

MESA

# smart content summit

PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



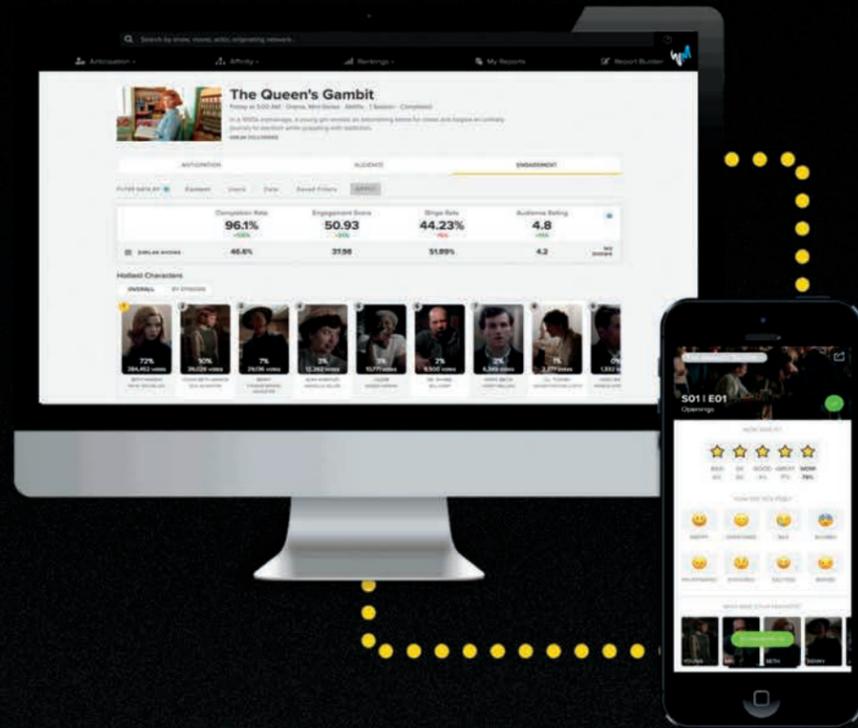
PRODUCED BY



IN ASSOCIATION WITH



Right content. Right audience. Right now.



We are transforming the global content licensing ecosystem with a leading enterprise platform that centrally connects data, processes and teams throughout the digital distribution journey.



## Program At-a-Glance

9:45 – 9:50 a.m. .... Opening Remarks

9:50 – 10 a.m. .... Conference Welcome Remarks

10 – 10:30 a.m. .... OPENING KEYNOTE: Building a Data Driven Supply Chain

10:30 – 10:45 a.m. .... Oh, The Places Your Metadata Will Go! A state of the state of LMT

10:45 – 11:15 a.m. .... When ViacomCBS and Showtime met LMT: We'll have what she's having!

11:15 – 11:20 a.m. .... Introductions to Breakout Sessions and Room Hosts

11:20 – 11:30 a.m. .... NETWORKING BREAK

11:30 a.m. – 12:45 p.m. .... MULTI-TRACK BREAKOUT SESSIONS

TRACK 1: CONSUMERS & ANALYTICS

TRACK 2: AI & AUTOMATION

TRACK 3: WFH & DISRUPTION

12:45 – 1 p.m. NETWORKING BREAK

1 – 1:30 p.m. The AI Ecosystem... An Epic Metadata Story!

1:30 – 2 p.m. CLOSING KEYNOTE: The Future of Smart Video Distribution

2 – 2:45 p.m. Closing Remarks & Networking Reception

## Conference Program



Guy Finley

### 9:45 – 9:50 a.m. Opening Remarks

**Guy Finley**, President and Chief Executive Officer, MESA

### 9:50 – 10 a.m. Conference Welcome Remarks

**Matt Turner**, Chair, Applied Data Working Group and Strategic Advisor, MESA  
**Mary Yurkovic**, Director, Smart Content Council, MESA



Turner



Yurkovic

### 10 – 10:30 a.m. OPENING KEYNOTE: Building a Data Driven Supply Chain

Being “Smart” about your content means being able to put your data into action. This means defining what that data “is” and what it means to your organization. This opening session sets the stage for the day’s discussions and will review the key role data is playing in the supply chain, the building blocks to getting your data in order and enabling you to use it across your organization.

