



Jason Porath

Director of Media & Entertainment

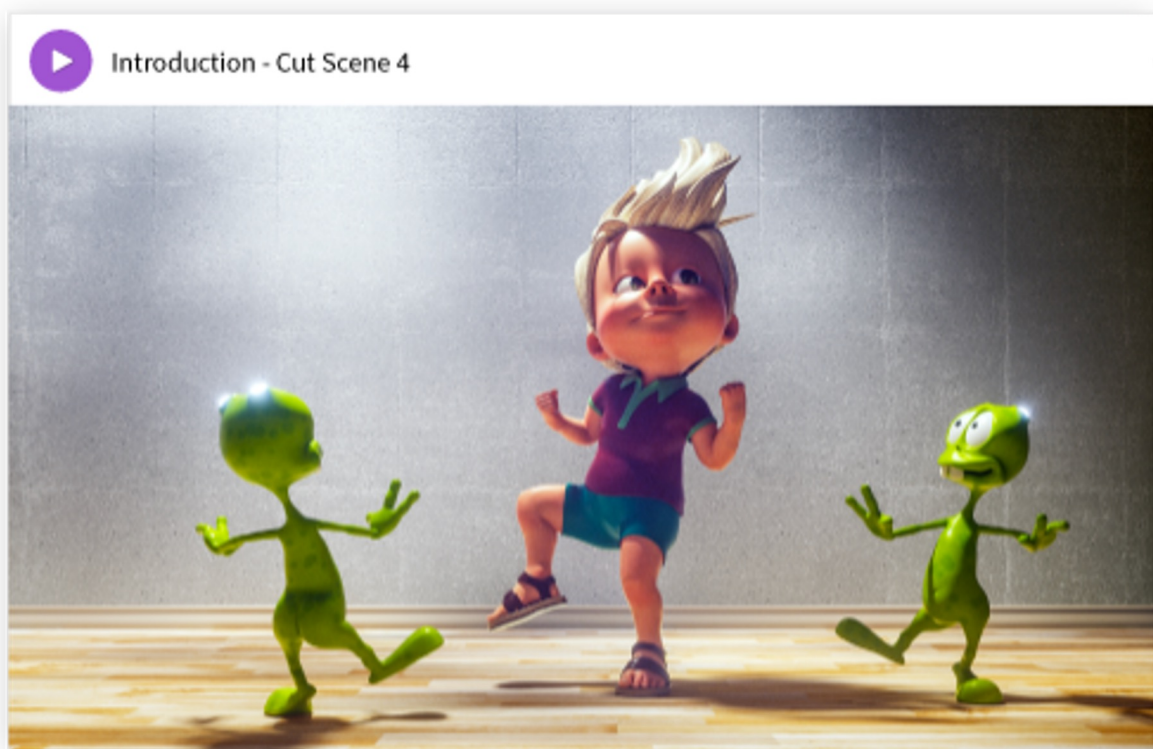
Bluescape



**Do Creatives Dream in the
Cloud... Or in a Cave?**

HITS | **SPRING** | **HOLLYWOOD INNOVATION &
TRANSFORMATION SUMMIT**

May 19th 2022



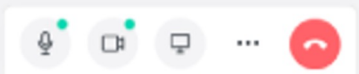
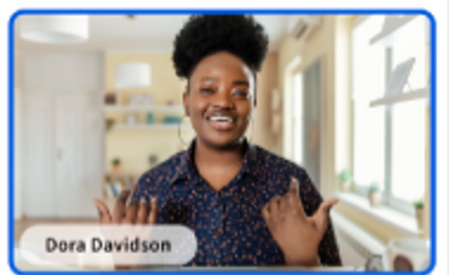
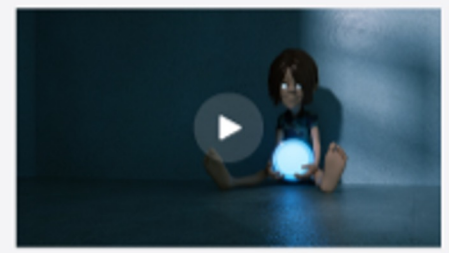
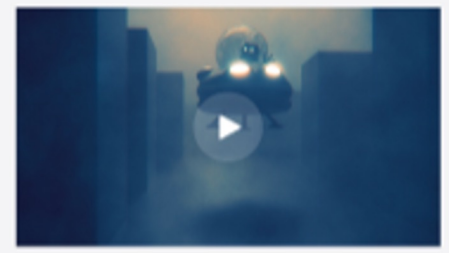
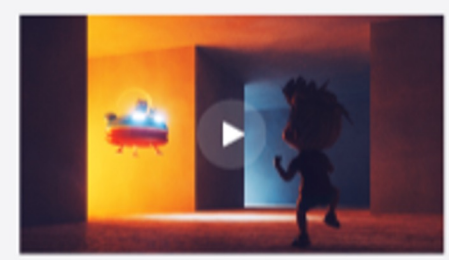
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FRAMES VOLUME PRESENT REACTIONS MORE

