

HITS | SPRING | HOLLYWOOD INNOVATION & TRANSFORMATION SUMMIT

PRESENTED BY



DIAMOND SPONSORS



PLATINUM SPONSORS



PERFORCE



GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSOR



NETWORKING RECEPTION



PRODUCED BY



IN ASSOCIATION WITH





**WE CREATE
PHOTOREALISTIC
WORLDS IN UNREAL
ENGINE & UNITY**

At-A-Glance

- 9 – 9:10 a.m..... **Opening Remarks**
- 9:10 – 9:15 a.m..... **Conference Welcome Remarks**
- 9:15 – 9:45 a.m. **OPENING KEYNOTE: Design at the Speed of Innovation**
- 9:45 – 10:15 a.m..... **The Impact of IT Across the Studio Org**
- 10:15 – 10:45 a.m..... **INNOVATION KEYNOTE: Building the Future in an Innovation Lab**
- 10:45 – 10:55 **Introduction to Breakout Sessions**
- 10:55 – 11:15 a.m. **NETWORKING BREAK**

HITS INNOVATION and TRANSFORMATION SHOWCASES *(Multi-Track, Breakout Sessions)*

TRACK 1: METAVERSE Meeting Room *(pg 8)*

- 11:15 – 11:45 a.m..... **Building a Metaverse Strategy for Media and Entertainment Brands**
- 11:50 a.m. – 12:05 p.m. **How the Metaverse is Setting the Stage to Transform CX**
- 12:10 – 12:40 p.m..... **Creating Impact-Driven Metaverse Experiences**

TRACK 2: CLOUD + ARCHITECTURE Main Hall *(pg 10)*

- 11:15 – 11:45 a.m..... **Analyze Your Move to the Cloud, It's Still an On-Prem Play**
- 11:50 a.m. – 12:05 p.m. **How AI and Other Advanced Computing Integrate into Production**
- 12:10 – 12:40 p.m..... **Moving Hollywood to the Cloud: A Packing List**

TRACK 3: PRODUCTION + WORKFLOW Library *(pg 12)*

- 11:15 – 11:45 a.m..... **Better Data Management to Keep Virtual Productions on Time & on Budget**
- 11:50 a.m. – 12:05 p.m..... **Post Production Workflow in 2022: Hybrid Teams and Management**
- 12:10 – 12:40 p.m..... **On-Set Virtual Production and Data Infrastructure**

TRACK 4: DATA + ANALYTICS Panoramic 3 Room *(pg 14)*

- 11:15 – 11:45 a.m..... **Navigating Data with the Right Analytics Solutions**
- 11:50 a.m. – 12:05 p.m..... **Do Creatives Dream in the Cloud...or in a Cave?**
- 12:10 – 12:40 p.m..... **The Challenges of Getting Your Solution Security Approved**

TRACK 5: AUDIENCE + INSIGHTS Panoramic 2 Room *(pg 16)*

- 11:15 – 11:45 a.m..... **No Passports Needed: Content is Traveling Across Borders to Meet Audience Demand**
- 11:50 a.m. – 12:05 p.m..... **Winning the Battle for Consumer and Advertiser Attention with Data + AI**
- 12:10 – 12:40 p.m..... **Content Moderation & ML - How Algorithms Automate Solutions to a Growing Problem**

TRACK 6: STANDARDS + AUTOMATION Panoramic 1 *(pg 18)*

- 11:15 – 11:45 a.m..... **How Standards Lead to Sustainable Growth**
- 11:50 a.m. – 12:20 p.m..... **LMT – Let's Move Together!**

At-A-Glance

- 12:45 – 2 p.m. **NETWORKING LUNCH**

STAGE 1: METAVERSE Meeting Room *(pg 20)*

- 2 – 2:30 p.m. **What the Metaverse Means for Hollywood**
- 2:30 – 3 p.m. **Moving from Reality to the Metaverse (and VP!)**
- 3 – 3:30 p.m. **Particle Ink Metaverse: A New Era at TED Conference 2022**
- 3:30 – 4 p.m. **NETWORKING BREAK**
- 4 – 4:30 p.m. **KEYNOTE CONVERSATION: What the Metaverse Means IRL**
- 4:30 – 5 p.m. **How the Metaverse will Transform your Meetings**
- 5 – 5:30 p.m. **The Future of Storytelling**

STAGE 2: INNOVATION + TRANSFORMATION Main Hall *(pg 24)*

- 2 – 3 p.m. **INNOVATION KEYNOTE: NFTs 101: Who, What and Why Should I Care?**
- 3 – 3:30 p.m. **Innovation through Community Collaboration and POCs**
- 3:30 – 4 p.m. **NETWORKING BREAK**
- 4 – 4:30 p.m. **A Whole New World: How Disney is Meeting Today's Challenges and Solving for Future Obstacles**
- 4:30 – 5 p.m. **Building a Framework for Ethical AI**
- 5 – 5:30 p.m. **CLOSING KEYNOTE: Make Space to Lead**
- 5:30 – 6 p.m. **Closing Remarks**

STAGE 3: VIRTUAL PRODUCTION Library *(pg 28)*

- 2 – 2:30 p.m. **VP KEYNOTE: Introduction to Unreal Engine 5**
- 2:30 – 3 p.m. **Animation Innovation: Behind the Scenes**
- 3 – 3:30 p.m. **Orchestrating Innovation on Smart Stages**
- 3:30 – 4 p.m. **NETWORKING BREAK**
- 4 – 4:30 p.m. **Evolving Entertainment Workflows to Mirror Game Development**
- 4:30 – 4:45 p.m..... **Managing Production Assets Across Global Software DTeams**
- 4:45 – 5:15 p.m..... **Unity's Approach to Virtual Production**
- 5:15 – 5:30 p.m. **VP Closing Remarks**

-
- 5:30 – 7 p.m. **NETWORKING RECEPTION**

Main Conference Program



Finley

9 – 9:10 a.m. Opening Remarks

Guy Finley, President & Chief Executive Officer, MESA

9:10 – 9:15 a.m. Conference Welcome Remarks

Sinan AIRubaye, Chief Experience Officer, ICVR
Ihar Heneralau, Co-Founder & Chief Executive Officer, ICVR



AIRubaye



Heneralau



Julian

9:15 – 9:45 a.m. OPENING KEYNOTE: Design at the Speed of Innovation

Our Opening Keynote speaker is at the forefront of the next generation of design thinking and is no stranger to the HITS community. He has worked with many of Hollywood's 'A-list' directors, including Steven Spielberg, Ridley Scott, David Fincher, to name a few. As well as top brands ranging from Apple, to RED/cameras, Samsung, BMW, and more. Highly regarded in the film, game, advertising, and design industries, with multiple awards and patents, he's worked on a diverse portfolio of projects ranging from entertainment, to medical, tech, and sustainability. This broad experience drives the core strategic ideas he uses when working with global leaders, international researchers, innovators, and educational institutions. Nurturing creativity to overcome global problems in order to effect change in a real way, he addresses a wide range of topics from current water shortage crisis to the revolution of our educational systems through implementing already existing tech. He opens this year's HITS:Spring in-person, revisiting how creative strategies can impact organizational breakdowns and provide insights to overcome communication barriers and cross-platform integration. He'll kick-off the day's sessions by discussing future design thinking and update us on the exponential acceleration of a "t-shaped world" in a future dominated by Artificial Intelligence.

Jeff Julian, Founder, Lab5



Aguilera

9:45 – 10:15 a.m. The Impact of IT Across the Studio Org

This session sets up the day's proceedings with a CIO-level strategy discussion that addresses the challenges our industry faces at the dawn of post-COVID content production and distribution. How has the increased volume of production impacted the global network of systems required to manage and maintain an evolving "slate" with a healthy mix of theatrical, streaming and regional content? How has the pandemic accelerated the continued transformation of the enterprise through executive talent, business unit transparency, as well as the critical exercise of technology integration and evolution. Regardless of business model in creation or exhibition, how are we modernizing our tech stacks and workflows to optimize efficiencies and increase profit? Our opening panel discussion explores this along with our focus on metaverse and virtual production.

