

MESA

Content Workflow Management Forum

FEATURING



Content Protection Summit **EU**

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WITH:



9:00 – 9:20 Opening Remarks
9:20 – 9:30Conference Introduction from the Content Localisation Council
9:30 – 10:00OPENING KEYNOTE: The Global Binge Boom – By the Numbers
10:00 – 10:30Localisation: The Never Ending Story
10:30 – 10:45Localisation Market – A Moving Target
10:45 – 11:15 NETWORKING BREAK
11:15 – 11:30Intelligent Cloud I/O: Lessons Learned in Moving Petabytes to and From the Cloud
11:30 – 11:45 Transforming Content Licensing Through Data-Driven Localisation Decisions
11:45 – 12:00 Automatic Dubbing – The Next Frontier
12:00 – 12:30 The Talent Crunch – Does it Exist and can it be Addressed?
12:30 – 13:00 CLOSING KEYNOTE: Innovation in Dubbing Technology – Friend or Foe?
13:00 – 14:00 CWMF/CPS COMBINED NETWORKING LUNCH
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14:45 – 15:00 Using Zero Trust to Protect Intellectual Property in M&E
15:00 – 15:30 CPS@CWMF: Voice Casting Databases and the GDPR: a Ticking Time Bomb?
15:30 – 16:00 NETWORKING BREAK
16:00 – 16:30 In-Conversation with CDSA's European Based Security Executives
16:30 – 16:45 Is DRM Flawed? Closing the Gaps in Your Content Protection Strategies
16:45 – 17:15 The Harder the Battle the Sweeter the Victory – The Fight to Protect Sports Rights
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17:30 Closing Remarks/NETWORKING RECEPTION

Cloud & SaaS application security assurance that systems have been correctly configured, hardened and are being operated securely



The Americas, Europe & Asia-Pacific

Methodology

Our cloud & application security assessments are designed to ensure that cloud security best practices are being followed, providing assurance to you and your customers that you have the correct security posture in place. The controls matrix from which we conduct the assessments, supported by content owners and the trade bodies, aggregates the CIS Benchmarks, cloud service provider security best practices, and the CSA CCM.

A detailed scoping call is held to understand the specifics of your cloud environment and the tailored assessment is focused on identifying potential vulnerabilities which you can then remediate. This is supported by configuration vulnerability scanning to detect misconfiguration and a threat assessment penetration test.

Convergent
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Case Studies

JELLYFISH PICTURES

Jeremy Smith CTO

"Convergent Risks did a great job in walking us through the entire audit process...When looking to ensure that all compliance requirements are being met (from traditional on-prem or cloud deployments), we found Convergent Risks to be an excellent partner to work with."

ftrack

Magnus Eklöv CTO

"We chose Convergent because they know the creative industry, its security challenges, and offered a new dimension into the security review, going beyond the platform and cloud. We found their comprehensive evaluation as a valuable tool for our business going forward."



Conference Programme



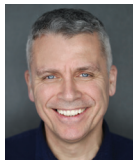
Baines

9:00 – 9:20 **Opening Remarks**
Caroline Baines, Senior Director of Client Services, MESA
Guy Finley, President & Chief Executive Officer, MESA



DeCianti

9:20 – 9:30 **Conference Introduction from the Content Localisation Council**
Carlo DeCianti, Head of Sales, Plint
Nicky McBride, Global Business Development & Client Relationships, Iyuno-SDI Group



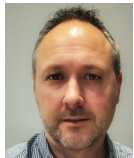
Hastings

9:30 – 10:00 **OPENING KEYNOTE: The Global Binge Boom – By the Numbers**
Binge-watching drives streaming adoption and streaming services are driving tremendous growth in the localisation business. We’ve all taken part in one, if not many, binge sessions and the phenomenon certainly is not new (we’re looking at you dusty “Friends” box set), but the availability of library and new titles at our fingertips may now play an even more important role in content release strategies, customer acquisition and subscriber retention. In the world’s biggest binge-watching survey ever conducted, with answers from over 32,000 respondents across 7 countries, Whip Media has the data on “everything binge” and is presenting it for the first time here at CWMF. How do they define a binge session? What genres do they binge? Who are you bingeing with? Did lockdown have an effect? With answers directly from a panel of over 20 million global users who actively use Whip Media’s TV Time app, important implications from the data become clear as the future of content development in a world of streaming continues to evolve.
Paul Hastings, Senior Vice President, Global Sales, Whip Media