**Anthony Accardo**, Director R&D at Disney Media & Entertainment Distribution



Accardo

### 10:30 – 10:45 a.m. Oh, The Places Your Metadata Will Go! A state of the state of LMT

At last year’s summit (remember when we could hug!), we provided an update on the Language Metadata Table (LMT) and where we were positioned with adoption, engagement, and collaboration among studios, TV networks, and their service provider partners. Launched July 2018, and sponsored by MESA, the LMT provides a forum for the increased exchange of ideas and expertise in the meta(data) verse. In this session, LMT Chair, Yonah Levenson, provides an update on the LMT’s core framework and addresses what new objectives are being proposed, as well as share some very exciting news about partnerships.

**Bruce Devlin**, Senior Vice President Standards, SMPTE

**Yonah Levenson**, Metadata Strategy and Terminology Governance, WarnerMedia and Chair, Language Metadata Table (LMT)

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



Devlin



Levenson



Morrissey

### 10:45 – 11:15 a.m. When ViacomCBS and Showtime met LMT: We’ll have what she’s having!

This panel discussion illustrates how the adoption of standards leads to increased efficiencies in our workflows. Join ViacomCBS’s Metadata & Governance team for a case study on their LMT implementation. The team will reveal the challenges and successes they have had to date with their project and how the LMT gave them a shortcut to rapid success!

**Eric Emeric**, Metadata Management & Data Governance, Showtime

**Sarah Nix**, Senior Director, Archives & Global Data Governance at ViacomCBS



Emeric



Nix

### 11:15 – 11:20 a.m. Introductions to Breakout Sessions and Room Hosts

**Evie Silvers**, Director, Business Development, MESA

**Matt Turner**, Chair, Applied Data Working Group and Strategic Advisor, MESA

**Mary Yurkovic**, Director, Smart Content Council, MESA



Silvers

### 11:20 – 11:30 a.m. NETWORKING BREAK

### 11:30 a.m. – 12:45 p.m. MULTI-TRACK BREAKOUT SESSIONS

# Complete Cybersecurity & Content Protection Solutions for M&E

Our team has over 20 years of expertise protecting the vision of storytellers. With 6 Licensed TPN Assessors on staff and other credentialed professionals, including Certified Ethical Hackers and CISSPs, we can implement best practices to keep you safe from targeted attacks.

- TPN Prep, Assessment & Remediation
- Managed Content and Cybersecurity Services
- Incident Response Management & Defense
- Cloud Migration & Security
- Remote Work Security
- Penetration Testing
- Vulnerability Scanning
- and more!

Join Our Hollywood  
Cybersecurity Roundtable the  
1st Thursday of very month!

✉ christian@richey.com

☎ 310.945.6284

🌐 www.richeymaytech.com

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

 **RICHEY  
MAY** Technology  
Solutions

## BREAKOUT SESSIONS

TRACK 1: CONSUMERS & ANALYTICS

TRACK 2: AI & AUTOMATION

TRACK 3: WFH & DISRUPTION

### TRACK 1: CONSUMERS & ANALYTICS



Brennan

#### 11:30 a.m. – 12 p.m. Supercharge Your Licensing: The Race From a Content-Centric to Consumer-Centric Strategy

The evolution of the Media and Entertainment industry has us all constantly pivoting the way we manage our content. From OTT and Direct-to-Consumer, and from licensing to distribution, the entire entertainment ecosystem has shifted. Licensing used to be much simpler, with fairly strict windowing and relatively few platforms. To remain competitive in today's market, you need a flexible, data-fed, insights-driven licensing solution that links consumer behavior with content licensing. You need to make decisions across multiple platforms with metrics that go beyond basic volume; metrics that allow you to predict how your content will perform on the right platform that targets the right audience. Most importantly, you need to garner data-driven analytics based on real-world viewing and usage data, automate and streamline content licensing, and feed buyers and sellers in one centralized platform. Think it can't be done? To explore, join this session to discover how it CAN be done.