Moderator: Guy Finley, President & Chief Executive Officer, MESA

Panelists: Christina Aguilera, Head of Technology Workflow & Strategy, Amazon Studios

Theresa Miller, Chief Information Officer, Lionsgate



Miller



Lee

10:15 – 10:45 a.m. INNOVATION KEYNOTE: Building the Future in an Innovation Lab

This Keynote presentation takes us inside the Innovation Lab at Amazon Studios to look at the methodologies and focus for spearheading new development on both the production and distribution sides of their business. What makes a Lab one of the critical elements in a studio's strategy for driving experience with creatives, throughout the enterprise or with the end consumer. How do you remain ahead of the curve and driven to goal when you know 70% of your work doesn't make it to the final product? What feedback loops resonate and inform your next steps as you pioneer entirely new ways to work, create or demonstrate your products? This insightful presentation gives you an exclusive look at the innovative methods behind the transformative madness!

Jonathon Lee, Head of Media Engineering & Innovation, Amazon Studios

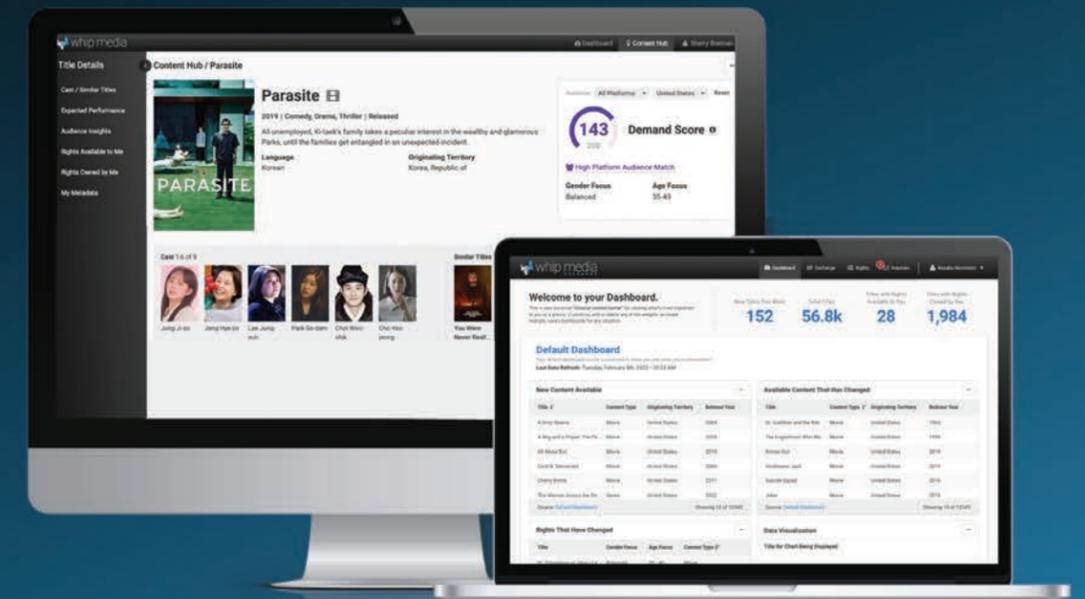
10:45 – 10:55 Introduction to Breakout Sessions

Guy Finley, President & Chief Executive Officer, MESA

10:55 – 11:15 a.m. NETWORKING BREAK



A First-of-its-Kind Licensing and Research Platform for Film and TV Content



The Data-Driven Content Hub and Marketplace with Predictive Insights on Hundreds of Thousands of Titles to **Accelerate Dealmaking**

BREAKOUT SESSIONS

HITS INNOVATION and TRANSFORMATION SHOWCASES (Multi-Track, Breakout Sessions)

The next program block is where industry experts share innovative ideas, processes, or perspectives in an interactive and intimate way with the audience who are free to choose which topic/area they find most interesting. Sessions will address key areas on SIX separate tracks:

- | | |
|--------------------------------|---------------------------------|
| TRACK 1: METAVERSE | TRACK 4: DATA + ANALYTICS |
| TRACK 2: CLOUD + ARCHITECTURE | TRACK 5: AUDIENCE + INSIGHTS |
| TRACK 3: PRODUCTION + WORKFLOW | TRACK 6: STANDARDS + AUTOMATION |

TRACK 1: METAVERSE Meeting Room



Jha

11:15 – 11:45 a.m. Building a Metaverse Strategy for Media and Entertainment Brands

Even as leading technology brands have started the work of creating their own metaverses, one thing is clear — media, publishing and entertainment companies will have a unique role to play in the evolution of these seamless, immersive online spaces. What would that role look like? And how can media and entertainment companies prepare themselves to tap into new growth opportunities in the metaverse? Join us for deep insights on the possibilities of the metaverse and the building blocks enterprises need to take advantage of them. And see how some early movers are leading the way.

Brajesh Jha, Senior Vice President & Global Head of Media, Publishing & Entertainment, Genpact



Lowe

11:50 a.m. – 12:05 p.m. How the Metaverse is Setting the Stage to Transform CX

The advent of the metaverse means a new realm for customer experience (CX). As experiences in media and entertainment change shape, so will customer relationships. We explore how the metaverse will change customer relationships and customer support.

Ryan Lowe, Senior Manager Enterprise Sales, Zendesk



Fajardo

12:10 – 12:40 p.m. Creating Impact-Driven Metaverse Experiences

For the foreseeable future, enterprises will be expected to make significant investments in building and operating Metaverses, either for their entire organization or for specific areas of business. Metaverses represent the convergence of physical and digital lives. These include digital-twin, fully interactive environments, as well as game-inspired activities that create engaging and immersive experiences. Softtek's Digital eXtended Reality (XR) services unit employs Distributed Agile and Lean methodologies to identify productive applications for customer-defined Metaverses, enabled by proven processes designed to deploy enterprise-grade immersive solutions. This breakout session will provide demonstrations of Metaverse implementations, along with the application of Agile processes to develop, test, and deploy immersive content to environments managed on-prem or in the cloud.

Douglas Fajardo, Chief Executive Officer, & Chief Experience Officer, Xennial/Softtek



Rodriguez

Diana Rodriguez, Director of Enterprise Lean-Agile CoE, Softtek



DO YOU KNOW YOUR AUDIENCE?



Modernize your analytics and rapidly increase your streaming revenue in zero clicks with **HyperIntelligence®**.

Learn how we can help at www.microstrategy.com

TRACK 2: CLOUD + ARCHITECTURE Main Hall



Tajkowski

11:15 – 11:45 a.m. Analyze Your Move to the Cloud, It's Still an On-Prem Play

With studios and production houses moving assertively towards cloud-based workflows, producers come to realize the true cost of doing business in the cloud: dollars and latency. Challenges such as public versus private clouds, and how best to support low-latency, high-throughput processes have already been addressed. The solution: Edge Data / Cloud Hybrids. Be it virtual or traditional, production already happens within Edge Data Centers. DIT Carts are micro data centers, supporting many processes such as Realtime Visual Effects, Video Assist and Collaboration, and Camera to the Cloud workflows. This workflow continues to depend on low-latency, ever-increasing processing demands, prior to any data reaching a public cloud provider. As a result, on-prem infrastructure gains more importance than ever, not less. This session discusses the functionality of on-premises infrastructure, the role and responsibility facilities have in knowing when to get their clients data to the cloud or on to a local private cloud. The ecosphere of virtual production doesn't work in a legacy cloud and we'll describe the value of a hybrid Edge Data/Hyperscale Data Center solution, the two working in concert together, each doing what they do best in support of the process.

Moderator: Sean Tajkowski, Technical Director, MEDCA

Panelists: Jason Bautista, Solutions Architect, Enterprise Strategy & Technology, CommScope

Tony Grayson, General Manager, Quantum, Compass Datacenters



Bautista



Grayson

11:50 a.m. – 12:05 p.m. How AI and Other Advanced Computing Integrate into Production

Corporations are making considerable investments in Machine Learning and Artificial Intelligence. How well these systems will work and integrate within business units across the organization and also with service provider partners begins with the design and installation of proper data center infrastructure, meeting data industry standards. Workflows in the age of UHD/4K require more connectivity and throughput. Your facility's design, on-prem storage/compute and connectivity all lead directly to your ability to leverage AI/ML across your business. This session discusses the similarities that a remote or virtual production facility has with Multi-Tenant Data Centers and Edge Data Centers. When it comes to high speed, low latency connectivity, the design and planning approach, can take inspiration from these concepts and this is fast becoming a foundational requirement for any business plan that addresses growth or expansion in our industry.

