HOLLYWOOD
smart content summit

March 4, 2020
Skirball Cultural Center
Los Angeles

Kickoff!

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InterContinental Los Angeles

Century City

November 5, 2014

What is Smart Content?

Can the Data Poor Survive?

It all starts and ends with the data problem!

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Deputy CEO, CTO
Siemens AG 2019

Bad data is like manure … it gets everywhere!

Susan Lauda
Director, Global Advanced Technology
AGCO Corp 2019

Can the Data Poor Survive?

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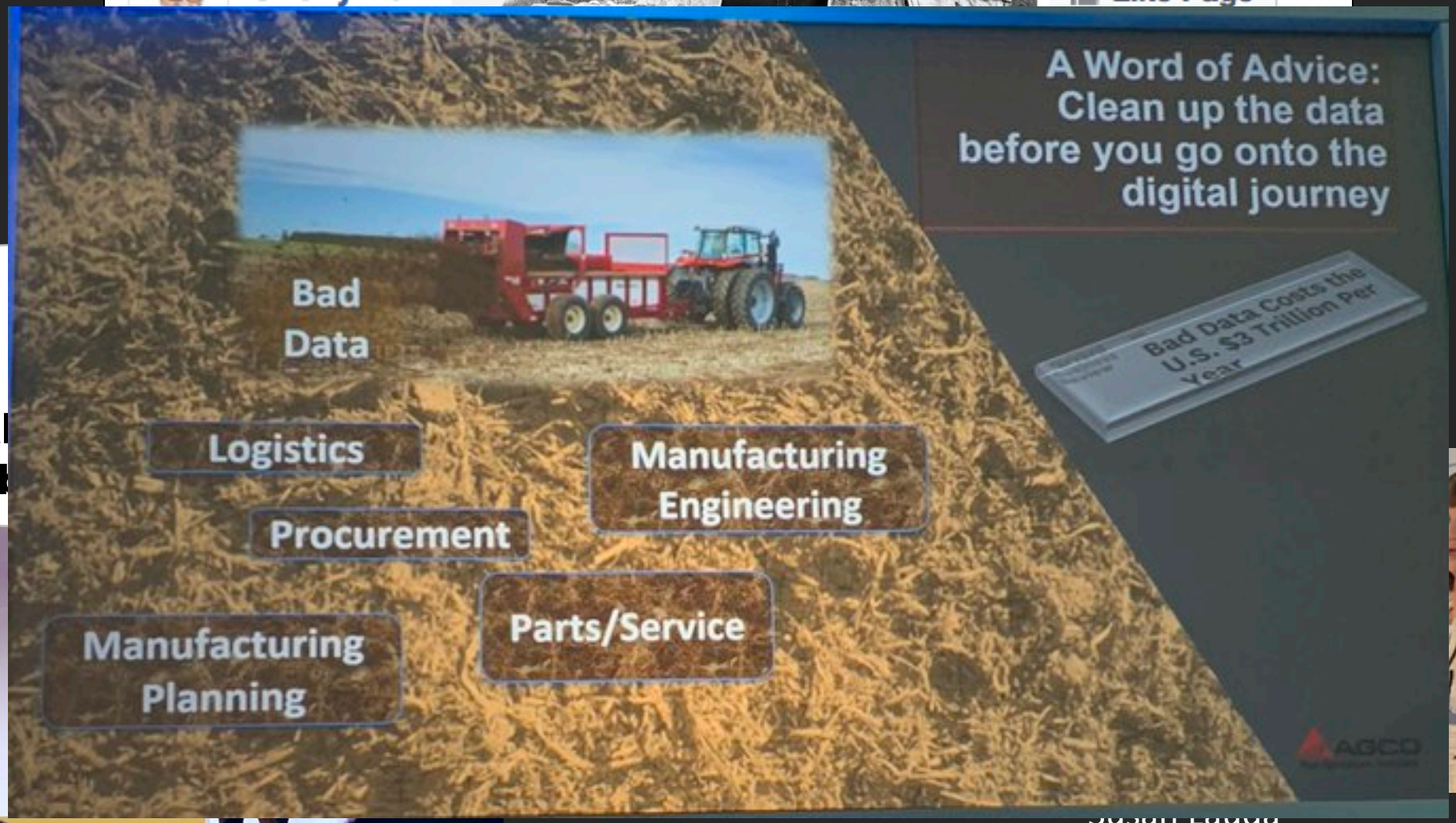
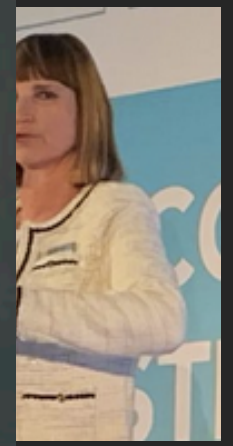




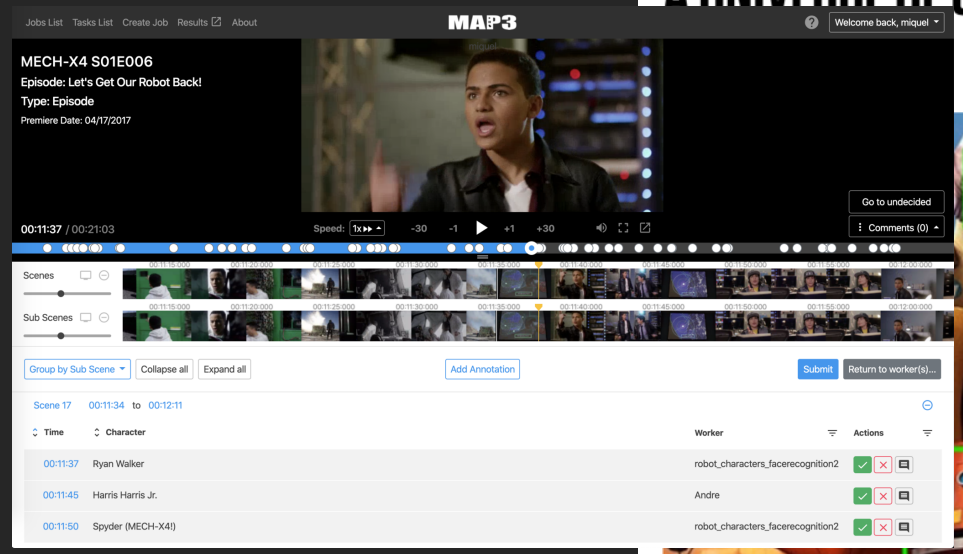
Roland Busch
Deputy CEO, CTO
Siemens AG 2019