**Sherry Brennan**, Executive Vice President/General Manager, Content Licensing Platform, Whip Media



Meyer

#### 12:10 – 12:25 p.m. Reimagining the Non-Linear Planning Process for Success!

As broadcasters, telco's and OTT operators compete in an ever competitive world, the ability to streamline their operations, drive efficiencies, further exploit their existing catalog of content and look for new revenue streams is vital. One element enabling them to compete is optimising their non-linear planning process, providing long term strategic advantage in content planning. This session will explore how BeBanjo is working with their customers to bring these benefits to their long term planning activities, enabling collaboration across multiple teams (e.g., planning, strategy, editorial, marketing and operations), greatly streamlining an iterative planning process and explore how you can too!

**Dan Meyer**, Sales Manager, BeBanjo



Herrin

#### 12:30 – 12:45 p.m. A Data-Driven Look at the Post-Pandemic Movie Business

Back in 2010, you had two choices: see a movie in a theater or wait several months to watch it at home on DVD or on TV. But then in October 2015, Netflix released BEASTS OF NO NATION, its first original feature film, and the business has never been the same. Today, audiences have grown accustomed to seeing theatrical-quality movies at home. And when it comes as part of a streaming subscription, it feels like you're watching for free. Suddenly, the \$8-\$16 price of admission looks harder and harder to justify. Suddenly the film business has numerous unanswered questions: Can theatrical survive? Will people return to theaters? With each studio having its own streaming outlet, how do they know which films are suited for theatrical and which are better for streaming? The Quorum takes a data-driven approach to answering questions like these.

**David Herrin**, Founder & Chief Executive Officer, The Quorum

# Azure Media Services powers consumer and enterprise video solutions



Deliver cloud based video to global audiences on any device



Live and On-Demand Streaming with integrated CDN



Studio-grade high-performance file and real-time live encoding



MPEG-DASH, HLS, HDS, Smooth, and MPEG Common Media Application Format (CMAF) streaming, including 4K

## Video Indexer - Reimagine what's possible with your media



Use cloud-based speech and vision services to build intelligent solutions around your media content



Power new user experiences such as advanced search that include printed text, spoken words



Use AI to easily extract insights from your videos and enhance content discovery and engagement



Optimize your operations by gaining actionable intelligence from your media



## BREAKOUT SESSIONS

### TRACK 2: AI & AUTOMATION



Burgess

#### 11:30 a.m. – 12 p.m. How The Atlantic and other Publishers use Azure AI to Modernize Search of your Historical Data with Insights & Discovery Accelerator and Video Indexer

The modern news cycle is always accelerating. For publishers, providing substantial, high-quality journalism is a difficult task. Publishers must quickly sort through and locate relevant content of different types from huge archives by leveraging Azure AI knowledge mining solution powered by Azure Cognitive Search. We could apply a specific AI model that identified the variety of content types and formats in their archive, and by doing so, make it easy to extract insights that can speed and scale the journalistic process. We can then intelligently link those entities, giving journalists a powerful knowledge mining tool that helps them find the specific content they need quickly.

**Jamie Burgess**, Senior AI Innovator and Business Architect, Microsoft



Hauber

#### 12:10 – 12:25 p.m. Revolutionizing Media Creation and Distribution Using the Science of AI & Machine Learning

One of the best ways to maximize AVOD revenue is to tailor the viewing experience to the viewer's interests (content) and platform (content format) – this benefits both the viewer and the advertiser, ultimately leading to more views and higher ad revenues. This is dynamic content switching. In live streaming, it can adjust the content to the situation. For recorded programs, it can match the content encoding to the viewer's platform and delivery path. And it allows for targeted advertising to match the viewer's interests while accounting for the surrounding program content and the adjacent advertisements within an ad pod. This is the future of direct-to-consumer entertainment. Join us for a discussion on the current state of multi-platform dynamic content switching and the unambiguous content identification services that make it all possible.

**Ed Hauber**, Director of Business Development, Digital Nirvana

**Russell Vijayan**, Head A/I Products and Services, Digital Nirvana

**Russell Wise**, Senior Vice President, Sales & Marketing, Digital Nirvana



Vijayan



Wise



DeChant

#### 12:30 – 12:45 p.m. Everything You Always Wanted to Know About Dynamic Content Switching (But Were Afraid to Ask)

One of the best ways to maximize AVOD revenue is to tailor the viewing experience to the viewer's interests (content) and platform (content format) – this benefits both the viewer and the advertiser, ultimately leading to more views and higher ad revenues. This is dynamic content switching. In live streaming, it can adjust the content to the situation. For recorded programs, it can match the content encoding to the viewer's platform and delivery path. And it allows for targeted advertising to match the viewer's interests while accounting for the surrounding program content and the adjacent advertisements within an ad pod. This is the future of direct-to-consumer entertainment. Join us for a discussion on the current state of multi-platform dynamic content switching and the unambiguous content identification services that make it all possible.