Jason Bautista, Solutions Architect, Enterprise Strategy & Technology, CommScope

12:10 – 12:40 p.m. Moving Hollywood to the Cloud: A Packing List

Get this packing list to make your transition to the cloud stays secure. What should your studio vendors prepare for? What resources will they need to keep your content secure? Join Richey May in this session to help your vendors' move to the cloud safe and effective.

Alvin Tugume, Cybersecurity Engineer, Richey May



Tugume



Transformation Happens Here

As digital transformation accelerates, can your legacy systems keep up?

There's a simple way to integrate technology, workflows, and data.

Talk to Genpact to find out more.

www.genpact.com



TRACK 3: PRODUCTION + WORKFLOW Library



Cole

11:15 – 11:45 a.m. Better Data Management to Keep Virtual Productions on Time & on Budget

Virtual productions rely heavily on 3D assets. When you are shooting in a volume, the assets being rendered in real-time need to be right! The process of getting those assets pixel perfect starts early, and involves many versions, artists, and even different organizations. Come learn how the Perforce Versioning & Collaboration Suite can not only help in the early stages of a virtual production but also when you are shooting in a volume, keeping your production on track and on budget. **Katie Cole**, Gaming Evangelist & Director, Product Marketing for Helix Core, Perforce
Jase Lindgren, VFX Specialist & Solutions Engineer, Perforce Helix Core



Lindgren



Sengpiehl

11:50 a.m. – 12:05 p.m. Post Production Workflow in 2022: Hybrid Teams and Management

This session will discuss the landscape for creative video editing and finishing workflow products currently used to build or upgrade post production workflows in 2022. We'll cover hot topics like remote collaboration, cloud hybrid workflows, the future of editorial, shared storage, review & approval systems, and data security. This will be essential learning for any heads of post production, post production engineers, or managers of video facilities. Our goal is to help your team make better decisions while researching the equipment, the workflow, and the deployment of the right technology in your production!

Jeff Sengpiehl, Chief Technology Officer, Key Code Media



Rigney

12:10 – 12:40 p.m. On-Set Virtual Production and Data Infrastructure

No matter how much preparation, once on set, adjustments within the virtual environment imagery will likely be requested. Making artistic changes during active production is an 'all hands' effort. Artists across multiple vendors, operating from disparate locations and LED stage technicians delivering high resolution digital assets and environments to a volumetric stage, need no-nonsense inter-connectivity. Getting updates to the stage as soon as possible saves money and maintains creative flow. This exchange and more (camera to cloud) are supported by a facility's in-house data center infrastructure, the fundamental layer of any data-centric workflow. The digital imagery displays and reacts in real-time on a VP set, integrating live action photography with in-camera visual effects (ICVFX). Soon Camera to Cloud. The high computing demands of the process are only as capable and reliable as the data center infrastructure that supports them. How in-house data center infrastructure helps producers and creatives optimize workflow efficiencies to maximize on-set virtual production outcomes.

Moderator: Eric Rigney, Executive Vice President, MEDCA

Panelists: Edward Churchward, Co-founder & Chief Technology Officer, Arch Platform Technologies

Jase Lindgren, VFX Specialist and Solutions Engineer, Perforce Helix Core

Hardie Tankersly, Vice President of Solutions Marketing, Silverdraft

Tom Thudiyaplackal, Virtual Production Producer, Senior M&E Executive



Tankersly

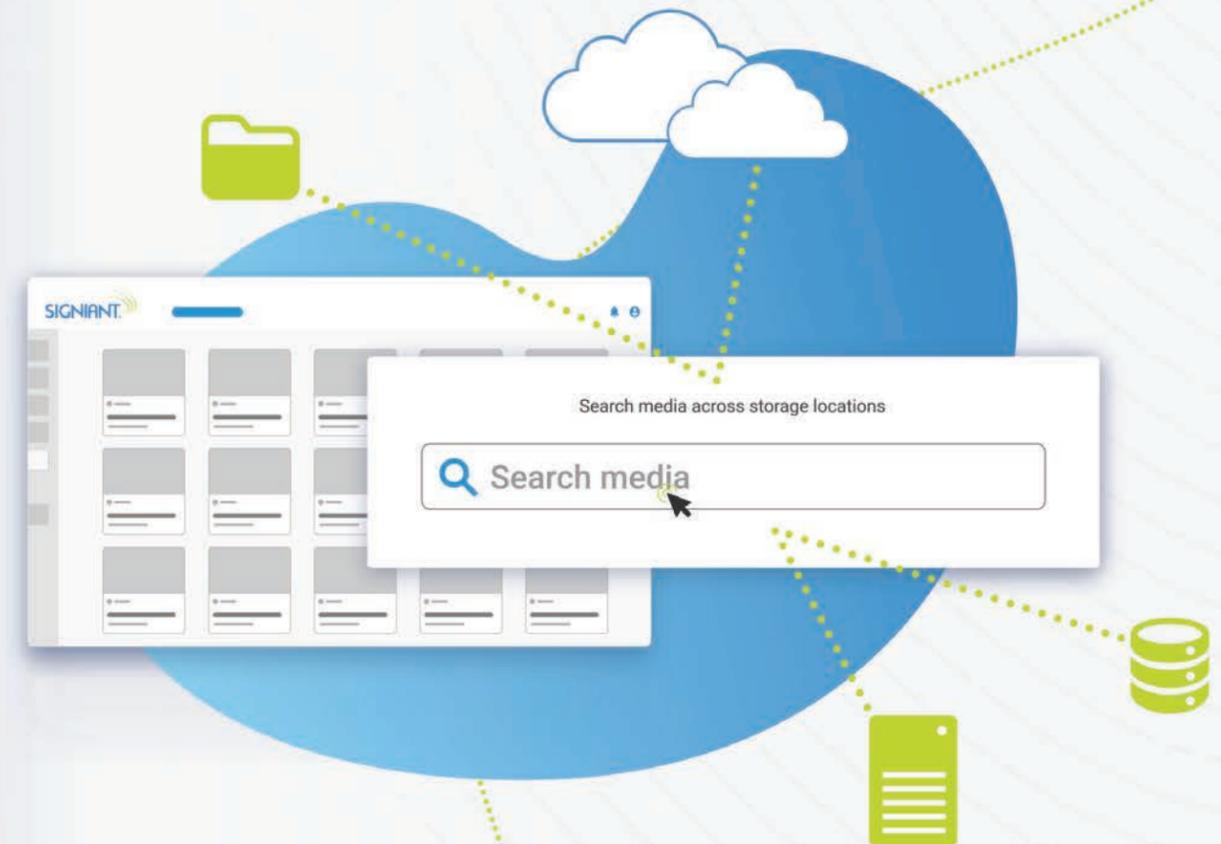


Thudiyaplackal



Media Engine

Search, preview, and take action on media assets across all Signiant-connected storage



To learn more about this new platform service visit:

signiant.com/media-engine

BREAKOUT SESSIONS

TRACK 4: DATA + ANALYTICS Panoramic 3 Room



Nguyen

11:15 – 11:45 a.m. Navigating Data with the Right Analytics Solutions

The data analytics marketplace can at times look like an obstacle course. With so many vendors claiming to have the right tool for nearly every problem—it can get very confusing very fast. So how can you choose the right option without worrying that you've just spent a ton of time and money on a solution that won't get the job done?

Loc Nguyen, Vice President, Sales Engineering, MicroStrategy



Porath

11:50 a.m. – 12:05 p.m. Do Creatives Dream in the Cloud...or in a Cave?

We've solved the problem of moving massive amounts of data in the cloud but what about ideas? Speed to market will determine who wins and who loses in today's content wars. Yet, the front end of the media supply chain is still mired in manual processes, stuck in physical spaces, and weighed down by fragmented tools with inconsistent metadata and security controls. Join this session to learn how six of the world's largest studios harness global talent and hybrid teams to collaborate in the cloud, accelerate IP development, and unlock seamless cross-department ideation.

