



The leading event of creativity
and innovation in Latin America

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RIO DE JANEIRO - BRAZIL

RIO2C 2020 PROPOSES A REFLECTION ON THE COMING DECADE OF GREAT CHANGE AND TRANSFORMATION

The third edition of Latin America's leading creativity and innovation event expands to incorporate the publishing market and education sector, from May 5th to 10th at the Cidade das Artes

Registration for the PitchingShow® opens today.

Rio de Janeiro, January 15th, 2020 – Targeted at technology, science, audiovisual, music, media and brand professionals and enthusiasts, **Rio2C** continues to grow exponentially each edition, embracing new themes and markets in its programming. The **Rio2C** Conference, which presented 1,060 speakers in 2019, explores seven main thematic tracks: Art, Media & Entertainment; Cities and the Society of the Future; New Consumers & Trends; Energy to Transform; Education & Professional Capacity Building; Health, Food & Well-being; Transformations for Enterprises & Employment.

Having generated an economic impact upwards of **R\$250 million** for the creative industry during its last edition, the event is now expanding to include the literature and education sectors in its programming. From **May 5th to 10th**, the **Cidade das Artes** welcomes some of the world's most inventive minds, with renowned executives, thinkers, writers, scientists and artists getting together to discuss trends and business opportunities in the fields of entertainment and innovation. Over 800 hours of content are forecast, with more than 1,000 companies participating, as well as shows, VR/AR experiences, One-to-One Meetings, pitching sessions, workshops, mentoring sessions and networking events.

“We hope that Rio2C 2020 will encourage people to prepare for the decade of great change and transformation that is upon us. Existing business models are being challenged. Individuals and businesses are being forced to adopt more efficient lifestyles and methods”, believes **Rafael Lazarini**, Rio2C Founder and CEO.

“A new area of increased social and environmental responsibility becomes a critical decision-making factor. The capacity to rapidly adapt becomes a fundamental survival skill in this decade of digital transformation, with information becoming more important than ever. For this reason, we consider Rio2C to be a project in constant evolution and continuous transformation”, Rafael concludes.

WHAT'S NEW AT RIO2C 2020

Following the smash success of the BrainSpace and the House of Brands, spaces which debuted at the previous edition of Rio2C, focusing on neuroscience and new brand paradigms respectively, Rio2C 2020 brings fresh highlights for content and new Rio2C badges.

StoryVillage

One of the highlights for this edition is the **StoryVillage – books beyond books**, a space designed to provide a new vision for the publishing market and to stimulate dialogue about the future of the sector – currently undergoing a moment of great transformation –, emphasizing the potency and relevance of narratives for the various segments of the creative industry.

Responsible for nearly 40% of the stories that make it to film and series globally, books mobilized R\$5 billion in the Brazilian market in 2018, boasting 350 million copies sold. Of the 15,000 new titles published during that period, 61.5% were written by Brazilian authors.

The StoryVillage proposes a series of initiatives that stimulate new business and spark innovation, such as a forum of ideas, with the participation of Brazilian and international authors, illustrators, editors, agencies and startups; debates on the opportunities that new technologies bring to the sector; story pitching sessions for the audiovisual industry; and a collaborative area for exhibitions, sales and presentations, welcoming publishing houses with new market visions to the event. Curators of this space include **Martha Ribas, Ana Paula Costa** and **Camila Perlingeiro**, the founding members of **mapa.lab**.

Summit Rio2C Educa

A child that begins elementary school today has 15 or 20 years of schooling ahead of them, if we include secondary and tertiary education. However, are children being properly prepared to face the very different world that awaits them at the end of their studies? This question guides the **Summit Educa**, exploring the future of education from the perspective of educators, students, entrepreneurs and specialists.

Designed for education executives and managers, as well as startups, content producers and enthusiasts, this new symposium – which takes place on the first day of Rio2C– takes event-goers on a deeper journey into trends and new ways of thinking about the future of education. Issues addressed include: Learning Cities; Visionary Students; Edutainment; Education 5.0; Online, teaching without borders; High-tech Education; Neuro-pedagogy, emotions at the forefront of learning; Transformational public education; RJ: Cutting-edge Education; Entrepreneurship in Education; Inclusive Education; Assistive Technologies for Education; Education on Screens; Representation in Classrooms; Visionary Educators. Communications Graduate and author **Rakel Cogliatti** is Curator of the Summit Educa.

Rio2C Future Badge

Designed to motivate young people to make a difference and to change the future by changing the present, this edition Rio2C is launching the Rio2C Future Badge, with a special price for young people aged between 18 and 25, created in order to stimulate this age bracket's participation in the event. These Rio2C badges go on sale on February 1st.

Rio2C Badge Pre-Sale

Rio2C badges go on sale today with a 40% discount. Sale prices are R\$600 (Creator) and R\$750 (Creator+). While the Rio2C Creator Badge grants event-goers access to the three days of the Conference (May 6th – 8th), the Rio2C Creator+ Badge grants unlimited access to the six days of the event, including the Summit (May 5th) and the Festivalia (May 9th and 10th). Pre-sales last until January 31st.