**Jim DeChant**, Vice President of Technology, News-Press & Gazette Broadcasting

**Richard Kroon**, Director of Technical Operations, Entertainment ID Registry (EIDR)



Kroon

# 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 products 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.



MEDIA & ENTERTAINMENT

Learn more about us at [softtek.com/media-entertainment](https://softtek.com/media-entertainment)

## BREAKOUT SESSIONS

### TRACK 3: WFH & DISRUPTION



Stremler

#### 11:30 – 11:45 a.m. Hollywood Stays Home in 2021

2020 was the Genie that granted many “wishes.” First, you could see your colleagues unshaven, without make up, and yelling at their dogs throughout the day. Second, our computers/machines went from being something we checked email on and worked from and became gateways of all kinds of personal and confidential information. As if that wasn’t enough, 2020 opened our eyes to the fact that how we work is just as important as what we are working on because of the increased risk surrounding that information. At Richey May Technology Solutions we get to work with some of the best studios, post houses, and creatives in the industry and we’ve seen a few trends you should be aware of as you move into 2021. In this lively presentation we’ll explore a trend back to Virtual Desktops in Hollywood and how this old dog has definitely learned some new tricks.

**Jacob Stremler**, Cybersecurity Engineer, Richey May Technology Solutions



Gamaliel

#### 11:50 a.m. – 12:05 p.m. All Quiet on Set! How Technology Inspired by Art can get Productions Safely Rolling

COVID-19 has affected the media and entertainment industry worldwide, pausing, slowing, or entirely shutting down productions. How can production organizations manage new health and safety risks along with the rigorous demand of running a busy production schedule? During this session, we’ll explore how digital and cognitive technology— inspired by Mexican Painters Frida Kahlo and Diego Rivera— can help your productions safely get back on track. We’ll discuss a model for an end-to-end solution designed to help organizations manage new health and safety logistics from pre-production to post-production, including worksite and facilities management, specifications for practicing social distancing across locations, health screening, contact tracing, and more across the production lifecycle.

**Aldo Gamaliel**, Head of Digital APIs & Microservices, Softtek

**Jorge Zarur**, Media and Entertainment Lead, Softtek



Zarur



Lukas

#### 12:10 – 12:25 p.m. Moving Forward Even in a Crisis: The 5 Rs of Handling Disruption and Surprises with Style

Even in the face of the massive disruption to business, travel, entertainment and community life we’ve all seen this past year, it’s possible to make progress and even earn some wins. If you’ve been hoping to wait out the pandemic, it’s not too late to shift gears with the 5 Rs of surviving and thriving in a crisis. We’ll explore real examples of resilience, responsiveness, redefining the way we work, the results, and repeating as needed. Some strategic planning can help all kinds of organizations adapt to the reality of this remarkable journey, and prepare for the return of normality — and the next disruptions.

**Ivo Lukas**, Chief Executive Officer, 24Notion



## Transforming media creation and distribution through the power of AI & ML



**Ed Hauber**

Director of Business Development



**Russell Vijayan**

Head, AI Products and Services

Digital Nirvana’s Ed Hauber and Russell Vijayan will be part of a session for the MESA Smart Content Summit 2021 to highlight how cloud-based AI and ML technologies are transforming every aspect of subtitle creation and distribution landscape with real-world examples.

**Don’t miss the session.**

Join us on **March 16, 2021**  
between **9.30 am - 1.30 pm PST.**

For more information write to:  
[marketing@digital-nirvana.com](mailto:marketing@digital-nirvana.com)

[www.digital-nirvana.com](http://www.digital-nirvana.com)

## Conference Program

12:45 – 1 p.m. NETWORKING BREAK



Adams

### 1 – 1:30 p.m. The AI Ecosystem... An Epic Metadata Story!

In this exciting real world example, Warner Bros and Microsoft recently teamed up on a special project to use Microsoft's Video Indexer and Custom Vision tools to scan and index the Warner Bros TV content library. The project represents a view into the state of the M&E industry as it embraces enterprise tools for AI, and looks toward automating the content distribution pipeline at scale for a global audience. Nate and Andy will share the successes and challenges this implementation bestowed upon them.