Hein

10:00 – 10:30 **Localisation: The Never Ending Story**
Industry experts from across the spectrum of localisation discuss the key developments impacting the sector, from the stratospheric growth in streaming services, to technology innovations through to maintaining and encouraging new talent to enter the sector. This panel session will discuss some of the pain points the industry is facing, in addition to looking ahead to review how technology and human creativity will co-exist to ensure that content of all types can continue to be enjoyed by global audiences.
Moderator: Caroline Baines, Senior Director of Client Services, MESA
Panellists: Jan-Hendrik Hein, Vice President, Media Operations EMEA, A+E Networks UK
Luke Robinson, Director, Dubbing, Sony Pictures Entertainment
Amanda Smith, Vice President of Language Strategy, Discovery
Justin Walton, Global Content Operations Manager, ITV



Robinson



Lifvergren

10:30 – 10:45 **Localisation Market – A Moving Target**
One of the constants in the localisation market is that it is always changing. So what does that entail for vendors, freelancers, and content creators etc.? Björn will take a deep dive into the competitive landscape which is a constantly moving target.
Björn Lifvergren, Co-Founder & Executive Chairman, LinQ

10:45 – 11:15 **NETWORKING BREAK**



Finley



McBride



Smith



Walton



Reimagining Content Licensing

Through Optimised Workflows & Performance Prediction



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Conference Programme



Finegold

11:15 – 11:30 Intelligent Cloud I/O: Lessons Learned in Moving Petabytes To and From the Cloud

There are many tools available for moving files into and out of the cloud. In an industry that deals with huge files, complex supply chains and growing security challenges, there are several factors to consider when choosing the right tool for the unique challenges of M&E. As Signiant software is used to move petabytes of content to and from the cloud every month, this session will cover their key learnings and considerations to help make your journey to the cloud a successful one.

Jon Finegold, Chief Marketing Officer, Signiant



Albon

11:30 – 11:45 Transforming Content Licensing Through Data-Driven Localisation Decisions

In a borderless global content environment, media and entertainment companies need the ability to evaluate content and make impactful data-driven decisions. With predictive insights on hundreds of thousands of titles, distributors can make more meaningful selections on what to invest in and localise. The travelability and success of this content to new markets is what will accelerate deals and increase revenue. Buyers and sellers now have the innovative tools to make connections that are more profitable than ever before.

Vicky Albon, Partnership Relationship Manager, Whip Media
Dan Andrews, Vice President, Sales Engineering, Whip Media



Andrews



Steinbiss

11:45 – 12:00 Automatic Dubbing – The Next Frontier

Scientists have upped their game and decided to take on the next frontier in human language technology with automatic interpreting, revoicing and dubbing. We will provide video examples of the still nascent speech-to-speech translation technology, discuss the state of the art and the challenges that remain to be tackled. We will also touch upon use cases of the technology as available today, in a fully automated mode and in a human-in-the-loop scenarios.

Volker Steinbiss, Managing Director, Applications Technology, AppTek

TRANSFORMING GLOBAL MEDIA ACCESSIBILITY AND LOCALIZATION THROUGH AI-ENABLED HUMAN LANGUAGE TECHNOLOGIES

AppTek pioneers the breakthrough research and development of automatic speech recognition (ASR), neural machine translation (NMT), natural language processing and understanding (NLP/U) and text-to-speech (TTS) technologies. Discover how our multi-dimensional human language technology (HLT) solutions are revolutionizing both how industries work smarter and how people communicate more freely at www.apptek.com.