Jason Porath, Director of Strategic Accounts, Bluescape



Johnson

12:10 – 12:40 p.m. The Challenges of Getting Your Solution Security Approved

If you're spending too much time answering security questionnaires in RFPs and wondering if there's an easier way – in this session Chris Johnson, CEO of Convergent Risks, will talk through the challenges vendors face and the different security assessment modules that you can undergo to provide your customers with assurance of your security posture. These include the new cloud and application security assessment module, personal data privacy compliance, threat assessment testing, ISO and SOC2 readiness.

Chris Johnson, Chief Executive Officer & President, Convergent Risks

Janice Pearson, Senior Vice President, Sales & Strategy, XL8.ai



Pearson

Global Media & Entertainment Day

Data, Cloud, AI, Security

www.mandeday.com

Royal Garden Hotel, London
8, June, 2022



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
info@convergentrisks.com
www.convergentrisks.com
Office: +1 (818) 452-9544 US
Office: +44 (0) 1276 415 725 UK

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."



TRACK 5: AUDIENCE + INSIGHTS Panoramic 2 Room



Joseph

11:15 – 11:45 a.m. No Passports Needed: Content is Traveling Across Borders to Meet Audience Demand

As global demand for content and programming increases, a shift in what content resonates with viewers in a given country is changing. A recent Whip Media study surfaced that European audiences across France, Italy, Germany, Spain and the UK, are consuming less U.S. originating content – a downturn of 10%. Though the U.S. continues to be the dominant content supplier to Europe, competition for audiences is encouraging platforms to seek out compelling content, from a greater diversity of sources. A shift in what audiences want to watch is making way for new content to be discovered. For studios and distributors, enhancing the value of titles globally is becoming increasingly more important. This session will share emerging trends around the global distribution of local titles, content that's attracting viewers' attention, and what's needed to make better content planning and strategy decisions to maximize revenue.

Alisa Joseph, Senior Vice President Business Strategy & Development, Whip Media



Sobel

11:50 a.m. – 12:05 p.m. Winning the Battle for Consumer and Advertiser Attention with Data + AI

Every content company — and broadcasters and studios in particular — is in a fierce battle for audience attention for their direct to consumer businesses and their advertising ecosystem is under more pressure than ever before to drive performance based outcomes. The need to personalize the consumer experience is paramount to keeping audiences engaged and driving effective ad targeting solutions. Predictive analytics and real-time data science use cases can help media and entertainment companies increase engagement, reduce churn and maximize customer lifetime value. While there is tremendous opportunity around data and AI, many media organizations are struggling to fully capture this opportunity and move from experiments to production use cases. Join us as we discuss best practices and real-world machine learning use cases in the broadcasting and studio space as industry leaders move aggressively to personalize, monetize and drive agility around the consumer and advertiser experience.

Steve Sobel, Global Head – Communications, Media & Entertainment GTM, Databricks



Lippincott

12:10 – 12:40 p.m. Content Moderation & Machine Learning – How AWS Algorithms Can Automate Solution to a Growing Problem

The phrase “every company is a media company” is not just an opinion; it's a fact. Every individual and company is creating more and more content and distributing that content faster than ever. This increase in content creation and distribution makes it harder for human moderators to ensure that the content generated meets your company's guidelines and is appropriate for your users. This session will cover how AWS machine learning algorithms can help automate content moderation to ensure that obscenities are detected at a fraction of the cost.

Joaquin Lippincott, Chief Executive Officer, Metal Toad

PERFORCE

Power Your Virtual Production Pipeline

Reuse Assets. Unite Teams.

“We saw how stable Helix Core was for the art team to manage changes and the Unreal Engine environments... It was so effective in building worlds and virtual environments quickly across multiple people in different locations.”

Michael McKenna

CEO of Final Pixel

Collaborate Anytime, Anywhere with Perforce

www.perforce.com/virtual-production



BREAKOUT SESSIONS

TRACK 6: STANDARDS + AUTOMATION Panoramic 1



Choi

11:15 – 11:45 a.m. How Standards Lead to Sustainable Growth

All for profit organizations are measured upon their growth year over year, but at some point sustainable growth can feel elusive, especially when you're talking about massive scale, such as that in the entertainment industry. In this session, we connect the dots between sustainable growth and standards.

Hollie Choi, Executive Director, EIDR



Levenson

11:50 a.m. – 12:20 p.m. LMT – Let's Move Together!

The LMT is moving fast – catch up with the latest. More languages added to serve M&E and beyond, hybrid languages, streamlined descriptions, and a glimpse into the future with the SMPTE register and validator. We'll also kick off our new site! It's been two years since we've been together in person; come see what all the fuss is about. And bring your questions!

Yonah Levenson, Founder & Co-Chair, Language Metadata Table (LMT) Working Group, MESA

Meg Morrissey, Co-Chair, Language Metadata Table (LMT) Working Group, MESA



Morrissey

WE MAKE IT OUR BUSINESS TO PROTECT YOUR CONTENT.

SO YOU CAN KEEP MAKING IT.

The script. The shoot. The post-production. Not to mention every email that hits your inbox. You have enough to worry about without adding cybersecurity to the list. Yet every piece of content in the production ecosystem—whether it's on a laptop, an edit system or in the cloud—is vulnerable to cyberattacks. And CDSA's Film & TV Production Security Guidelines only help when you have time to navigate them.

Richey May's Media & Entertainment Cybersecurity team brings decades of industry experience and a small army of TPN Accredited Assessors to help your studio meet compliance and testing requirements.

Our services include:

- TPN Readiness, Assessment and Process & Policy Implementation
- Vulnerability Management and Penetration Testing
- Cloud Migration and Security Solutions
- Virtual Chief Information Security Officer (vCISO) Services
- Best Practice Process and Policy Development and Implementation
- Cyber Hygiene and Staff Augmentation
- Information Technology Risk Assessment
- 3rd Party Vendor Management Services and Assessment
- Trusted Reporting, SOC 1, SOC 2, SOC 3 and SOC for Cyber Security
- ▶ Attestation for security, privacy, confidentiality, processing integrity and/or availability for internal control over financial reporting



JUMP TO THE CLOUD

Go remote instantly.
Scale effortlessly.
Create without boundaries.

Start using a secure
content creation studio
in the cloud today.

archpt.io/jump



info@richeymay.com | www.richeymaytech.com

Denver HQ | Charlotte | Los Angeles | Salt Lake City | Grand Cayman

FOLLOW US



STAGE 1: METaverse (Meeting Room)

2 – 2:30 p.m. What the Metaverse Means for Hollywood

This session cuts through the clutter and defines the metaverse in terms and case studies that our industry can easily understand. Learn the background and what today's market means moving forward as well as the design experience and where the future is heading as studios embrace the concept and integrate it into their (multiple) product offerings.

Sinan AIRubaye, Chief Experience Officer, ICVR

Guy Finley, President & Chief Executive Officer, MESA



Love

2:30 – 3 p.m. Moving from Reality to the Metaverse (and VP!)

The Scan Truck is a mobile photogrammetry studio that offers the most cutting edge technologies to deliver you the highest quality 3D assets for your Feature Films, VR Productions, Video Games, TV, Commercials and more. Their state of the art system features over 200 DSLR cameras to capture the uppermost, photorealistic models and this session gives you a deep dive into how creatives are leveraging the technology and will discuss the portability of these hyper-real assets as they move through various production chains.

Jiggs Love, Chief Executive Officer, The Scan Truck



Rosenthal

3 – 3:30 p.m. Particle Ink Metaverse: A New Era at TED Conference 2022

This session digs deep into the first-ever, location-based mixed reality experience to synchronize thousands of devices for a LIVE experience. Particle Ink has created a mixed reality universe bringing to life interactive adventures in both virtual and physical venues. This pioneering broadcast utilized Unity's emerging technology to add an augmented reality layer for TV viewers. Learn how creatives are pushing the envelope around experience in this engaging panel discussion.

Moderator: Sinan AIRubaye, Chief Experience Officer, ICVR

Panelists: Ihar Heneralau, Co-Founder & Chief Executive Officer, ICVR

Cassandra Rosenthal, Founder and Co-Chief Executive Officer, Kaleidoco

3:30 – 4 p.m. NETWORKING BREAK

Protect your content and customer data against cybersecurity threats — everywhere you need it.