A video player control bar with a progress slider at the top. Below the slider are several icons: a blue play/pause button, a refresh icon, a share icon, a volume icon, a present icon, a smiley face icon, and a three-dot menu icon. The text 'FRAMES', 'VOLUME', 'PRESENT', 'REACTIONS', and 'MORE' is positioned below their respective icons.

Meeting Workspace

SW LK JG DW SN +6



Notebook

Media & Entertainment



Ideation & Development



Pre-Production



Marketing War Rooms





Number of Assets



IP Acquisition
and Development



Pre-Production



Production



Post-Production



Film Release
DVD/ BD/ VOD Release
Archive & Reuse



Consumer Products
and Experiences

Media Supply Chain

Ideas at Scale

Number of Assets



IP Acquisition
and Development



Pre-Production



Production



Post-Production



Film Release
DVD/ BD/ VOD Release
Archive & Reuse



Consumer Products
and Experiences

Media Supply Chain

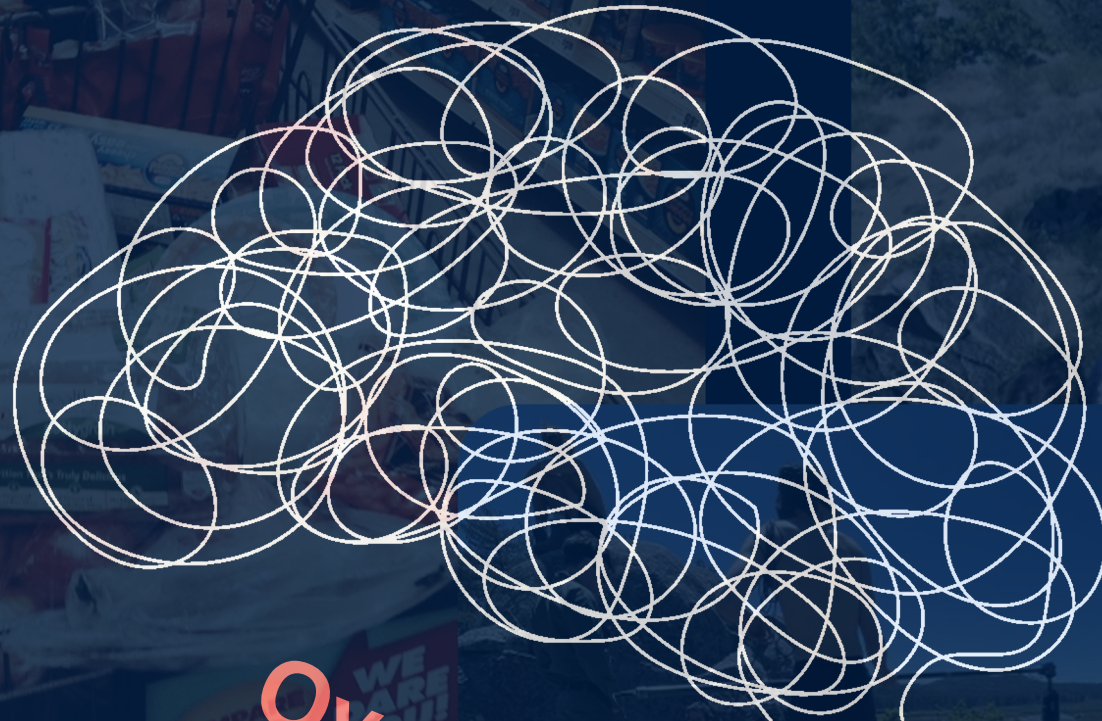


AWOL

Written by

Gabe Porath





Overload!



“Now I understand that there is a direct line between the quality of a well-run production the artists ability to realize their vision.”