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Conference Programme



Georgakopoulou



Al-Jumaili



Panetta

12:00 – 12:30 The Talent Crunch – Does it Exist and can it be Addressed?

The localisation industry relies on a small pool of talent, with the best translators all used by a multitude of language service providers. Finding talent and understanding the capabilities of the people you choose to work on your titles is more important than ever as the amount of content requiring localising continues to grow exponentially. During this session we will talk about how collaborative industry initiatives can help find talent across multiple regions and countries and how the growing use of machine aided translation will impact the existing talent pool. The creative human element is a necessity to ensure the integrity of content and preserve the art of localisation.

Moderator: Yota Georgakopoulou, Director, Athena Consultancy

Panellists: Mazin Al-Jumaili, Vice President, Talent Management & Business Development, ZOO Digital

Max Deryagin, Academic Liaison, AVTE

Jorge Diaz-Cintas, Professor of Translation Studies, University College London



Deryagin



Diaz-Cintas



Serdiuk

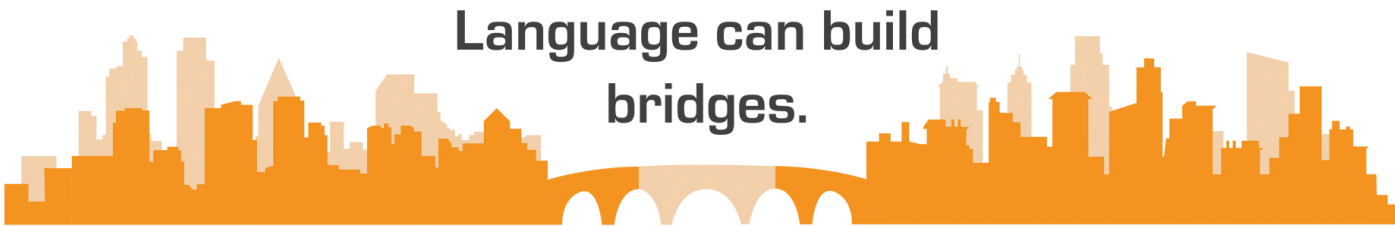
12:30 – 13:00 CLOSING KEYNOTE: Innovation in Dubbing Technology – Friend or Foe?

With the continued growth in new content, we see greater innovation in technologies to make the localisation process faster, more streamlined and more cost efficient. Whilst many of these technologies are more orientated towards subtitling, there is huge innovation in the dubbing sector. Technologies more widely used in the gaming sector are being evaluated, such as synthetic voices. New lip synch technologies which synchronise the lips of an actor on the original video with their dubbed voice are now available. While deep fakes are becoming ever more realistic is it time to talk about the ethics around some of this innovation, in addition to reviewing the positive impact of many of these technologies?

Francesca Panetta, Curator, Sheffield DocFest Alternate Realities Programme

Alex Serdiuk, Chief Executive Officer, Respeecher

13:00 – 14:00 CWMF/CPS COMBINED NETWORKING LUNCH

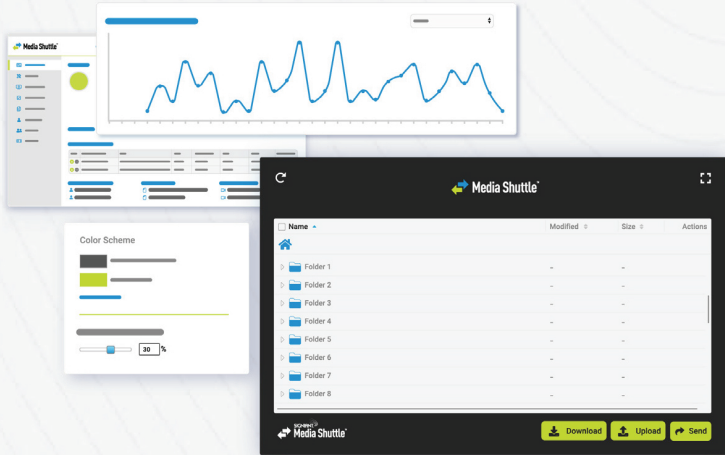


Language can build bridges.

