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Programme At-a-Glance

- 11 – 11:10 a.m. Opening Remarks
- 11:10 – 11:30 a.m. Welcome From The MESA Content Localisation Chairs
- 11:30 – 11:55 a.m. OPENING KEYNOTE: It's all About EntertAInment & Authenticity – The Creative View
- 11:55 a.m – 12:10 p.m. Tech Spotlight: Unleashing AI for Content Localisation in the Media & Entertainment World – A Real Customer Showcase
- 12:10 – 12:40 p.m. The Future of Dubbing
- 12:40 – 1 p.m. Will Generative AI be a Terminator or a Saviour?
- 1 – 2:20 p.m. NETWORKING LUNCHEON
- 2:20 – 2:40 p.m. The Analyst Perspective – There May be Trouble Ahead
- 2:40 – 3:10 p.m. The Art of Subtitling: Navigating Challenges, Workflows, and Quality Standards
- 3:10 – 3:20 p.m. Languages and Localisation: Simplified
- 3:20 – 3:50 p.m. The Deaf Way
- 3:50 – 4:20 p.m. NETWORKING BREAK
- 4:20 – 4:35 p.m. Voice Technology Spotlight
- 4:35 – 4:55 p.m. The Shape of The Industry – The View from the Content Owners
- 4:55 – 5:25 p.m. The Future as Seen by the Localisation Vendors and Technology Service Providers
- 5:25 – 5:35 p.m. Closing Remarks With Our Technical Director
Followed by a Networking Reception in Piano Kensington

Programme At-a-Glance



Finley

11 – 11:10 a.m. Opening Remarks

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



Baines



Decianti

11:10 – 11:30 a.m. Welcome From The MESA Content Localisation Chairs

The Chairs of MESA's Localisation Council will introduce the conference and say a few words about how the localisation industry shaped up in 2023 and what they believe are the key trends to watch out for in 2024.

Carlo Decianti, Head of Sales, Plint & Vendor Vice-Chair, MESA Content Localisation Council
Jan-Hendrik Hein, Vice-President of Media Operations EMEA, A+E Networks & Content Chair, MESA Content Localisation Council



Hein

Nicky McBride, Global Business Development & Client Relationships, Iyuno & Vendor Chair, MESA Content Localisation Council



McBride

Justin Walton, Head of Global Content Operations, ITV Studios & Content Chair, MESA Content Localisation Council



Walton



Troester

11:30 – 11:55 a.m. OPENING KEYNOTE: It's all About Entertainment & Authenticity – The Creative View

Dubbing scriptwriters, translators and voice actors are creatives, not human tools, and what they create is a foreign original. The audience doesn't see a translated movie, as they do when they watch a film with subtitles, they just see the movie and they should have the same experience in their own language that the audience watching the movie in the original language would have. Dubbing is powerful because of the effect that the native language has on the viewers psyche. And we know that dubbing works, as dubbed content is responsible for a huge share of the revenues which are generated for a film in foreign markets. Localisation is built into Hollywood's success, so why not invest in better dubbing and ask the people who do the dubbing how it could be made better? Those that work in the dubbing industry hold the door to the hearts of the audience ... their creative talent and input should be harnessed to ensure future generations continue to experience the magic of the movies.

Änne Troester, Dubbing Scriptwriter Board Member Synchronverband, German Dubbing Association



Chertok

11:55 a.m – 12:10 p.m. Tech Spotlight: Unleashing AI for Content Localisation in the Media & Entertainment World – A Real Customer Showcase

In this technology spotlight session discover the impact of AI implementation on content localisation in the media and entertainment industry. Drawing insights from real customer showcases, our presenter will illustrate how AI can enhance your global presence by optimising localisation costs and scaling your business.

Yoram Chertok, Chief Strategic Planning Officer, DubFormer



Imme

12:10 – 12:40 p.m. The Future of Dubbing

The dubbing industry was relatively untouched by technology for many years, and while the pandemic changed that to some degree, as voice artists were forced to work from home it stayed true to its traditional roots. This is changing as AI dubbing technology becoming more pervasive. The use of AI across the M&E industry is leading to much debate, and as we have seen in the last two sessions technology and creativity are going to meet head on. In this panel discussion we will explore the traditional and the new approaches and how the industry can work together.

