WE CREATE PHOTO REALISTIC WORLDS IN UNREAL ENGINE & UNITY
**At-A-Glance**

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

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<td>What the Metaverse Means for Hollywood</td>
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<td>2:30 – 3 p.m.</td>
<td>Moving from Reality to the Metaverse (and VR!)</td>
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<td>3 – 3:30 p.m.</td>
<td>Particle Ink Metaverse: A New Era at TED Conference 2022</td>
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<td>3:30 – 4 p.m.</td>
<td>NETWORKING BREAK</td>
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<td>KEYNOTE CONVERSATION: What the Metaverse Means IRL</td>
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<td>4:30 – 5 p.m.</td>
<td>How the Metaverse will Transform your Meetings</td>
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<td>5 – 5:30 p.m.</td>
<td>The Future of Storytelling</td>
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**STAGE 2: INNOVATION + TRANSFORMATION Main Hall (pg 24)**

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<td>INNOVATION KEYNOTE: NFTs 101: Who, What and Why Should I Care?</td>
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<td>3 – 3:30 p.m.</td>
<td>Innovation through Community Collaboration and POCs</td>
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<td>3:30 – 4 p.m.</td>
<td>NETWORKING BREAK</td>
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<td>4 – 4:30 p.m.</td>
<td>A Whole New World: How Disney is Meeting Today's Challenges and Solving for Future Obstacles</td>
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<td>4:30 – 5 p.m.</td>
<td>Building a Framework for Ethical AI</td>
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<td>CLOSING KEYNOTE: Make Space to Lead</td>
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**STAGE 3: VIRTUAL PRODUCTION Library (pg 28)**

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<td>Animation Innovation: Behind the Scenes</td>
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<td>3 – 3:30 p.m.</td>
<td>Orchestrating Innovation on Smart Stages</td>
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<td>NETWORKING BREAK</td>
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<td>4 – 4:30 p.m.</td>
<td>Evolving Entertainment Workflows to Mirror Game Development</td>
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<tr>
<td>4:30 – 4:45 p.m.</td>
<td>Managing Production Assets Across Global Software DTeams</td>
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<td>4:45 – 5:15 p.m.</td>
<td>Unity's Approach to Virtual Production</td>
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<tr>
<td>5:15 – 5:30 p.m.</td>
<td>VP Closing Remarks</td>
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<td>5:30 – 7 p.m.</td>
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9 – 9:10 a.m. Opening Remarks
Guy Finley, President & Chief Executive Officer, MESA

9:10 – 9:15 a.m. Conference Welcome Remarks
Sinan AlRubaye, Chief Experience Officer, ICVR
Ihar Heneralau, Co-Founder & Chief Executive Officer, ICVR

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

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

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
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

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

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 (XER) 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
Diana Rodriguez, Director of Enterprise Lean-Agile CoE, Softtek
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 cloud. The ecosystem 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

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
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

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

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 Thudiyanplackal, Virtual Production Producer, Senior M&E Executive

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BREAKOUT SESSIONS

TRACK 4: DATA + ANALYTICS Panoramic 3 Room

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

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

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

Global Media & Entertainment Day
Data, Cloud, AI, Security
Royal Garden Hotel, London
8, June, 2022
www.mandeday.com

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

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.

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 Eklov 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.”
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 competing 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

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 broadcast 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

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
BREAKOUT SESSIONS

TRACK 6: STANDARDS + AUTOMATION  Panoramic 1

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

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
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 AlRubaye, Chief Experience Officer, ICVR
Guy Finley, President & Chief Executive Officer, MESA

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

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 AlRubaye, 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
STAGE 1: METAVERSE (Meeting Room)

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 AlRubaye, 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. Leveraging gaming tools and Hollywood sensibility, this session offers a “Show & Tell” of this innovative new platform!

Sinan AlRubaye, Chief Experience Officer, ICVR
Guy Finley, President & Chief Executive Officer, MESA

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

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

The best ideas come out of the blue
STAGE 2: INNOVATION + TRANSFORMATION (Meeting Room)

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

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, LightIron
Chuck Parker, Chief Executive Officer, Sohonet
Erik Weaver, Head of Virtual & Adaptive Production, Entertainment Technology Center at The University of Southern California (ETC@USC)

3:30 – 4 p.m. NETWORKING BREAK

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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

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

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

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

5:30 – 7 p.m.  NETWORKING RECEPTION
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 with 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

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

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

3:30 – 4 p.m. NETWORKING BREAK

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

STAGE 3: VIRTUAL PRODUCTION (Library)
STAGE 3: VIRTUAL PRODUCTION (Library)

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 pipeline 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

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