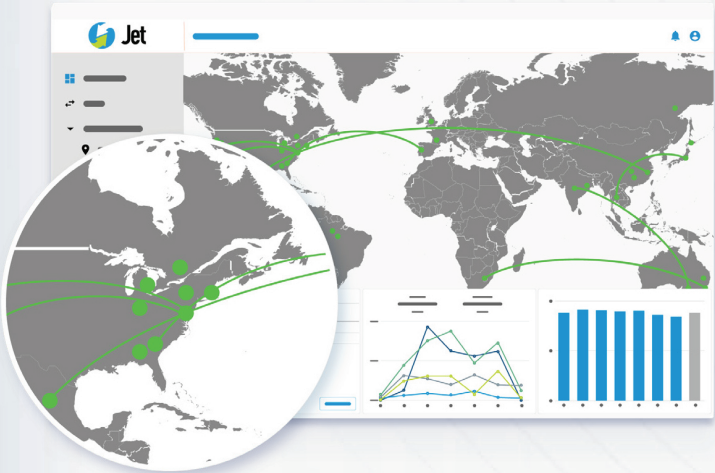
Stop Conflict. Let's talk.



The easiest and most reliable way for people to send any size file, anywhere, fast



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Conference Programme



Atkinson

14:00 – 14:10 **CPS@CWMF Opening Remarks**
Richard Atkinson, President, CDSA
Guy Finley, Executive Director, CDSA



Gilliat-Smith

14:10 – 14:15 **CPS@CWMF Welcome Remarks**
Chris Johnson, Chief Executive Office and President, Convergent Risks



Johnson

14:15 – 14:45 **CPS@CWMF: Innovating Localisation Workflows through SaaS Applications**
Recent technical advances, spurred on by the need for remote working, have spawned a new era of application technology that enables complex workflows to be simplified and automated. But the combination of new technology and sensitive pre-theatrical post-production is naturally under more scrutiny to ensure that content remains secure. This panel discusses the opportunities and challenges involved.



Dembry

Moderator: Mathew Gilliat-Smith, Executive Vice President, Convergent Risks
Panellists: Jacques Barreau, Dean of Dubbing Vice President, Transperfect
Allan Dembry, Chief Information Officer, Iyuno-SDI
Rick Soto, Vice President, Global IT and Security, Pixelogic



Barreau

14:45 – 15:00 **Using Zero Trust to Protect Intellectual Property in M&E**
Intellectual property (IP) protection is vital to your bottom line. A leaked script, clip or game design can be disastrous to the success of any project. While today’s collaboration tools have made it easier than ever to exchange ideas and information—it’s also all too easy for deliberate and accidental data leakage to occur. Learn how applying a Zero trust methodology to data access and sharing can help safeguard your most vital assets and ensure they don’t accidentally or deliberately walk out the door.
Dave Matthews, Technical Solutions Manager, archTIS



Soto



Matthews

M+E
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The #1 resource for
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opportunities in
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OOONA launches GoSub 4U



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Conference Programme



Golgevit

15:00 – 15:30 CPS@CWMF: Voice Casting Databases and the GDPR: a Ticking Time Bomb?
As content localisation continues to skyrocket, dubbing and voiceover service providers are in higher demand than ever. As part of this process, voice-data is circulating globally, often non-secured and unmonitored, in different in-house departments. These databases are rarely cleaned and often contain thousands of voice recordings. The GDPR considers an individual’s voice to be personal data and companies must respect voice actor rights and process voice personal data in full compliance with its requirements – failure to do so can lead to penalties of up to 20M€ or 4% of the last fiscal year’s turnover, risk of litigation from a high profile individual or damage to a companies’ reputation should a breach arise. This session will dive deeper into key issues around compliance, co-responsibility, actor database management, security and client casting delivery on a global scale.