Media and entertainment companies face the same cybersecurity challenges as other consumer-facing industries—protecting customer data, demonstrating compliance, improving operational efficiency, and avoiding downtime. Gain peace of mind that your most critical assets are protected wherever they reside—from endpoint to robust multi-cloud environments—while also delivering a high-class customer experience and ensuring operational availability. Fortinet is the dedicated media and entertainment industry partner for complete end-to-end protection.

Learn more at [Fortinet.com/M&E](https://fortinet.com/M&E)

FORTINET

SCALE AT THE SPEED OF CUSTOMER DEMAND.

Say Hello To Continuous Evolution.

Softtek is a global digital services company and the largest provider of IT services from Latin America. With a broad portfolio of business-transforming services and solutions, we help M&E companies scale operations and CX to compete in an on-demand world.



IMAGINE

Rapidly ideate and implement future-fit solutions.



BUILD

Develop, integrate, and modernize the enterprise's software portfolio.



RUN

Optimize business performance with speed and intelligence.


Softtek[®]

MEDIA & ENTERTAINMENT

Learn more about us at softtek.com/media-entertainment

STAGE 1: METAVERSE (Meeting Room)



Ordower

4 – 4:30 p.m. KEYNOTE CONVERSATION: What the Metaverse Means IRL

How big is the market and how quickly will we get there? What strategies are companies adopting across the various engagement models for metaverse, AR or VR projects and how quickly should we be looking to see success? And what does that success really mean when our economy is driven by scale and engagement? This fireside chat takes us to the front lines of development and experience for the metaverse.

Sinan AIRubaye, Chief Experience Officer, ICVR

Elliot Ordower, Co-Chief Executive Officer & Founder, Well Played Studios

4:30 – 5 p.m. How the Metaverse will Transform your Meetings

Our business interactions during the pandemic became increasingly “local” while expanding globally thanks to the new collaboration tools (known as UCaaS) but what is the next step in creating truly compelling, immersive experiences at work. Levering gaming tools and Hollywood sensibility, this session offers a “Show & Tell” of this innovative new platform!

Sinan AIRubaye, Chief Experience Officer, ICVR

Guy Finley, President & Chief Executive Officer, MESA



Schwartz

5 – 5:30 p.m. The Future of Storytelling

Media.Monks is a digital-first marketing and advertising services company connecting the dots across content, data & digital media and technology services. Working in partnership with innovators across multiple metaverse platforms, and with leading influencers and celebrities, they create the most cutting-edge experiences in AR, VR and Metaverse. This panel discussion features the leader in building these experiences in conversation with the chairs of NAB’s National Advisory Council for Web3 who are providing guidance and expertise in developing educational content about new technologies, content models and consumer behaviors driven by the next generation of the internet.

Moderator: Lori H. Schwartz, Chief Executive Officer & Founder, StoryTech

Panelists: Eric Shamlin, Executive Vice President, Global Head of Entertainment, Media.Monks

Seth Shapiro, Chairman, NAB Web 3 Advisory Council



Shamlin



Shapiro

Do Creatives Dream in the Cloud... or in a Cave?

Breakout session:

May 19th @ 11:50

M&E solved the problem of moving massive amounts of data into the cloud. But what about ideas?

Studios can't harness global talent or win today's content wars until they unlock collaboration in the cloud. That means overcoming a media supply chain that's mired in manual processes and fragmented by tools.

Join our breakout session or stop by our tabletop to learn how 6 of the world's largest studios

- Collaborate in the cloud
- Accelerate IP development
- Unlock seamless cross-department ideation

Shannon

BLUESCAPE

The best ideas come out of the **blue**

@bluescaper

@bluescaper

@Bluescape

www.bluescape.com



STAGE 2: INNOVATION + TRANSFORMATION (Meeting Room)



Brown

2 – 3 p.m. INNOVATION KEYNOTE: NFTs 101: Who, What and Why Should I Care?

What are NFTs, how do they work and why should I care? Join us as we demystify the metaverse by providing the basics on NFTs and the blockchain and fill you in on the opportunities, challenges and concerns in this space. We will give real world examples of how this emerging market has exploded over the last year and why NFTs are here to stay in Hollywood and beyond.

Jenefer Brown, Executive Vice President & Head of Global Live Interactive & Location-based Entertainment, Lionsgate

Eva Feder, Senior Vice President, Business & Legal Affairs, Lionsgate



Feder



Grubin

3 – 3:30 p.m. Innovation through Community Collaboration and POCs

The Hollywood Professional Association is the premier community for production and post-production individuals, businesses and technologies. Anchored each year in their legendary “week in the desert” at the HPA Tech Retreat, this community provides fertile ground for cutting-edge collaboration as they regularly host Proof-of-Concepts that engage dozens of member companies and hundreds of participants. This session gathers the leaders of HPA with the champion of their latest POC to discuss the impact that these revolutionary “projects” have made to our industry.

Moderator: Guy Finley, President & Chief Executive Officer, MESA

Panelists: Kari Grubin, Project Director, SMPTE Rapid Industry Solutions On Set Virtual Production Initiative

Seth Hallen, Managing Director, LightTron

Chuck Parker, Chief Executive Officer, Sohonet

Erik Weaver, Head of Virtual & Adaptive Production, Entertainment Technology Center at The University of Southern California (ETC@USC)



Parker



Hallen



Weaver

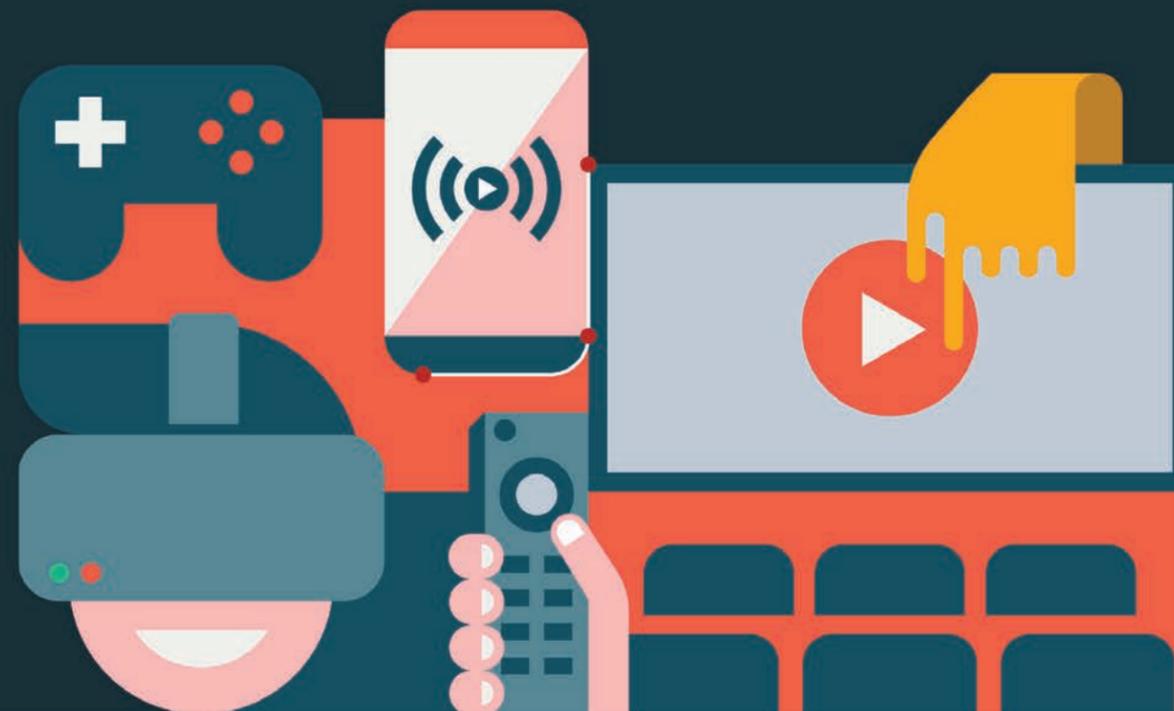
3:30 – 4 p.m. NETWORKING BREAK

M+E
tech job board

The #1 resource for technology career opportunities in Media & Entertainment.
mesaonline.org/jobs



 databricks



Keep them on the edge of their seat with data + AI

Find out how at the Databricks booth



STAGE 2: INNOVATION + TRANSFORMATION (Main Hall)



Czabala

4 – 4:30 p.m. A Whole New World: How Disney is Meeting Today's Challenges and Solving for Future Obstacles

Disney is leveraging new ways to streamline procedures and eliminate manual processes to optimize revenues and improve financial operations to meet today's high-volume, high-velocity content world. This session will discuss the companies' partnership and evolution which has spanned over a decade; from manually managing financial operations for transactional home entertainment in 2011 to managing all of the complexity of linear, transactional and streaming revenue and content cost management across Disney owned platforms.