For more information regarding ticket sales, please visit:
<https://www.rio2c.com/tickets.php>.

RIO2C 2020

Just as was the case in 2019, the event will be structured in three pillars: Conference, Market and Festival. While the two first pillars are mainly targeted at creative industry professionals, the final pillar offers a series of experiences designed for high school and university students and recent graduates keen for inspiration, information and networking opportunities.

CONFERENCE

The Conference spans from May 6th to 8th, featuring a range of different panels about audiovisual, innovation, music, science, media, brands and education. Comprising 16 different programming spaces and presenting over 1,000 speakers, conversations are designed to highlight the profound transformations that society is undergoing and the new possibilities for the future.

Under the command of **Carla Esmeralda**, who is also Rio2C General Curator, the audiovisual content brings together some of the most important names from Brazil and across the world, focusing on narratives, creation and development for different types of platforms; new financing models; intellectual property and VOD, amongst others.

Producer, musician and composer **Zé Ricardo** curates the music content, which will be addressing a series of related themes, ranging from artists' creative processes to new record business trends.

Panels in the area of innovation will delve into macrotrends, important topics and possible impacts in different fields, such as health, trade, education, agriculture, mobility, transport, finance, entertainment and food. The curator for this area is **Bernardo Zamijovsky**, an investor in the technology sector.

The **BrainSpace**, which debuted to great acclaim in the 2019 edition, returns in 2020 to pave the way for new debates surrounding the functioning of the human brain and its relationship with creativity, both in the arts, science and technology, with panels curated by neuroscientist **Stevens Rehen**, one of the country's leading authorities on stem-cell research.

The House of Brands, dedicated exclusively to exploring themes and trends related to brands and the advertising market, promotes the encounter between sector specialists and creatives, who will examine the intersection between advertising, marketing and entertainment, as well as the future of communication.

MARKET

A resounding success for the 2019 edition was the **Business Hall**, a space reserved for audiovisual industry professionals in a privileged area of the Cidade das Artes, with exclusive networking lounges designed to promote greater interaction between content producers and industry executives. The Business Hall also houses the One-to-One Meetings and Audiovisual Pitching Sessions, as well as private meeting rooms for sponsors and exhibitors.

Producers, directors and creators from the audiovisual sector defend their projects for 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 prescheduled through a specialized matchmaking system designed by Rio2C.

The event already boasts over **400 companies** from the global audiovisual industry – including **50 that are debuting at Rio2C for the first time** – all seeking content and new partnerships for original cinema, television, internet and digital media projects, as well as ideas for *podcasts*, one of the new features for this edition. A growing trend in the entertainment world, the audio format is also becoming a platform for creating audiovisual products, which is the case for some successful TV programs, such as “Homecoming”, “Dr. Death” and “Serial”, among many others, which have all stemmed from genre transmissions.

Executives from the Brazilian and international market have confirmed their presence, including leading players from **Amazon, Netflix, HBO Latin America** and **Globoplay**, as well as newcomers to Rio2C, such as **Sony Pictures, Live Nation Productions, Spotify, Deezer** and **Playkids**. The complete list of players is available online at: <https://www.rio2c.com/en/players/>.

For the music pillar, Rio2C once again presents the **PitchingShow®** – one of the highlights from previous editions. Created exclusively by event organizers, the project is an adaptation of the successful Audiovisual Pitching Sessions, where content producers present their projects before a selection panel of top-level professionals who have the knowledge and experience to help them develop and commercialize them.

Artists and bands from across the country have the unique opportunity to perform their tracks in front of a commission of influential industry names – including radio and TV programmers, producers, journalists, festival curators and recording industry and show business executives -, all in strategic positions to be able to boost chosen artists’ careers. The selection process is conducted beforehand by a panel headed up by Zé Ricardo, Rio2C Music Curator.

The 30-minute pocket shows are performed on a stage kitted out with state-of-the-art sound and light equipment in a specialized content area that is also open to the Rio2C public. Online registration, which is free of charge, begins on January 15th via the website: <https://www.rio2c.com/en/market-pitching-show/>

Rio2C also promotes connections between professionals from the innovation sector. In a similar format to the audiovisual and music sectors, startup entrepreneurs have the opportunity to present their projects to investors via pitching sessions – to be pre-selected by the event’s Innovation Commission – and in One-to-One Meetings.

FESTIVALIA

Over the weekend, Rio2C welcomes the general public for a series of attractions. Programming includes music shows, performances, seminars, chats and workshops with creative industry professionals, product launches and exclusive meet & greets for fans with their idols, as well as an immersion in the virtual reality world, featuring content produced by the world’s most important studios.

The new space dedicated to the publishing market will offer attractions for young audiences and university students, such as chats with authors, a literary escape room, an area featuring audiobooks and podcasts, augmented reality experiences, board games, workshops and encounters with writers and content producers, amongst others.