Moderator: Chris Johnson, Chief Executive Officer & President, Convergent Risks
Panellists: Michel Golgevit, President, Keywords Studios in France
Stephanie Iyayi, Senior Vice President, Legal Affairs & Data Protection Officer, Convergent Risks
Nicole Quilfen, Chief Operations Officer, Mediaris



Iyayi



Quilfen

15:30 – 16:00 NETWORKING BREAK



Grotorex

16:00 – 16:30 In-Conversation with CDSA’s European Based Security Executives
Hear from some of our European-based security executives who are taking an active role in CDSA’s working groups. Find out why they get involved, what the objectives are for these groups and the roadmap ahead. Listen to the challenges they are facing in their day-to-day roles, in light of how the M&E landscape is shifting. We will discuss how the explosion in streaming platforms and the multitude of ways that consumers can access content is impacting the evolution of security strategies and how the collaborative efforts of the volunteers involved with the CDSA are helping keep pace with the continued growth in security threats by sharing knowledge and intel and developing best practises for the benefit of the entire industry.

Moderator: Richard Atkinson, President, CDSA
Panellists: Caroline Baines, Senior Director of Client Services, MESA
Mark Grotorex, Confidentiality Officer, LEGO Group
Andy Lucas, Senior Vice President, Global Distribution Technology, NBCUniversal



Lucas



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Conference Programme



Elton

16:30 – 16:45 Is DRM Flawed? Closing the Gaps in Your Content Protection Strategies
While consumer DRM has been a mainstay in content protection since the early days of the streaming industry, preventing the piracy of premium studio content remains a challenge. One might think that as DRM technologies matured so would their capabilities. However, over the same time, the technological landscape has become even more fragmented. The lack of a centralised platform to “lock down” creates opportunity zones for pirates. We have all heard the mantra “every screen and every device” it’s a rallying cry for marketers in almost every segment of the video industry, but some of those screens and devices are much more secure than others. In this presentation we will explore some of the past flaws in DRM, how your current approach to DRM might be flawed, and how improvements in DRM technology combined with watermarking can help close the gaps in your content protection strategy.
Gabe Elton, Director of Sales, BuyDRM



Clark

16:45 – 17:15 The Harder the Battle the Sweeter the Victory – The Fight to Protect Sports Rights
Streaming piracy presents a huge challenge across our industry and live sports content is particularly vulnerable. There is massive consumer demand to watch major sporting events and for many the lure of signing up to a low cost or free viewing option is very tempting. Our panel of experts will talk about how the sports sector has been impacted over the last two years and what the threats are as we emerge from the pandemic. We will also talk about some of the technology solutions and enforcement methods which are being deployed. While there isn’t a silver bullet there are certainly many defensive strategies which can be utilised.
Co-Moderator: Caroline Baines, Senior Director of Client Services, MESA
Co-Moderator: Guy Finley, Executive Director, CDSA
Panellists: James Clark, General Manager, Media & Entertainment, GeoComply
Lee Kent, Content Protection Manager, beIN
David Wurgler, Senior Director Business Development & Anti-Piracy, Nagra



Kent



Bryden

17:15 – 17:30 The Great Xcape!
People are crucial to any company’s security. Giving them the confidence to know what to do can only be achieved through compelling learning which will increase how much information they’ll retain. Through storytelling, interaction and discovery, Xcapism Learning will show you how!
Bob Bryden, Chief Technology Officer, Xcapism Learning
Meera Mehta, Co-Founder & Chief Executive Officer, Xcapism Learning

17:30 Closing Remarks/NETWORKING RECEPTION
Richard Atkinson, President, CDSA
Caroline Baines, Director of Client Services, MESA
Guy Finley, President & Chief Executive Officer, MESA