Mike Czabala, Director of Accounting, Disney

Liz Schwan, Vice President, Global Enterprise Account Management, Whip Media



Schwan



Graves

4:30 – 5 p.m. Building a Framework for Ethical AI

Artificial Intelligence has come a long way since its early introduction into mainstream IT. This presentation looks at the frameworks driving AI and how they integrate with the algorithms driving increased usage. With increased usage and use cases, it is critical to infuse ethics into the decision-making being performed across any AI integration.

Jessica Graves, Founder, Sefleuria



Taygerly

5 – 5:30 p.m. CLOSING KEYNOTE: Make Space to Lead

Do you find yourself in firefighter mode, rapidly moving from flare-up to flare-up? Are you continually context-switching between each urgent and evolving priority? Does it feel like you're drowning in the quicksand of changing customer or leadership needs amidst this global context of uncertainty? From her personal experience as a design leader and her work as a coach to leaders in tech, our keynote speaker shares a leadership model that takes a systemic approach to leading that changes limiting patterns and focuses on flow states. Make space to lead across these four different facets of your leadership: Personal, Projects & Processes, People, and the Organization as a whole. You'll leave with tools & inspiration to try to shift your mindset towards spaciousness and build in permission to slow down in order to speed up. You'll learn how to track your energy and time against impact as well as allow focus on both relationships and releases. Attend this mindful CLOSING KEYNOTE and discover how to establish structure for yourself, and your teams, to amplify creative flow.

Tutti Taygerly, Leadership Coach & Author, Taygerly Labs

Introduction: Nadya Ichinomiya, Chairwoman, WITH Foundation and Executive Director - Head of Agile Center of Excellence, Sony Pictures Entertainment



Ichinomiya



Atkinson

5:30 – 6 p.m. Closing Remarks

Sinan AlRubaye, Chief Experience Officer, ICVR

Richard Atkinson, President, CDSA

Guy Finley, President & Chief Executive Officer, MESA

Ben Stanbury, Chairman, CDSA



Stanbury

5:30 – 7 p.m. NETWORKING RECEPTION

Proven AWS Expertise for the Entertainment Industry

15+ years delivering reliable cloud solutions to the entertainment industry

"We have partnered with Metal Toad for over half a decade and consider them a vital extension of our platform engineering team."
— Mike Weksler, Sony Pictures Television

The cloud is bringing vast complexities and change to the entertainment industry. Metal Toad has spent over 15 years helping entertainment companies navigate this complex transition to reduce risk, lower cost, and increase value.

Our experience with some of the biggest names in the industry gives us a holistic understanding of the entertainment landscape with proven expertise in leveraging AWS cloud solutions at scale.



Metal Toad: a proven track record of successful partnership



Let's talk
Discover the lowest-risk, highest-performance cloud solutions for your unique needs.
metaltoad.com

hello@metaltoad.com
(310) 507-0606

STAGE 3: VIRTUAL PRODUCTION (Library)



Canning

2 – 2:30 p.m. VP KEYNOTE: Introduction to Unreal Engine 5

Epic is incorporating Unreal Engine more directly into not just post-production for visual effects, but also the active film-making process, live broadcast and animation as the company remains at the forefront of virtual production. Unreal 5 is a fully production-ready tool has the best in-volume lighting engine to render in real-time the billions of polygons needed for photo-realistic imaging. Come learn what Epic has unleashed on our industry in this Keynote presentation.

John Canning, Director Developer Relations – Creators, AMD
David Morin, Industry Relations, Epic Games



Neely

2:30 – 3 p.m. Animation Innovation: Behind the Scenes

Prior to this project, the idea of rendering “inside-the-box” was thought to be impossible. Traditional rendering called for 40-60 hours per episode but shifting to this revolutionary technology improvement, the render time was decreased considerably across the episode. Additionally, using the engine took the creatives away from their frame-by-frame approach to visualize “on-set” like they would in a live-action feature. This panel discussion looks at the power of Unreal Engine in relation to an A-list title for animation.

Moderator: John Canning, Director Developer Relations - Creators, AMD
Panelists: Michael Neely, Technical Account Manager M&E, Epic Games
Enrico Targetti, Virtual Cinematographer, Reel FX



Targetti



Kobylko

3 – 3:30 p.m. Orchestrating Innovation on Smart Stages

Production technology over the last three years has fundamentally changed the way we work and collaborate with each other. Cameras talking to lights rendering to the cloud through a complex network of platforms and workflows...Smart stages are now a reality as the IoT finally has entered the production process. Join this session to learn about these critical offerings and how they impact our long term evolution of growth.

Moderator: John Canning, Director Developer Relations – Creators, AMD
Panelists: Henrique Kobylko, Virtual Production Supervisor, Fuse Technical Group
Cassidy Pearsall, Applications Engineer, ARRI Inc



Pearsall

3:30 – 4 p.m. NETWORKING BREAK



Iverson

4 – 4:30 p.m. Evolving Entertainment Workflows to Mirror Game Development

After making news during the pandemic with revolutionary production techniques utilizing game engine backbone, virtual production is being hailed as the next “big thing” that will impact our entire, global industry. But before your company can make investments in hardware, software and talent, everyone needs to understand the big “why” and why it matters to you. This session showcases an Unreal Engine pixel streaming tool for managing 3D assets and environments from pre-production and throughout post production allowing non-technical talent to share, review, and iterate on assets in an interactive cloud-based experience in real-time. This technology will become available and impact every category of content creation. It is not a matter of “if” rather “when” so start your journey by joining this truly innovative session.

Ihar Heneralau, Co-Founder & Chief Executive Officer, ICVR
Eric Iverson, Director of Products, Amazon Studios

4:30 - 4:45 p.m. Managing Production Assets Across Global Software Teams

This session looks at multiple pipelines using multiple platforms across collaborative workflows in production. Learn the latest innovations in data management from two perspectives: SMB vendors as they interact with large studio operations. How do we find a middle-ground and create best practices to evolve this fast-moving and complicated process? Join this session (and the one before!) to learn more.

Ihar Heneralau, Co-Founder & Chief Executive Officer, ICVR



SCREENERS.COM

Your Secure Virtual Screening Room

The industry's preferred destination for previewing pre-release content.



Screeners.com is trusted by the biggest names in media to deliver the most important pre-release IP securely. Making publicists, content security teams AND reviewers happy since 2017.

The Premier Place for your Premiere

Screeners.com is the screening option beloved by verified reviewers for viewing the most prestigious pre-release content. Simple, reliable, and secure, getting your work in front of reviewers has never been so easy.

Only Let in the Right Crowd

Screen your pre-release content confidently with passwordless login, and visible and forensic watermarking. Screeners.com provides a secure SOC-2 certified environment with world-class anti-piracy measures, so only the people you want can see your work.

We Built It So You Don't Have To

Building and maintaining an in-house solution requires a significant commitment to capital, technology, team, and time that can often be taxing. Screeners.com can have your content up and in front of reviewers in hours, not months.



www.screeners.com | info@screeners.com

STAGE 3: VIRTUAL PRODUCTION (Library)



Gaffney

4:45 - 5:15 p.m. Unity's Approach to Virtual Production

This presentation looks at Unity's moves in the M+E space that highlights investments and acquisitions to increased R&D across the entire company. From Unity Artistry tools including ArtEngine, SpeedTree, Ziva Dynamics to their Weta pipelines in support of Virtual Production, Unity is making bold moves in Hollywood. Attend this session to learn more about our industry's future!

