METADATA MADNESS

Winning the Content Game with Metadata!

Tuesday, March 25, 2014 • Luxe Sunset Blvd. Hotel, Los Angeles

Presented by: DEG MESA

smart content summit

MarkLogic presents:

content intelligence for media & entertainment

InterContinental Los Angeles Century City
November 5, 2014

Unlocking Content with Semantics and Metadata

Content Intelligence – Unlocking Possibilities and Potential

MDM for Mastering title Data in the New Digital World

Next Generation Strategies Supporting Smart Content
Moving the Discipline of Content Strategy Forward to Support Smart Content

METADATA MADNESS

Making Sense Out of Smart Content

L.A.: Tuesday, March 17, 2015 • Luxe Sunset Blvd. Hotel

KEYNOTE ADDRESS:
Sam Gustman,
Executive Director,
USC Digital Repository
and Shoah Foundation
Visual History Archive

- In the Beginning: Upstream Metadata Governance

- Defining the UX: Where Data meets Style
- Building Unique Workflows in a Content Repository
- Extract Value from Legacy Data and Systems with Semantics

METADATA MADNESS

Making Sense Out of Smart Content

N.Y.: Tuesday, March 31, 2015 • Convene Midtown East

keynote speakers

Metadata Capital:
Conceptual Understanding,
Predictive Value

Jane Greenberg,
Drexel University

Simplicity and Innovation
in the Media Supply Chain

Bob Liodice, ANA

association partners

4A's
cimm coalition for innovative media measurement
etc ENTERTAINMENT TECHNOLOGY CENTER
Ad-ID
THE DIGITAL ENTERTAINMENT GROUP DEG
HPA Hollywood Post Alliance
AMIA
DAS
EIDR Entertainment Identifier Regist
SMPTE
ANA
DIGITAL ema entertainment merchants association
SVG SPORTS VIDEO GROUP

smart content summit

intelligent content for media & entertainment

presented by: MarkLogic

Thursday, February 4, 2016
Luxe Hotel Sunset

- Metadata Madness Luncheon
- KEYNOTE ADDRESS: Enriching the Consumer Digital Experience with Data

  Joseph Inzerillo, EVP and CTO, MLBAM

Earning Recognition: How Computer Vision and Content Recognition Tools are Advancing the Science of Metadata

Hartwig Adam, Dept. Member, Machine Intelligence, Google

METADATA MADNESS

Media & Entertainment Interoperability Summit

3.16.16 »Microsoft Technology Center, NYC

- Why Should We All Be "Mad" About Metadata?
- Challenges of Data in Linear Television
- Data Scale and the Broadcaster
- Metadata's Impact on Interactive Media & Advertising
- The Business of Analysis
- Creating an Accountable and Reliable Media Supply Chain
- Governance and a Good Data Blueprint
- Metadata Across the Supply Chain
- The Madness of Rights
- Metadata and Talent Payroll
- A Master Data Management Road Map

RIGHTS & METADATAMADNESS

Where Legal Meets the Digital Supply Chain

July 20, 2016
Microsoft Technology Center
New York City

OPENING KEYNOTE: Rights Information in a DAM – Here is How We Did It

Greg Cram, Associate Director of Copyright and Information Policy, New York Public Library

Contract Language: 50 Shades of Grey

- KEYNOTE CONVERSATION: The Culture Shift in Media Business – Why Contract Data is a Key to Opening Media Business Revenue

- The FYI and ROI on Rights Management Systems

smart content summit east

Advertising & Interoperability

February 23, 2017
Microsoft Technology Center, NYC

- Advertising Workflows and Audience Measurement
- Content Identification, Measurement and Interoperability
- Delivering Smart(er) Content Using On-Demand Advanced Analytics
- Where are We (and Where are We Going) with TV Everywhere?
- Smart Content Starts with the Content
- Interop: The Agency's View

KEYNOTE – Interop: The Promise and Perils of Highly Interconnected Systems

John Palfrey, Author and Lecturer

smart content summit west

Data, A.I. & Metadata Madness

March 9, 2017
Luxe on Sunset
Los Angeles

An Inconvenient (Data) Truth: Integrating Data Across All Business Units

FEAT. KEYNOTE:
Amber Case, Author

- Content + Data Science = Netflix
  Todd Holloway, Director, Content Science and Algorithms, Netflix
- Smart Content: Capturing Data from Inception to Infinity
- Metadata Madness Luncheon
- Smart Machines: AI Meets M&E
- Leveraging AI for High Scale Indexing of Visual Media
- Smart Planet: Advanced Workflows that Drive Operational Excellence
- Smart Production: Using a Data Hub for Film and Television
- Video Metadata Platforms: How to Futureproof Automation
- How Asset Management Can Make Your Content Work Smarter
- Smart Ways to Reach and Engage with Consumers

smart content summit west

Data, AI & Metadata Madness

February 27, 2018
Luxe on Sunset
Los Angeles

- Metadata Madness Luncheon
- I Want My Talent ID
- Smart Minds: Neurodiversity in the Workplace
- Smart Production Technologies at Work!
- Practical Applications of ML for Image and Video in the AWS Cloud
- Microsoft Video AI: What's In Your Content?
- Data, Marketing and Analytics: A New Paradigm
- Information, Intelligence & Innovation: Leveraging Data for Creatives, Creators & Marketers
- Using Consumer "Watch Data" to Grow Your OTT Service
- Interactive Media: By The Numbers
- How Direct to Consumer is Changing the Rules for M&E
- Smart Advertising: Advancing the Medium (for the Message)
- Unlock the Power of Smart Content with the Right (Data) Pattern

KEYNOTE CONVERSATION:
Innovation across the Entertainment Industry and the MoviePass Effect

smart content summit

Data, AI & Metadata Madness

east

March 8, 2018
Microsoft
NYC

- Unlock the Power of Smart Content with the Right (Data) Pattern
- Developing a Culture Around Your Data Journey
- From Digital Transformation to Intelligent Transformation
- Blockchain + Advertising = Transformation & Innovation
- Video AI: What's In Your Content?
- AI Meets Media
- Inside the Mind of Watson
- Practical Applications of Machine Learning for Image and Video in the AWS Cloud
- Demystifying Language Metadata
- Using Consumer "Watch Data" to Grow Your OTT Service
- KEYNOTE: Disruption in the Entertainment Industry; Monetizing the MoviePass Effect
- How OBID Transforms Unique Identifiers
- Smart Advertising: Advancing the Medium (for the Message)
- What's your DAM(n) Problem?!?

smart content summit east

Data, AI & Metadata Madness

March 8, 2018
Microsoft
NYC

KEYNOTE: Dr. Eric Daimler, Former Presidential Innovation Fellow

OPENING KEYNOTE: No Terminator Apocalypse – The Real Revolution in AI and Robotics and its Impact on the Entertainment Industry

WiTH KEYNOTE: Dr. Iris Firstenberg, UCLA

WiTH KEYNOTE: Harnessing Hurricane VUCA to your Leadership Advantage