--My son

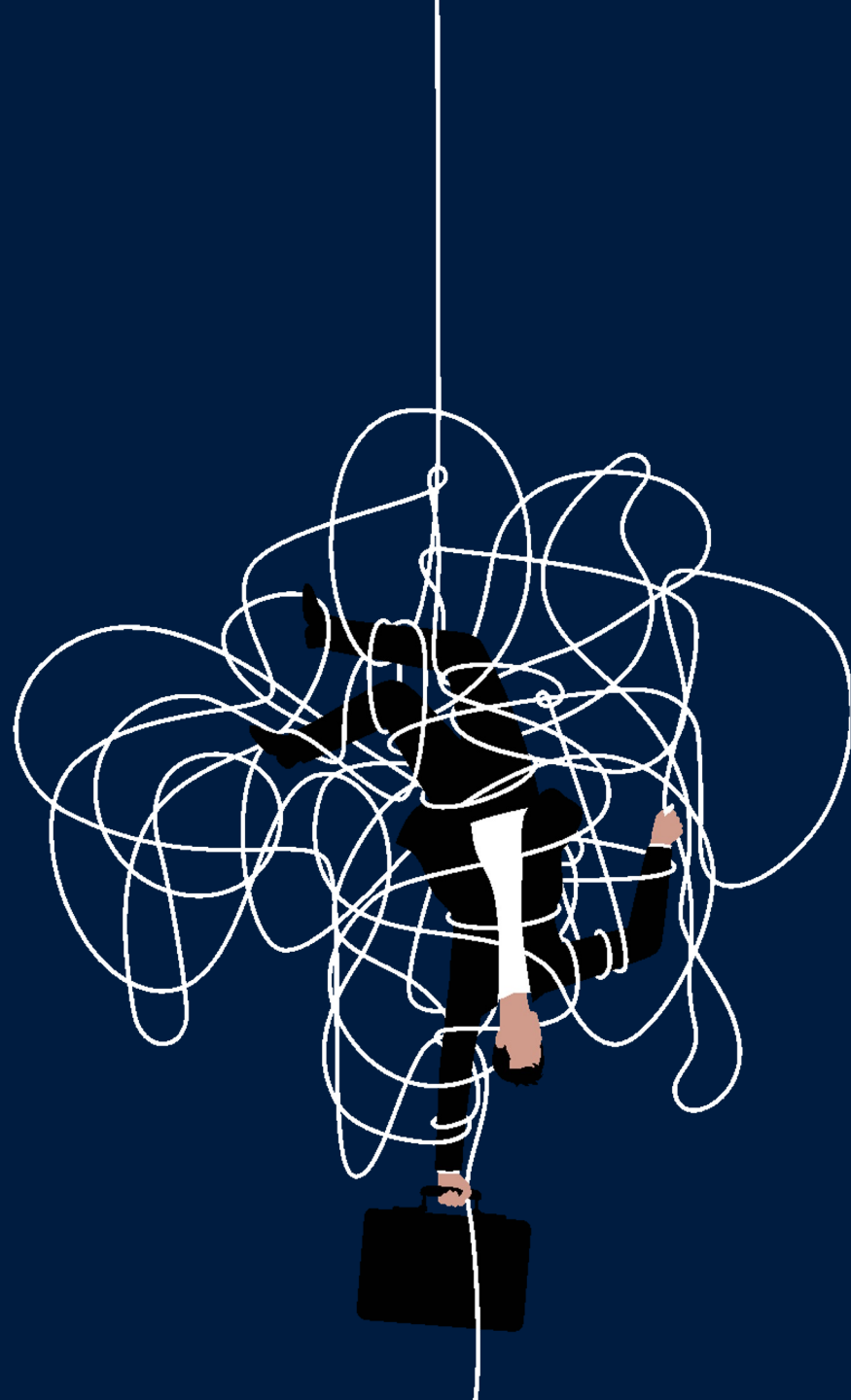


“We’ve yet to find technologies that allow whole teams of creatives to work in a ‘virtual’ suite as well as they can in a physical suite – where every participant can see, comment upon and control the output of the work and the applications being used to create it.”

Richard Berger

Chief Executive Officer





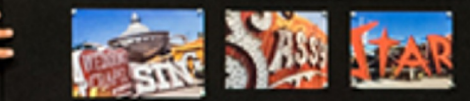
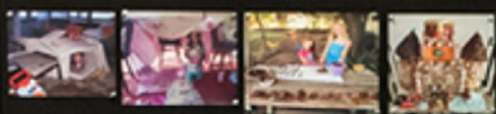


A global breakdown of work about work



	Australia	France	Germany	Japan	Singapore	U.K.	U.S.
Skilled work	33%	36%	40%	29%	21%	32%	33%
Strategic work	8%	6%	7%	10%	10%	7%	9%
Work about work	59%	58%	53%	61%	69%	69%	58%