**Nate Adams**, Director, Digital Media, Warner Bros Worldwide TV Marketing

**Andy Beach**, Principal Technical Program Manager, Microsoft



Beach



Kochhar

### 1:30 – 2 p.m. CLOSING KEYNOTE: The Future of Smart Video Distribution

Founder of The Video Genome Project, a structured data company that developed the industry's premier DTC video personalization engine, which was acquired by Hulu, delivers our Closing Keynote. Learn how consumer data, usage data, and the deep metadata within content itself is shaping the future of the media and entertainment industry. During this conversation our presenter will share his expertise in Direct-to-Consumer (DTC), personalization, structured data, strategy, and monetization.

**Xavier Kochhar**, Founder, The Video Genome Project (The VGP)

**Interviewed by: Lori H. Schwartz**, Chief Executive Officer & Founder, StoryTech



Schwartz

### 2 – 2:45 p.m. Closing Remarks & Networking Reception

**Guy Finley**, President and Chief Executive Officer, MESA

**Matt Turner**, Chair, Applied Data Working Group and Strategic Advisor, MESA

**Mary Yurkovic**, Director, Smart Content Council, MESA



PLANNING,

SCHEDULING,

AND DELIVERY.

GLOBALLY.



[bebanjo.com](http://bebanjo.com)

To learn more message us at  
[contact@bebanjo.com](mailto:contact@bebanjo.com)



## Digital Asset Management Certificate Rutgers Online Professional Development Program

Digital content—photos, video files, live video, audio clips, animations, memes, infographics, live chat, and more—surrounds us. Digital asset management (DAM) is the practice of organizing this content and making it accessible and available for use by stakeholders within and beyond an organization. The need for DAM continues to evolve and grow, placing those with this skill in high demand. Whether you are new to the field or a seasoned veteran looking for advanced and continuing professional education, the fully online DAM Certificate program is for you. Let it enhance and advance your career.

### Upcoming Courses:

- March 1: The Evolving World of DAM
- April 5: Metadata for DAM

### New Courses:

- April 5: Rights and DAM
  - Summer 2021:
    - Technical Considerations for DAM
    - DAM for GLAM\*
- \*Galleries, Libraries, Archives, and Museums

### Program Details

- Professional development non-credit courses
- Online, asynchronous, led by expert instructors
- Six courses: each runs four weeks
- Complete the whole certificate or take individual courses
- \$895 per course, 10% discount upon completion of the certificate
- Time commitment averages 6-10 hours per week
- Case studies and bonus virtual office hours with instructors

### Created and Taught by Industry Experts:



**David H. Lipsey**  
Co-Director & Instructor  
Global Chair, The Henry Stewart  
Conferences on The Art and  
Practice of Managing Digital Media



**Yonah Levenson**  
Co-Director & Instructor  
Manager, Metadata Strategy and  
Terminology Governance at  
WarnerMedia  
Chair of the Language Metadata  
Table Committee

### Hear from a Recent Certificate Recipient:

“I’ve worked as a digital asset manager in the entertainment industry for 15 years. I wanted to refresh my skills in a way that wouldn’t disrupt my life. The DAM instructors are pillars of our profession, leaders I have followed and admired from afar throughout my career. They imparted the knowledge that working professionals crave and did so in a way that made the coursework enjoyable, innovative, and fulfilling. They were incredibly accessible and it was wonderful to join with colleagues in a well-structured and concise online platform where we were able to interact and learn from each other.” — Vivian Procopio

For more information, visit [comminfo.rutgers.edu/DAM](https://comminfo.rutgers.edu/DAM)  
or contact Regina Efimchik, Director of Professional Development Studies, at  
[regina.efimchik@rutgers.edu](mailto:regina.efimchik@rutgers.edu).

**RUTGERS**

School of Communication  
and Information

[comminfo.rutgers.edu](https://comminfo.rutgers.edu)



@RutgersCommInfo #RUSCI #RutgersCommInfo



## Intelligent Media and Entertainment

### Learn how Microsoft empowers the media and entertainment industry to achieve more



#### Accelerate content production

Streamline production workflows with intelligent processes and automation, and scale content creation.