Brian Gaffney, Business Development Manager, Unity Technologies

5:15 - 5:30 p.m. VP Closing Remarks

John Canning, Director Developer Relations - Creators, AMD

Eric Iverson, Director of Products, Amazon Studios

MESA

We're shaping the future of Media & Entertainment

MESA Platinum Members



MESA Members

3rdi Q.C. ■ 5th Kind ■ Above ■ Adio ■ Adobe ■ Alibaba Cloud ■ Alteon ■ Amazon Web Services ■ Ampere Analysis Limited ■ Anuvu ■ AppTek
 Arch Platform Technologies ■ ArchTIS ■ Arm ■ Ateliere ■ ATMECS ■ Atos ■ BB Media ■ BeBanjo ■ BeBop Technology ■ Belden ■ BitMAX
 Bluescape ■ Bob Gold & Associates ■ Box ■ Box Office Media ■ BuyDRM ■ CHESA ■ CineSend ■ Cognizant ■ Collot Baca ■ CommScope ■ CONFR
 Cornax Cloud Alliance ■ CreativeFuture ■ Databricks ■ Deluxe ■ DG Entertainment ■ Digit Content Services ■ Digital Bedrock ■ Digital Nirvana
 Digital Silence ■ DigitalFilm Tree ■ Director's Guild of America ■ Dolby ■ Edgecast ■ Edgescan ■ EditShare ■ EIDR ■ Eluvio ■ Emerald ■ Equinix
 ETS Studios ■ Eurofins Digital Media Services ■ EVA ■ Exactuals ■ EZDRM ■ Fabric ■ Fastly ■ Film Festival ■ Flix ■ FilmTrack ■ Fortium ■ Fortinet
 FPT Software ■ Friend MTS ■ Furious M ■ Gage Piracy ■ Genpact ■ GeoComply ■ Google ■ Gracenote ■ Groundwire Security ■ Human-I-T ■ IDC Digital
 Imagine ■ IMAGION ■ Intrusion ■ InvenioLSI ■ Irdeto ■ IRIS.TV ■ KeyInfo ■ Key Code Media ■ Keywords Studios ■ Klio Studi ■ Lifeway Christian
 Resources ■ LinQ Media Group ■ Los Angeles Duplication & Broadcasting ■ LucidLink ■ Magid ■ Media Minds ■ Mediaris ■ Media Science International
 MediaHound ■ MetaBroadcast ■ Metal Toad ■ Method Media Intelligence ■ NAGRA ■ OnPrem Solution Partners ■ OONA ■ OpSec Security ■ OTOY
 PacketFabric ■ PADEM Media Group ■ PaloAlto Networks ■ Perforce ■ Pixelogic ■ Plint ■ Qube Cinema ■ Qumulo ■ Red Bee Media ■ RightsLine Software
 Riscure ■ RSG Media Systems ■ Salesforce ■ SAP America ■ SecureTheVillage ■ SHIFT ■ Slalom ■ Softek ■ Sohonet ■ Sony ■ Soundmouse ■ Spherex
 StoneTurn ■ Synamedia ■ Synaptica ■ Take 1 ■ Taksati Consulting ■ Tata Consultancy Services ■ TechMahindra ■ Technicolor ■ Teradici ■ Testronic
 The Kitchen ■ The Power of Preparedness ■ Titles-On ■ TiVo ■ Variety Business Intelligence ■ Veritone ■ Vision Media ■ Vistex ■ Visual Data Media ■ Vobile
 Vody ■ VSI Dubbing & Subtitling ■ Vubiquity ■ Wasabi ■ WaveSeven ■ Widevine ■ XL8 ■ ZDF Studios ■ Zendesk ■ Zixi ■ ZOO Digital

www.MESAonline.org



A SYSTEMS INTEGRATOR THAT CARES ABOUT YOUR SUCCESS!

AV | BROADCAST | POST PRODUCTION
7,000+ HAPPY CUSTOMERS - 400+ RESELLER PRODUCT LINES



AUDIO POST SUITES



VIDEO POST SUITES



LIVE PRODUCTION



STORAGE & NETWORK



VIDEO WALLS



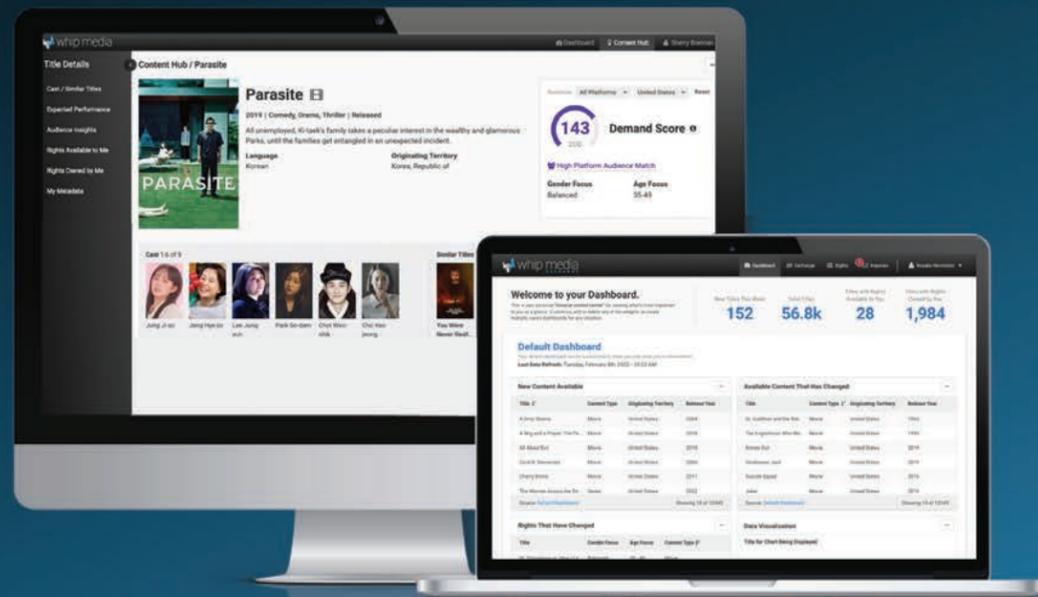
CONFERENCE ROOMS



CELEBRATING 20 YEARS IN BUSINESS!



A First-of-its-Kind Licensing and Research Platform for Film and TV Content



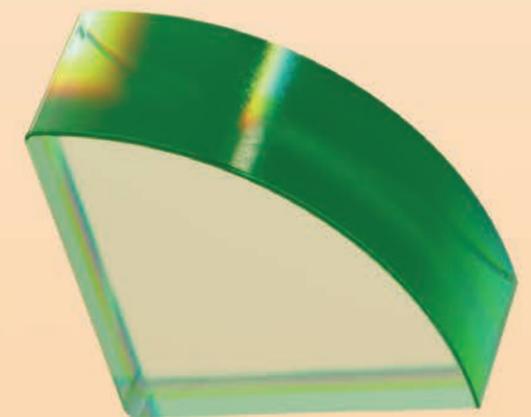
The Data-Driven Content Hub and Marketplace with Predictive Insights on Hundreds of Thousands of Titles to **Accelerate Dealmaking**

Zendesk Connect: Los Angeles

June 9th
5:30 - 7:30 pm

Join other local business leaders and Zendesk team members for an exclusive, in-person networking and cocktail hour at The Grammy Museum in Los Angeles.

Learn more here:





Scale at the speed of customer demand

Say Hello To Continuous Evolution

Softtek is a global digital services company and the largest provider of IT services from Latin America. With a broad portfolio of business-transforming services and solutions, we help M&E companies scale operations and CX to compete in an on-demand world.



IMAGINE

Rapidly ideate and implement future-fit solutions.