Source: GWI – Anatomy of Work

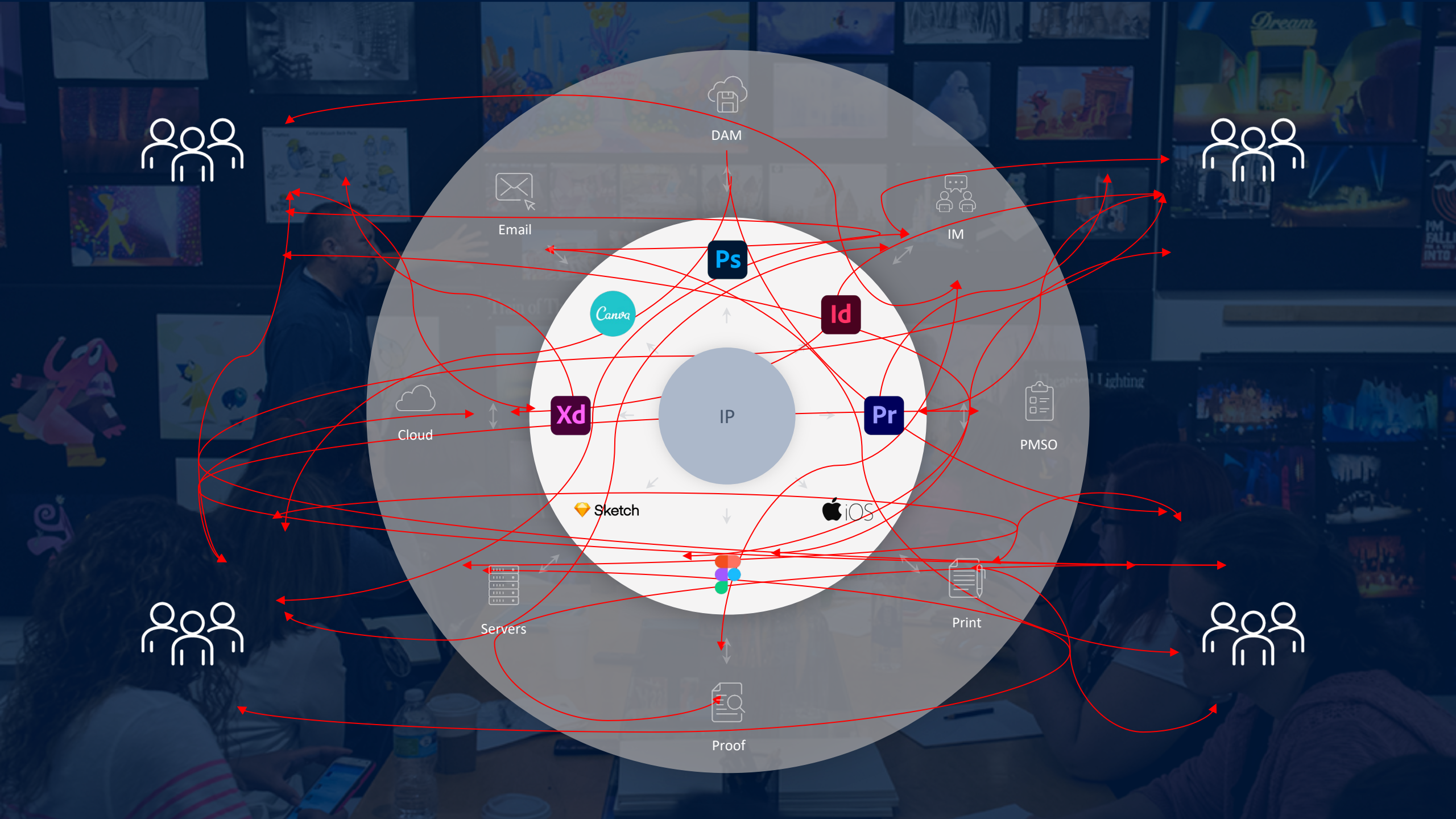


Train of Thought



Theatrical Lighting





DAM



Email



IM



Ps



Id



Canva

IP



Pr



Xd



Cloud



PMSO



Sketch



iOS



Servers



Print



Proof



DAM

Email

IM

Ps

Id

Pr

IP

Canva

Xd

iOS

Sketch

Cloud

PMO

Servers

Print

Proof



“It’s important that we work more collaboratively across businesses so that we’re able to be strategic in our decision-making and best serve consumers across all platforms.”

David Zaslav Internal Memo
2022





SONY

“With the reinforcement of the assets of each business, and with various ways to utilize content IP for maximum value, Sony puts particular emphasis on collaboration among its segments.”

SONY ANNUAL REPORT
2020





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