Wurgler



Mehta

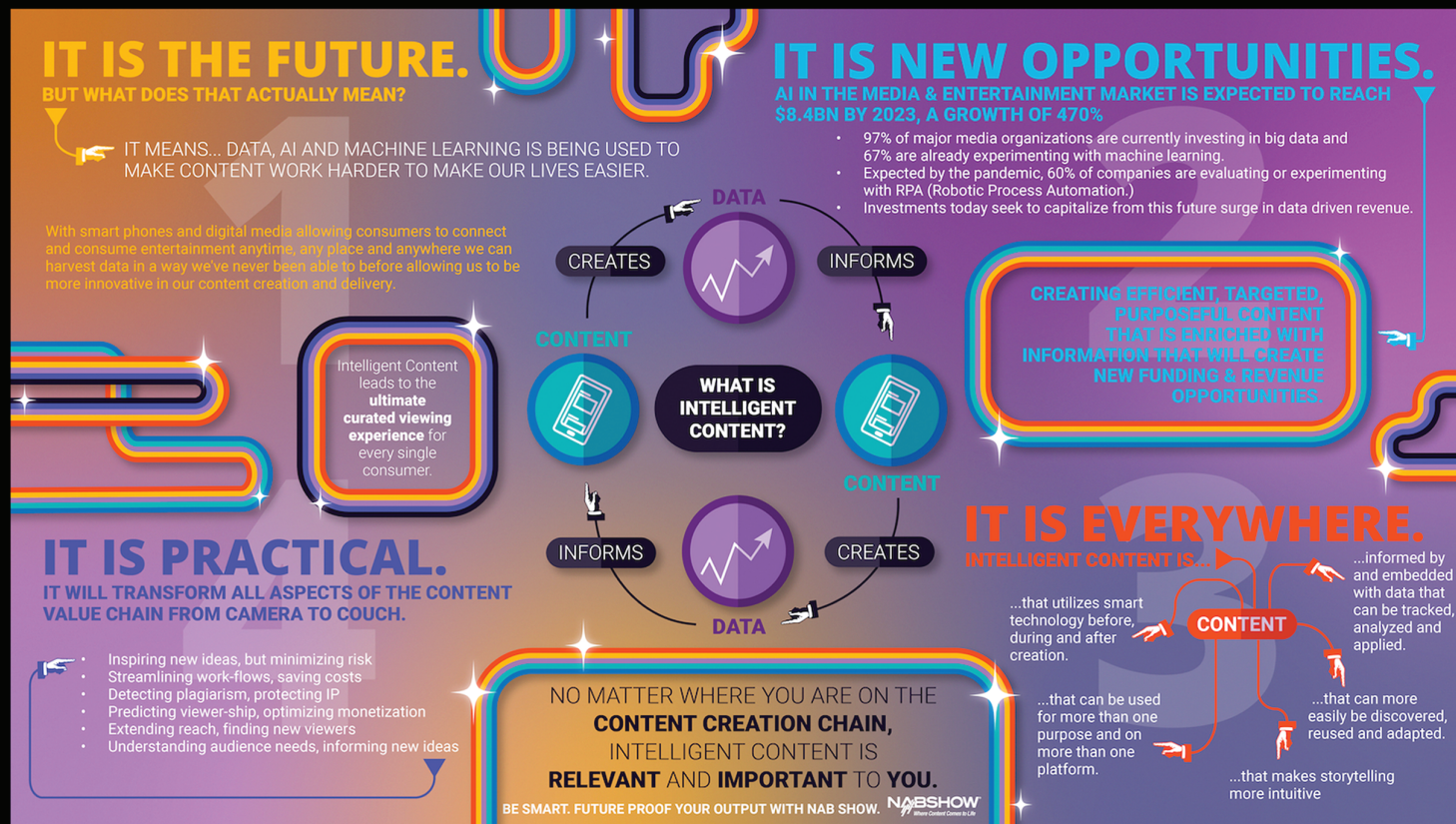


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SECURING CONTENT AND SERVICES IS NEVER ONE-DIMENSIONAL.