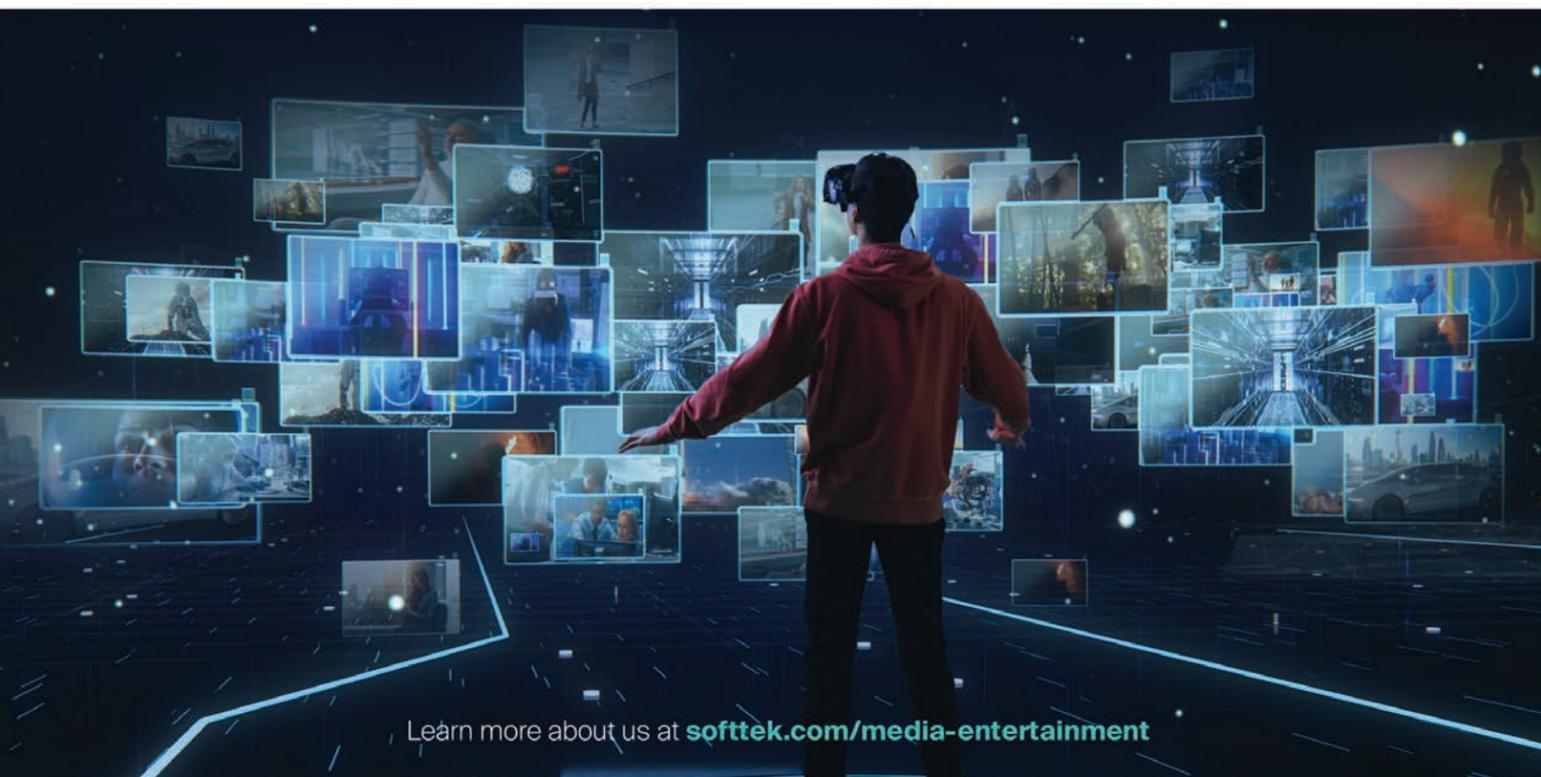
BUILD

Develop, integrate, and modernize the enterprise's software portfolio.



RUN

Optimize business performance with speed and intelligence.



Learn more about us at softtek.com/media-entertainment



Experts in TPN

Our media & entertainment cybersecurity group brings decades of industry and technical experience, **including five TPN Accredited Assessors**.

Join us for our quarterly Dr. TPN virtual event where you can ask our TPN experts all of your questions.

REGISTER HERE:

<https://us02web.zoom.us/meeting/register/tZMsceugqT0qGNZq8aSyXOT8MaBuF6LTogyr>



Christian Calson

Business Development Director,
Media & Entertainment

Christian@richeymay.com
310.945.6284

info@richeymay.com

www.richeymay.com

Denver HQ | Charlotte | Los Angeles
Salt Lake City | Grand Cayman





Expand Your Skills. Create New Worlds.

Free Virtual Production Courses
From the Experts at Perforce & ICVR

Courses Include



Virtual Production 101



Perforce Helix Core Work Principles



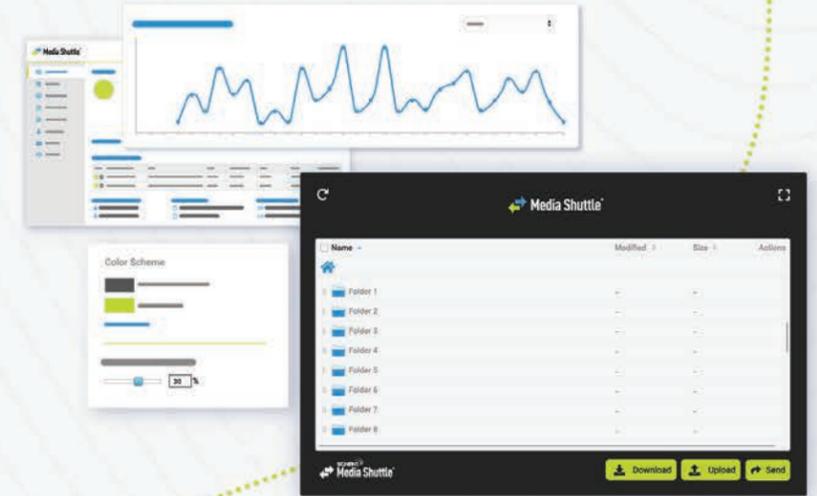
Merging and Collaborating
With Unreal Engine

Become a Pro at Perforce U

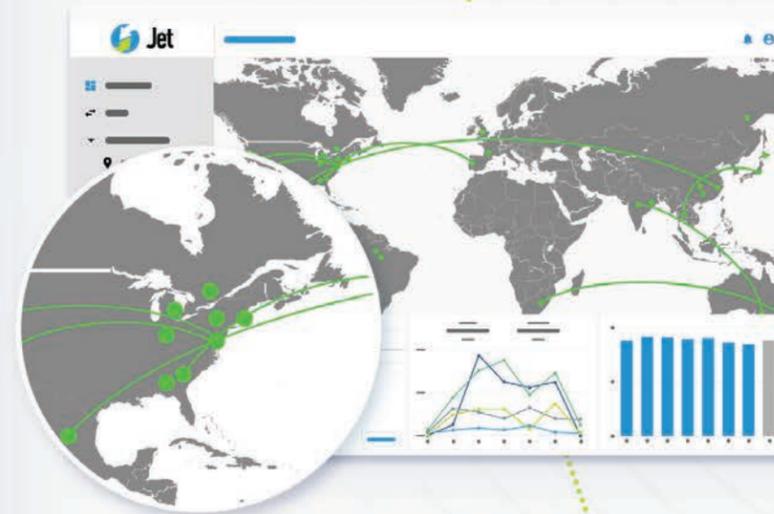
www.perforce.com/free-virtual-production-tutorial

Media Shuttle™

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



Powerfully simple unattended content exchange, within and between companies



Your workforce are at home. How do you bring them together?

Give your people the tools they need to work and collaborate.

Talk to us about building a seamless,
secure employee experience.



www.genpact.com

Finding the correct security posture for your
business can be challenging...



 convergent can help.

Cloud & Application Security

Helping you achieve the correct security posture for your cloud and application workflows, through implementation of industry best practices and correct configuration.

Incident Response App

The Sanctum IR app helps you securely manage security incidents, with playbooks, reporting and a secure repository for evidence, removing cumbersome manual processes.

Threat Assessment Testing

Through a targeted attack simulation, safely taking you through real-world penetration testing scenarios to identify vulnerabilities, with advice and guidance on remediation.

TPN Site Security Assessments

As the leading provider of TPN security assessments, we guide you through the partner program working closely with your teams on governance, risk & compliance.

Contact Us

For more information or general enquiries:

e: info@convergentrisks.com

w: www.convergentrisks.com

US Office: +1 (818) 452 9544

UK Office: +44 (0) 1276 415 725

www.linkedin.com/company/convergentrisks/

#convergentrisks

ConvergentRisks





Reimagining Content Licensing

Through Optimized Workflows & Performance Prediction



LICENSING
CONTENT PLANNING
FINANCIAL OPERATIONS
CONTENT & AUDIENCE INSIGHTS
UNIFIED COMMERCE & RESEARCH

Content Value Management™

The Enterprise Cloud Platform Powering the Entertainment Ecosystem