[Learn more](#)



#### Know your audience

Understand consumer preferences and behaviors through comprehensive data-driven insights.

[Learn more](#)



#### Modernize collaboration

Maximize creativity and productivity with intelligent and secure collaboration tools.

[Learn more](#)



#### Monetize content and experiences

Deepen audience engagement with personalized messaging, content, and experiences.

[Learn more](#)



#### Optimize content delivery

Manage content better and get it to market faster through automated processes on a secure and intelligent cloud.

[Learn more](#)



#### [New ways to experience the worlds of sports, music, and entertainment](#)

At Microsoft, we are working full steam ahead to reimagine the nature of live experiences, so whether you are watching a big game or listening to a virtuoso performance, it can feel like you are there, even if you are thousands of miles away.

#### [Creativity in the Digital Age](#)

Creativity in the Digital Age, presented by #Microsoft, shares the firsthand perspective and experience of four accomplished media and entertainment industry professionals on their creative origins, what fuels their creative process, the role technology plays in developing and expressing their ideas, and their guidance and inspiration for others on the often-challenging journey of a creative artist.

Microsoft empowers media & entertainment organizations to achieve more through a trusted and secure platform supported by a comprehensive partner ecosystem with industry-leading solutions for content production, collaboration, content delivery, audience insights, and personalized experiences.

Visit <https://www.microsoft.com/en-us/industry/media-entertainment> for more information.

# Right content. Right audience. Right now.

**T TV TIME** **SHOWS ON THE RISE**  
THE WEEK OF JANUARY 11<sup>TH</sup> – JANUARY 17<sup>TH</sup>

Every week, millions of viewers from around the world use TV Time to track their favorite series. "Shows on the Rise" is calculated by determining the week-over-week growth in episodes watched for a given program.

1	WandaVision   Disney+ PREMIERE	100% RISE RATIO
2	Disenchantment   NETFLIX PREMIERE	97.7% RISE RATIO
3	RuPaul's Drag Race UK   PREMIERE	94.6% RISE RATIO
4	Carmen Sandiego   NETFLIX PREMIERE	93.8% RISE RATIO
5	Servant   Apple TV+ PREMIERE	81.8% RISE RATIO
6	Prodigal Son   FOX PREMIERE	81.6% RISE RATIO
7	That Time I Go Reincarnated as a Slime   TOKYO MX PREMIERE	78.4% RISE RATIO
8	Kemono Jihen   TOKYO MX	78% RISE RATIO
9	Log Horizon   MBS PREMIERE	75.9% RISE RATIO
10	The Resident   FOX PREMIERE	75.3% RISE RATIO

Discover what to watch next. [Download on the App Store](#) | [GET IT ON Google Play](#)

To receive "Shows on the Rise" and additional TV Time reports, visit [www.whipmedia.com/subscribe](http://www.whipmedia.com/subscribe) | [whip media](#)

**T TV TIME** **THE BINGE REPORT**  
THE WEEK OF JANUARY 11<sup>TH</sup> – JANUARY 17<sup>TH</sup>

Every week, millions of viewers around the world use TV Time to track the shows they're watching. TV Time uses this data to determine the Most Binged shows of the week.

1	Bridgerton   NETFLIX	Share of binges: 2.59%
2	Lupin   NETFLIX	Share of binges: 2.50%
3	Disenchantment   NETFLIX	Share of binges: 2.46%
4	Attack on Titan   MBS	Share of binges: 1.97%
5	Brooklyn Nine-Nine   NBC	Share of binges: 1.70%
6	Chilling Adventures of Sabrina   NETFLIX	Share of binges: 1.66%
7	Grey's Anatomy   ABC	Share of binges: 1.55%
8	Modern Family   ABC	Share of binges: 1.39%
9	The Office   NBC	Share of binges: 1.39%
10	One Piece   FUJI	Share of binges: 1.34%

Discover what to watch next. [Download on the App Store](#) | [GET IT ON Google Play](#)

To receive "The Binge Report" and other TV Time reports, visit [www.whipmedia.com/subscribe](http://www.whipmedia.com/subscribe) | [whip media](#)

Get the **RIGHT** insights.  
Get the **FREE** reports.  
[whipmedia.com/subscribe](http://whipmedia.com/subscribe)