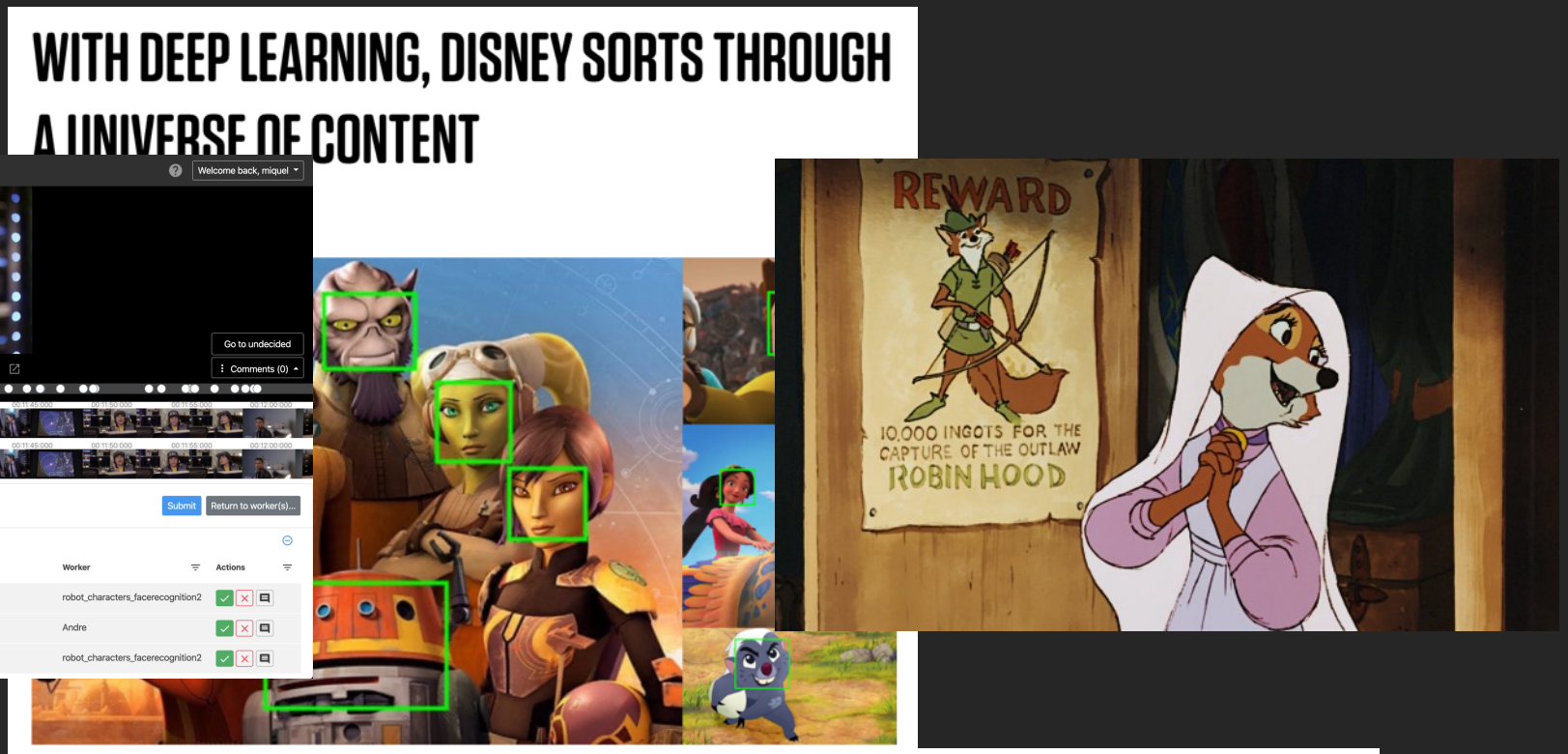
Susan Ladda
Director, Global Advanced Technology
AGCO Corp 2019

“The foundation is metadata”

“The goal is to build deep-learning algorithms that can automatically tag the components of a scene in a way that’s consistent with the rest of the Disney knowledge base”

“The applications are endless. ‘I think we won’t get bored’” Miquel Farré – Disney DTCI R&D





Disney DTCI - Wired Insider December 2019

What is Smart Content?

KEYNOTE: Mars Madness – A Data-Driven, Real-Life Drama (PM)

the Gaps: Asset
in Production (AM)

pply Chain (AM)

KEYNOTE: Using Audi
Breakthrough with Short-
Era (PM

LMT Update 2020: Metadata Madness with Momentum (PM)

Smart Strategies for Audience Engagement & Viewership (PM)

Metadata Across the Organization (PM)

smart HOLLYWOOD ~~content~~ summit

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Let's Go!

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Sources

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  - Can the Data Poor Survive: https://www.shellypalmer.com/2019/10/can-data-poor-survive/
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- Disney DTCI article in Wired
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