content space dedicated exclusively to exploring themes and trends from the brand and advertising universe – the House of Brands.

Chosen Summit subjects reflected the spirit of our times, considering that brands, much like digital influencers, need to know the proper time and tone to take part in conversations relevant to their position and in keeping with society’s expectations. On the speaker guest list: communication industry leaders, top executives from Brazil’s main advertising companies and, most importantly, the professionals making the difference at companies every day with their hard work and creativity.

The House of Brands explored the intersection between advertising, marketing and entertainment, analyzing the future of marketing and communication to bring the biggest market specialists, creatives and executives to Rio2C. Keynotes and panels dove straight into the promising universe of branded content, creating an environment geared towards business, knowledge and networking.

Among House of Brands highlights were PJ Pereira, top CCO in Adweek’s Creative 100, part of “Creativity 50” and 4A’s 100 People Who Make Advertising Great; and Joanna Monteiro, CCO at FCB Brasil and winner of



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forty awards at the Cannes Lions International Festival of Creativity, including a Grand Prix in the Mobile category. Petrobras welcomed physicist Marcelo Gleiser, recently awarded the Nobel for the dialogue between science and spirituality, for a panel on science alongside Francielly Rodrigues, who by 17 years of age, had already won more than 10 scientific prizes.

### EXPO

Another brand-new space at Rio2C was the EXPO, a content and brand activation area occupying the entire ground floor of the Cidade das Artes.

The XRBR Space included four domes of virtual and augmented reality experiences, with one dome curated by VR Days. The XR Arcade provided an immersion in the virtual reality world, showcasing content from leading Brazilian and international studios, such as Madame Galéria, created by producer Broders, which took attendees on a trip through the Cosmos; or Viking Days, launched on the Oculus Go, HTC Vive, Oculus Rift and PlayStation VR, a mixture of Job Simulator with WarioWare.

Oi Futuro, the innovation and creativity institute of event sponsor Oi Telecommunications, was also at Rio2C sharing learning and transformational projects in the areas of education, culture and social entrepreneurship. Oi presented inspiring stories designed at Oito, the company's entrepreneurship and innovation hub for accelerating startups, and showcased Oi's digital solutions for other companies to deepen their usage of technology in business.

Petrobras, Rio2C Sponsor, was present in three different spaces. In the company's main space – the Journey to Knowledge Petrobras Space – Petrobras invited the public to the company's wheels laboratory, part of the Formula 1 technology partnership between Petrobras and McLaren. In this space, the public were also given the opportunity to be challenged on Rio2C's main themes: creativity and innovation. The Petrobras Robocup Arena featured a robot competition, disseminating research and scientific advances in the areas of robotics and artificial intelligence. A football game between robots is a platform to demonstrate, in a fun and playful way, solutions to real day-to-day problems in a way that attracts the public at large.

The BNDES - National Bank for Economic and Social Development – offered panels presenting case studies and success stories. Débora Ober, Executive Producer of UP! Content, creator of the educational cartoon *Bubu e as Corujinhas*, spoke about the challenge of creating stories for children and the production process, and Geórgia Costa Araújo, Managing Partner of the Coração da Selva production company, responsible for *Onde está a felicidade* and *Praia do Futuro*, spoke about working with different formats and narrative specificities and producing TV series, feature-length films, transmedia content and documentaries.

We Work offered Talk by We sessions on technology, creativity and innovation, as well as chats with Rio2C speakers, where attendees were able to get up close with figures such as Wilson Lannes, VP and CFO of Sony Music Brazil and Maria Frastrone, Pro-Vice-Chancellor of IBMEC, among others.



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Attendees could also participate in tutoring services, workshops, seminars and virtual reality experiences in the following spaces: Semp TCL, Firjan, Seagate, SPCine, Grupo Band, SBT and Canal Like, which also provided experiences and activations.

### **FESTIVALIA**

On the weekend, Rio2C opened its doors to the general public with a series of attractions. Baptized Festivalia, the program included concerts, virtual reality experiences, seminars, chats, workshops with creative industry professionals and backstage meet & greets for fans to connect with their idols. The Porta dos Fundos team ran a live Writers' Room, with Fábio Porchat and Antonio Tabet, and the scriptwriters and actors from Choque de Cultura spoke about the project's ten-year anniversary. Subjects such as cinematography, editing, soundtrack composition and creating narratives were also seminar topics, including a conversation between Amora Mautner and Maria Camargo.

The Globo Space received leading professionals from the company, while the IED hosted Fashion Workshops, led by the stylist and fashion consultant Dudu Bertholini; and Branding Workshops, with Ana Cotta, coordinator and mentor of the IED Master in Branding; and Collaborative Creative Processes Workshops, with Arthur Kjá.

Rio2C featured emerging talent from the Brazilian music scene in a range of shows. On the Electroacoustic Stage were artists Martins, Cai Sagra, Jonathan Feer, Gragoatá and Duda Brack. And performing on the Music Stage, on the ground floor, were Anderson Primo, Martte, Isabela Moraes, Rashid, Nanda Garcia, Jorge Airton and Simone Mazzer.

Rio2C screened five films in the Grand Salon: *Amazônia, o Despertar da Florestania*, by Christiane Torloni and Miguel Przewodowski; *Rindo à Toa – Humor Sem Limites*, by Claudio Manoel, Álvaro Campos and Alê Braga; *Simonal*, by Leonardo Domingues; Bianca Comparato's directorial debut *Elogio da Liberdade*; and the documentary *RBG*, co-directed by Betsy West and Julie Cohen, nominated for a 2019 Oscar® in the Best Documentary and Best Original Song categories.

### **Photos of the six-day event:**

April 23<sup>rd</sup>:

<https://www.dropbox.com/sh/h2q7chbxdltuylc/AABQY9CpA2IGBbNdkSSw9wK9a?dl=0>

April 24<sup>th</sup>:

<https://www.dropbox.com/sh/afua74zlfibjrt8/AABBxBLO8mQOWec3R9P9blMna?dl=0>

April 25<sup>th</sup>:



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<https://www.dropbox.com/sh/5ljud8ixiejxynk/AABhT3J8WtHRYX6aG7wvmGjOa?dl=0>

April 26<sup>th</sup>:

<https://www.dropbox.com/sh/sb2n2i2ax6dqwto/AAC-RHQc1VKwvDM5pcPX-gQxa?dl=0>

April 27<sup>th</sup>:

<https://www.dropbox.com/sh/88h5ktxd9e8jstb/AADZcXqIEnxdApzqTiD6vyq1a?dl=0>

April 28<sup>th</sup>:

<https://www.dropbox.com/sh/msufj7qa4micsy4/AAD9Wbf4zlicILLiAPGI6m6a?dl=0>

#### **More information about Rio2C**

<http://rio2c.com/>

<https://www.facebook.com/Rio2C/>

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#### **Rio2C Press Office**

**Factoria Comunicação**

**www.factoriacomunicacao.com**

Vanessa Cardoso - [vanessa@factoriacomunicacao.com](mailto:vanessa@factoriacomunicacao.com)

Eduardo Marques - [eduardo@factoriacomunicacao.com](mailto:eduardo@factoriacomunicacao.com)

Leila Grimming – [leila@factoriacomunicacao.com](mailto:leila@factoriacomunicacao.com)

Tel: +55 (21) 2249-1598 / 2259-0408