ARE YOU FULLY PROTECTED?



The damage of piracy to businesses is real, from tens of billions of lost revenue, increased infrastructure costs, risk to content licenses, brand damage, reduced funding, and malware risks for consumers.

Content owners and services providers are going to great pains to close security loopholes as quickly as they open up. The inherent problem is that securing content is never one-dimensional. Technology that addresses one security gap often leaves another wide open.

It's time for a different approach.

NAGRA Active Streaming Protection provides video service operators with a complete and flexible solution. It effectively manages security risks related to both content and service to drive advanced business models with confidence. Our Active Streaming Protection toolkit goes beyond multi-DRM to secure your content, service, and revenue.

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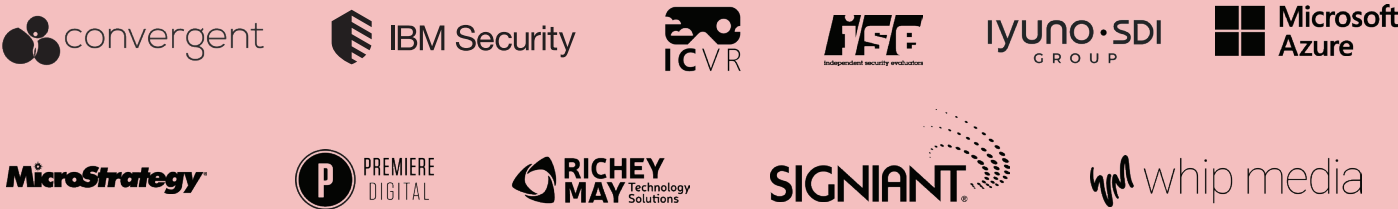
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DISCOVER WHY ARCHTIS IS TRUSTED TO SAFEGUARD THE WORLD’S MOST SENSITIVE INFORMATION

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Dynamically protect sensitive data and IP across your Microsoft 365 and other file sharing applications. Get granular control over data access, usage and sharing rights - **to stop accidental and malicious data leaks before they happen.**

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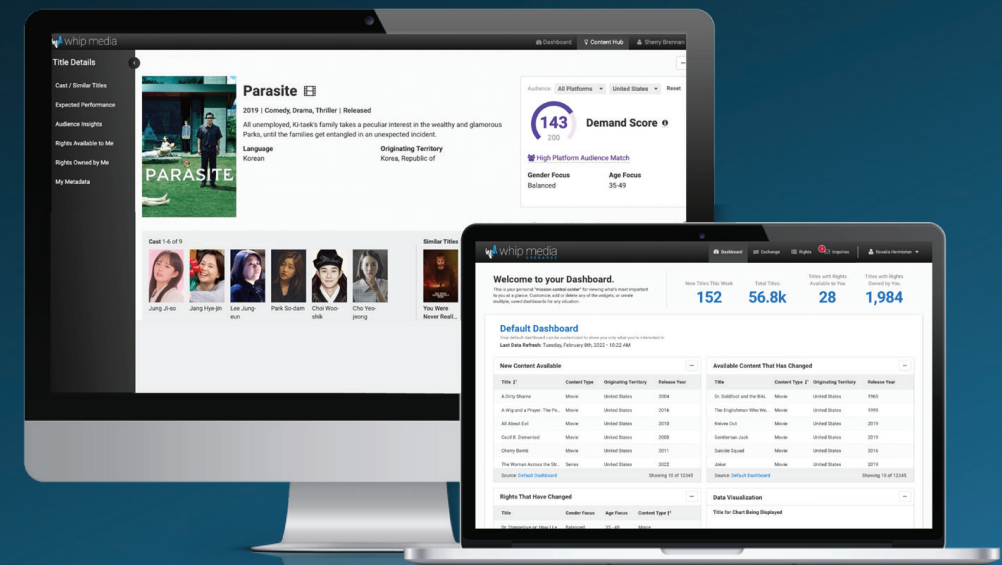
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