Moderator: Caroline Baines, Senior Director of Client Services, MESA

Panellists: Yoram Chertok, Chief Strategic Planning Officer, DubFormer

Dieter Imme, Dubbing & Digital Media Manager, Fremantle

Volker Steinbiss, Managing Director, Applications Technology, AppTek GmbH

Änne Troester, Dubbing Scriptwriter Board Member Synchronverband, German Dubbing Association

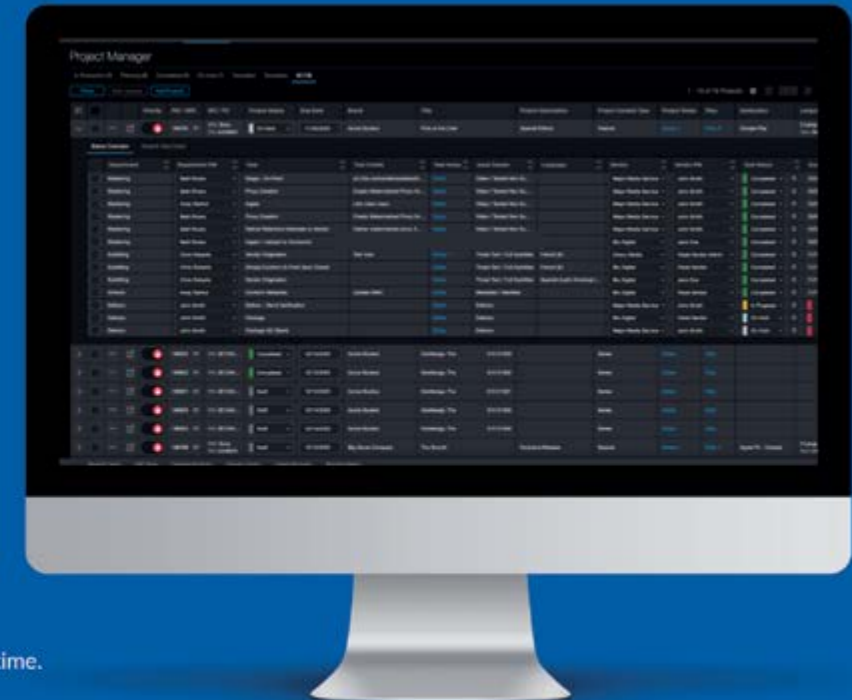


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Programme At-a-Glance



Blakemore

12:40 – 1 p.m. Will Generative AI be a Terminator or a Saviour?

In this next session we will hear from those who are grappling with our new AI reality. How will generative AI impact the localisation industry and what do we need to think about when utilising these technologies. What are the benefits, the potential pitfalls and the security implications that we need to be thinking about. We also take a look at the not inconsiderable ethical concerns that need to be faced.

Matthew Blakemore, Creative Sector Advisory Group representative, Innovate UK Bridge AI Programme
Dr Hayleigh Boshier, Associate Dean/Reader in Intellectual Property Law, Brunel University London



Boshier

1 – 2:20 p.m. NETWORKING LUNCHEON



Duvall

2:20 – 2:40 p.m. The Analyst Perspective – There May be Trouble Ahead

In this session, hear from the experts at the forefront of analysing the future for entertainment content. How will the streaming market evolve over the next 12-18 months with so much competition for eyeballs. What about FAST channels and the plethora of business models and bundling deals which are being marketed to viewers. Are consumers completely confused or have they already chosen their favourite streamers and are sticking with them? These questions and more will be answered.

James Duvall, Principal Analyst, Head of Entertainment, Futuresource Consulting



Lecomte

2:40 – 3:10 p.m. The Art of Subtitling: Navigating Challenges, Workflows & Quality Standards

Step into the nuanced world of subtitling, exploring intricate workflows, challenges, and evolving quality standards. Technology, distribution, and innovation have come together, shaping the future of the industry. Join us for this panel discussion to gain a deeper understanding of the art of subtitling in media localisation, exploring the intersections of technology and services.

