

smart HOLLYWOOD
~~content~~ summit

March 4, 2020
Skirball Cultural Center
Los Angeles

Kickoff!

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 **smart**
con **nt**
sun

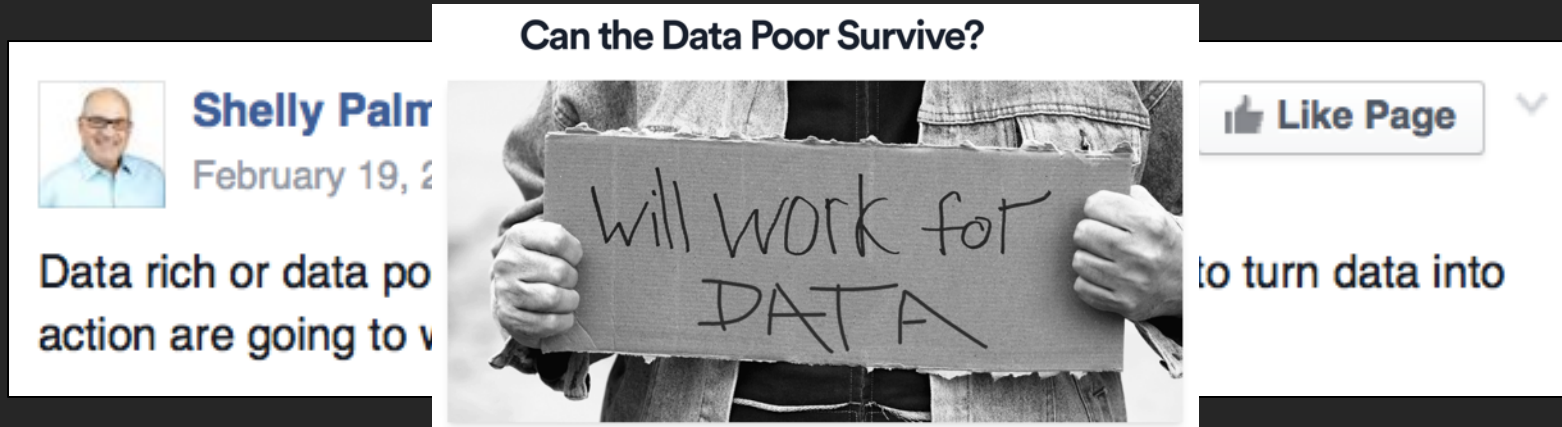


InterContinental Los Angeles
Century City
November 5, 2014



What is Smart Content?





It all starts and ends with the data problem!



Roalnd
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?



Shelly Palm



Like Page



It all
and
with the
prob

Bad Data

Logistics

Manufacturing Engineering

Procurement

Manufacturing Planning

Parts/Service

A Word of Advice:
Clean up the data
before you go onto the
digital journey

Bad Data Costs the
U.S. \$3 Trillion Per
Year

AGCO



Roland Busch
Deputy CEO, CTO
Siemens AG 2019

Susan Edger
Director, Global Advanced Technology
AGCO Corp 2019

“The foundation is metadata”

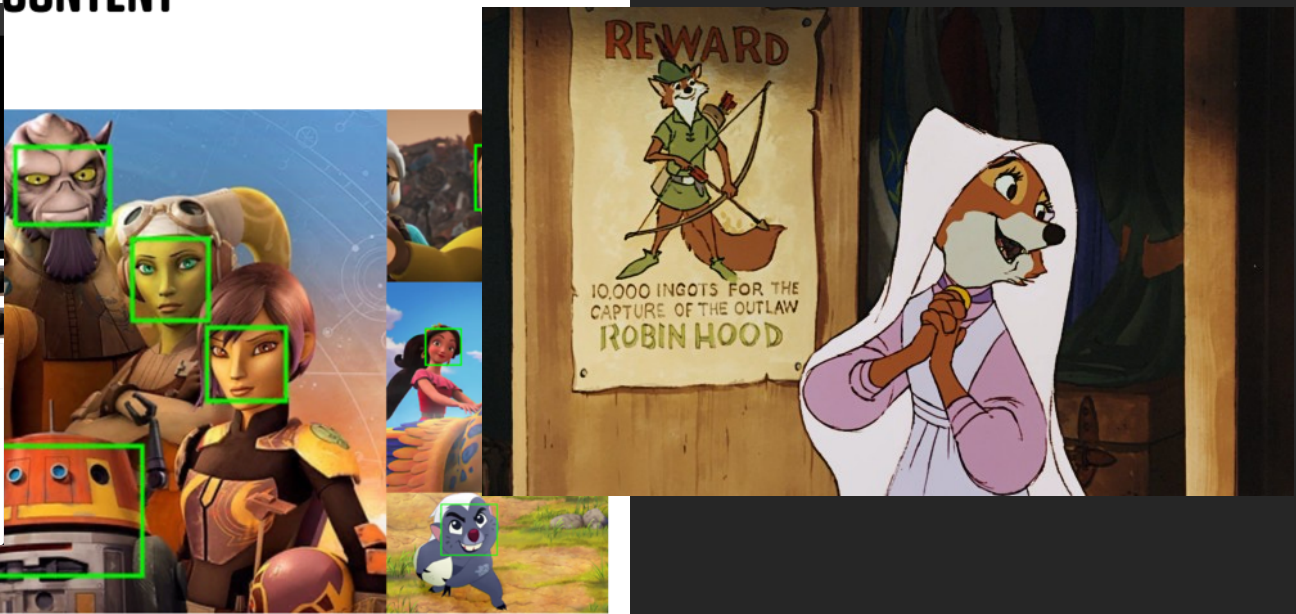
“The goal is to build deep-learning algorithms that can automatically tag the components of a scene in a way that’s consistent with the rest of the Disney knowledge base”

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

**WITH DEEP LEARNING, DISNEY SORTS THROUGH
A UNIVERSE OF CONTENT**

The screenshot shows the MAP3 software interface. At the top, there are navigation tabs: Jobs List, Tasks List, Create Job, Results, and About. The main video player displays a scene from 'MECH-X4 S01E006' with the episode title 'Let's Get Our Robot Back!'. Below the video player is a timeline with scene thumbnails. A table below the timeline shows scene annotations:

Time	Character	Worker	Actions
00:11:37	Ryan Walker	robot_characters_facerecognition2	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
00:11:45	Harris Harris Jr.	Andre	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
00:11:50	Spyder (MECH-X4)	robot_characters_facerecognition2	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>



Disney DTCL - Wired Insider December 2019

What is Smart Content?



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

the Gaps: Asset in Production (AM)

Supply Chain (AM)

SHORT
KEYNOTE: Using Audio 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)



Inception

Post Production

Distribution
• Primary
• Secondary

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Let's Go!

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Sources

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- Disney DTCL article in Wired
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