EXPO

Launched at Rio2C 2019, the EXPO is a content and brand activation space for partners, which occupies the ground floor of the Cidade das Artes, exploring key themes related to the audiovisual, innovation and music markets. The space also features an exclusive program of games, workshops and panels that dissect the market, with topics ranging from the conception of electronic games to the challenges of post-production. Aside from content, the space offers domes with virtual and augmented reality experiences.

RIO2C IN NUMBERS

Rio2C concluded its second edition in April 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. Organizers of the event, sponsored by **Petrobras** and **Icatu Seguros** for this upcoming edition, estimate a 20 to 25% increase in terms of economic impact and the volume of business deals conducted, compared to last edition. In 2018, that total was around R\$200 million, while in 2019, the number surpassed 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.

BIOGRAPHIES

Rafael Lazarini – Creator of Rio2C

Creativity and innovation executive, entrepreneur and enthusiast. Rafael has a strong professional trajectory and ample international experience in the media and entertainment market. During his 25 years in the industry, his successes include such projects as: structuring the IMG affiliate in Brazil, a Cirque de Soleil joint venture in South America, the structuring and acquisition of Rock City, majority shareholder of Rock in Rio, and more recently, the entrance of Live Nation Entertainment into the South American market. As an

entrepreneur, in 2017 Rafael founded Rio Creative Conferences, the company responsible for Rio2C, and has investments in a range of content and media projects. Lazarini is a Graduate in Engineering and Marketing, holds a Post-Graduate Diploma in Business of Media and Entertainment from UCLA and a Masters in Entertainment Management from USC.

Carla Esmeralda – General Curator

Consulting specialist for cultural project and audiovisual program development. In 1997, Carla began a partnership with the Sundance Institute to develop screenwriting labs in Brazil. More than 22 editions have taken place, of which eight have been in partnership with SESC and SENAC SP – the *Laboratórios Novas Histórias*. Amongst the numerous events Carla has organized: the I Sundance/Rio Filme Marketing, Distribution and Exhibition Seminar at the Mercosul Producers' Forum (1999), Brasil Documenta – International Documentary Forum (the 2001 and 2003 editions) for Canal GNT, and the I Screenwriting Development Program for the Brazilian Ministry of Culture's Audiovisual Secretariat (2001). Since 2003, Carla runs the Brazil's Kids Film Festival (FICI), in partnership with Carla Camurati. In 2011, Carla was one of the creators of the RioContentMarket, the biggest multiplatform audiovisual content market in Latin America, in partnership with the Brazilian Independent Audiovisual Producers Association – BRAVI. The event, which has since expanded to include two new disciplines and become part of Rio2C, is now heading into its tenth edition for 2020.

Zé Ricardo – Music Curator

Singer, composer, guitarist and musical producer, Zé Ricardo launched his first CD in 1998, followed by four more CDs and a DVD, all to critical acclaim. Zé Ricardo has shared the stage with such names as Djavan, Al Jareau, Angélique Kidjo, Sandra de Sá and Ed Motta, among many others. As a creator and curator, Zé has promoted artists on stages for over 20 years, and has developed the program and artistic direction for 15 international events, most notably the Rock in Rio Sunset Stage, which he has directed since 2007 in various cities, including Madrid, Rio de Janeiro, Las Vegas and Lisbon. In 2014, Zé was musical director for the “Música Boa ao Vivo” program for the Canal Multishow TV Channel, a 36-episode series uniting some of the biggest names in Brazilian music.

Bernardo Zamijovsky – Innovation Curator

Bernard holds a Bachelors' Degree in Marketing from ESPM (1992) and an ensuing career strongly connected to the worlds of innovation and Venture Capital. In the 90s, Bernardo was responsible for Reengenharia (making disruptive proposals for innovation) for the Grupo VR. Bernardo headed up the company's Business Development area, where he always sought innovation. In 1999, he moved to New York to take part in a startup called IPING, a telephone message robot. In 2000, he launched the FFC (Fánaticos Futebol Clube), a Soccer Fantasy Game, which was a resounding success with 500,000 users.

Stevens Rehen – BrainSpace Curator

Stevens Rehen is a Brazilian neuroscientist specialized in stem cell research. Currently, Stevens is the Chief of Scientific Programs and Outreach of D'Or Research and Education Institute (IDOR) and Full Professor at the Biomedical Sciences Institute/UFRJ. He is also a member of the Scientific Committee of the Museu do Amanhã, a member of the Scientific

Council of the Instituto Serrapilheira, Member of the ANVISA Technical Chamber for Advanced Therapies, ASAPbio Ambassador, Chair of the Brazilian Committee of the Pew Charitable Trust Latin American Program in the Biomedical Sciences, member of the Latin American Academy of Sciences and affiliate member of the the World Academy of Sciences for the developing countries (TWAS).

More information about the event: www.rio2c.com.br/en

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