Moderator: Vanessa Lecomte, Localisation Operations Manager, BBC Studios
Nicky McBride, Global Business Development & Client Relationships, Iyuno
Niclas Ekstedt, Managing Director, Sweden, Iyuno



Ekstedt



Levenson

3:10 – 3:20 p.m. Languages and Localisation: Simplified

It's 2024, and M&E is still grappling with which language codes to apply for Content: subtitles, dubbing, captioning, etc. The ideal solution allows for the Content creators and those that receive the Content to apply and receive codes that mean the same language on all sides. But this doesn't happen consistently. Enter the Language Metadata Table (LMT), a set of industry vetted codes which includes a technology solution to ensure compliance. This session gives an update on LMT's current state, and what's coming next.

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



Bywood

3:20 – 3:50 p.m. The Deaf Way

The British Sign Language Broadcasting Trust (BSLBT) was set up in 2008, with Ofcom's approval, to offer an alternative way for commercial broadcasters to meet their regulatory requirements to provide sign language on their qualifying channels. In this fireside chat we meet with their CEO and Production Executive to find out more about who BSLBT is, how they work and what they do. We will learn about the content they are creating for deaf BSL users and their initiatives to encourage more deaf people behind the camera and more deaf subtitlers. We will also discuss how the mainstream industry can become 'allies' in a world that is changing for deaf people.

Moderator: Lindsay Bywood, Senior Lecturer, University of Westminster

Panellists: Camilla Arnold, Chief Executive Officer, British Sign Language Broadcast Trust
Stephanie Burke, Production Executive, British Sign Language Broadcast Trust



Arnold



Burke

3:50 – 4:20 p.m. NETWORKING BREAK



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Grubina

4:20 – 4:35 p.m. Voice Technology Spotlight

Prepare to be wowed in this technology spotlight session, which will unveil a unique demonstration created specifically for ITS: Localisation.

Margarita Grubina, Business Development, Respeecher



Crone

4:35 – 4:55 p.m. The Shape of The Industry – The View from the Content Owners

In this panel session we will hear from leading content owners about how they see the industry shaping up, we have had a tumultuous 2023, will 2024 be the same? What about the use of AI in dubbing, what's happening with FAST channels and access services and what does the industry need to be thinking about in the next few years.

Moderator: Caroline Baines, Senior Director of Client Services, MESA

Panellists: Jan-Hendrik Hein, Vice-President of Media Operations EMEA, A+E Networks

Thalia Crone, Director EMEA Content Operations, Warner Bros. Discovery

Stephen Rush, Vice President, International Post Production, Sony Pictures Entertainment



Rush



Georgakopoulou

4:55 – 5:25 p.m. The Future as Seen by the Localisation Vendors and Technology Service Providers

Hear from a cross-section of vendors and technology service providers who operate across the content localisation industry. What do they see as the key opportunities for the industry over the next 2-3 years and the potential pitfalls. There are so many complex issues to face from actor and writer strikes, the continued pressures on cost of living, Generative AI, cloud-based workflows, competition for viewers and that's without even thinking about legislative changes and ethical concerns around some of these new technologies. It's enough to make your head spin. But our panellists are here to provide some clear guidance and rational thinking!!

Moderator: Yota Georgakopoulou, Consultant, Athena Consultancy

Panellists: Belén Agulló García, Director, Operations Program Management, Deluxe

Bobby Johar, Global Managing Director, Blu Digital Group

Nav Khangura, Vice-President Business Development, Prime Focus Technologies



Johar



Agullo Garcia



Khangura



Rose

5:25 – 5:35 p.m. Closing Remarks With Our Technical Director

Scott Rose, Technical Director, MESA's Content Localisation Council

Guy Finley, President & Chief Executive Officer, MESA

Caroline Baines, Senior Director of Client Services, MESA

Followed by a Networking Reception in Piano Kensington



Join us in Las Vegas as we celebrate 15 years of community engagement!

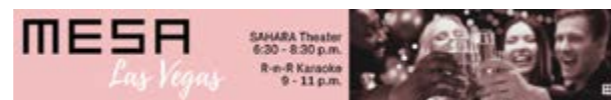
Saturday, April 13:



Monday, April 15:



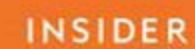
Monday, April 15:



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