

MESA

ITS: Automation!

Everything from Metadata to Workflows in an Afternoon

AMSTERDAM

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Finley

3:55 – 4 p.m. Opening Remarks

Guy Finley, President & Chief Executive Officer, MESA
Caroline Baines, Senior Director Client Services, MESA



Dranch

4 – 4:30 p.m. OPENING KEYNOTE: Large Language Models in Media – 5 Learnings From the Technology Rush in Localisation

This year is shaped by the emergence of ChatGPT and other large language models, a \$25+ billion investment gold rush is on, the hype refuses to die down, industrial corps teach thousands of employees to write prompts, and even politicians are involved in writing AI acts. Large language models are re-shaping the way humans interact with devices, and they are changing the future of many professions. Text localisation has allowed the industry to immediately take advantage of LLMs, and to start grappling with them. In this session, learn from localisation triumphs and mistakes with models, and see if there is a better way to apply them in media workflows.

Konstantin Dranch, Founder, Custom.MT



Yurkovic

4:30 – 4:45 p.m. Cloud Localisation Blueprint II (What's Next?)

This session discussed the next phase of Fabric's Cloud Localisation Blueprint which was featured as an accelerator at last year's IBC. Now, in collaboration with MESA and the Content Localisation Council, we invite new participants with the same objective of creating stable workflows with cloud-based solution. Don't miss the kick-off today and we'll all review results at February's ITS: Localisation event in London!

Caroline Baines, Senior Director, MESA's Content Localisation Council
Mary Yurkovic, Director, MESA's Smart Content Council



Choi

4:45 – 5:15 p.m. Authenticated Metadata: Why it Matters for Automation

An exclusive sneak peek into the Authenticated Data Specification, a ground breaking project within the 2023 IBC Accelerator programme. This panel discussion will provide insights into the collaborative efforts, technical innovations, and industry collaborations that have driven the creation of this specification. Discover how this initiative aims to revolutionise data authenticity and availability, shaping the future of entertainment data in an increasingly interconnected media landscape.

Moderator: Hollie Choi, Managing Director, EIDR

Panelists:

Andrew Holland, VP of Data Services, Fabric
Richard Kroon, Director of Technical Operations, EIDR
Ryan McKeague, Chief Executive Officer, Flomenco



Holland



Baines



Kreth

5:15 – 5:30 p.m. Identity Forces: The Future of Talent Identity Provenance Automation

Systemic change is once again impacting the M+E business and existential questions are on the table. With the strike voicing concerns about the rise of generative AI & deep fake technology, the autonomy and value of talent's identity essence is on everyone's radar (their "NIL" rights: Name, Image, Likeness). Talent will increasingly want the option to be virtual — to have a digital twin — and will want to properly license, track, and monetise themselves. Accordingly, the need for tools to help attest to the provenance and authenticity of ALL the players in the value chain is essential. It is said that "you cannot Automate what you cannot Identify" and this session explores the arrival of the interoperable HAND (Human & Digital) Talent ID – the first global ID registry for notable legal, virtual, and fictional talent in performing arts and sports.

Will Kreth, Chief Executive Officer, HAND (Human & Digital)



Munson

5:30 – 5:45 p.m. Automated Distribution for FAST Channels & Live Video

With the explosive growth of free-and-ad-supported content channels (FAST), content publishers are searching for ways to rise above the "noise floor" of traditional ad insertion with superior engagement and returns, and to find the way out from under the expensive and complex pipelines of media clouds and CDNs that have trapped the industry for the last decade or more. This session explains and demonstrates the Eluvio Content Fabric, a decentralised and open architecture content streaming, distribution, and blockchain security protocol implemented for the 3rd generation Internet. Unlike legacy content distribution networks (CDNs) and media clouds, it allows all forms of media including premium live and on demand video to be published once and re-distributed without limit, with speed and low latency, simplicity, just-in-time personalisation at scale, hyper efficiency and cost savings, and transparent / tamper-free. The functions of a legacy CDN, media cloud and DRM/rights authorisation service are replaced by one slim and modern protocol.

Michelle Munson, Chief Executive Officer and Founder, Eluvio



Stanbury

5:45 – 6:15 p.m. CLOSING KEYNOTE: Automation's Promise and Potential for M+E

Our closing keynote addresses the fundamental foundation that the path towards automation provides to a plethora of workflows, cloud-based solutions, and business units across the entire entertainment supply chain. From greenlight, through production and post-, then on to theatrical distribution and the streaming beyond, our systems need to be aligned for efficiencies and that "all" fields should ultimately be automatable! As automation increases we also open ourselves up to a more discernible and thoughtful application of different types of AI (narrow, generative, and some that are still being invented).

Ben Stanbury, Head of Technology, Amazon Studios

Interviewed by: Guy Finley, President & Chief Executive Officer, MESA



Kroon



McKeague

6:15 p.m. – Closing Remarks/Reception

Guy Finley, President & Chief Executive Officer, MESA
Caroline Baines, Senior Director Client Services, MESA



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