



Content Protection **SUMMIT**



West Hall, LVCC 108/109

April 13, 2024

PRESENTED BY



PLATINUM SPONSOR



GOLD SPONSORS



PRIME FOCUS TECHNOLOGIES

SILVER SPONSOR



EVENT SPONSOR



PRODUCED BY



CO-LOCATED AT



SPEED UP WORKFLOWS

Reduce render times with leadership core counts to accelerate multi-threaded tasks.



AMD
THREADRIPPER
PRO

amd.com/WSME

©2024 Advanced Micro Devices, Inc. All rights reserved. AMD, the AMD Arrow logo, Threadripper PRO and combinations thereof are trademarks of Advanced Micro Devices, Inc. Other product names used in this publication are for identification purposes only and may be trademarks of their respective companies.

At-A-Glance

12:45 – 1 p.m. CPS Kickoff and Opening Remarks: Where Security And AI Come Together!

1 – 1:30 p.m. Empowering Action: Navigating GenAI Use Cases with Google’s SAIF Framework

1:30 – 1:45 p.m. AI Innovations for Revenue Generation

1:45 – 2 p.m. An Update on the Legal and Moral Challenges of AI!

2 – 2:15 p.m. The Only Constant is Change

2:15 – 2:45 p.m. NETWORKING BREAK

2:45 – 3:15 p.m. CREATIVE KEYNOTE: Pushing AI Boundaries with CDSA’s “Creative in Residence”

3:15 – 3:35 p.m. SECURITY KEYNOTE: Navigating the Nexus, A chat about AI Automation Integration and Security

3:35 – 3:45 p.m. The Power of Collaboration: An Update on CDSA’s Working Groups

3:45 – 4:05 p.m. Facilitating Best Practice for Production Identity

4:05 – 4:20 p.m. Using Blockchain Fabric to Securely Deliver Streaming Content

4:20 – 4:30 p.m. CDSA’s AI Working Group

4:30 – 5 p.m. The Future through the Lens of Creativity

5 – 6 p.m. Closing Remarks and NETWORKING RECEPTION

Conference Program



Atkinson

12:45 – 1 p.m. CPS Kickoff and Opening Remarks: Where Security And AI Come Together!

Our leadership team offers thoughts on the day's programming that dives deeper into how Security and AI is dramatically affecting our global M+E industry.

Richard Atkinson, President & Chairman Emeritus, CDSA

Guy Finley, Executive Director, CDSA



Finley



Scales

1 – 1:30 p.m. Empowering Action: Navigating GenAI Use Cases with Google's SAIF Framework

In this session, we explore the organizational and enterprise changes necessary for successfully integrating GenAI into your workflows. We'll delve into the actionable realm of Generative AI (GenAI) by examining Google's recommended approach to identifying use cases. We can filter these insights through a Responsible AI Framework, known as SAIF, to ensure ethical and responsible adoption.

Additionally, we discuss the top attack vectors for Generative AI and strategies to mitigate these risks. Join us to discover the specific services and frameworks offered by Google that can assist you in navigating the complexities of GenAI while maintaining ethical standards and mitigating potential risks.

Toby Scales, M+E Lead, Office of the Chief Information Security Officer, Google Cloud



Warey

1:30 – 1:45 p.m. AI Innovations for Revenue Generation

Whether you are in the business of creating content or engaged in converting passive archives to active libraries, you are looking at Artificial Intelligence to enable increased creativity, efficiency, and, most importantly, revenue generation. At the NAB Show, Prime Focus Technologies (PFT) is demonstrating their prowess in Artificial Intelligence with CLEAR® AI and are spotlighting their breakthrough innovations across content management, content creation, and content marketing to propel global monetization opportunities across all of your distribution channels.

Rohan Warey, Vice-President, Pre-Sales, Prime Focus Technologies



Matlach

1:45 – 2 p.m. An Update on the Legal and Moral Challenges of AI!

As discussed during our December CPS, the speed of the development, training, and leveraging of AI is leading many people to raise significant concerns over some of the legal and moral implications of using the technology. As even more questions arise around who owns the rights to the materials which AI engines are being trained on and what is real or fake. As the use of AI or AI/ML derivative technologies becomes increasingly pervasive we need to try to find some answers. This session updates our community on the latest cases, and continues to explore this evolving technology landscape, and provides perspectives on how to weigh up the opportunities vs. the risks.

Nick Matlach, President, ioLiberum

Evelynn Glausman, General Manager, ioLiberum



Glausman



Gaietto

2 – 2:15 p.m. The Only Constant is Change

Chris and members of his team review how security has changed and evolved over the past 15 years since MESA's inception, they will discuss the current challenges and future roadmap of security in Media and Entertainment.

JT Gaietto, Chief of Staff, Digital Silence

Chris Johnson, CEO and President, Convergent Risks



Johnson

2:15 – 2:45 p.m. NETWORKING BREAK

FORTINET.



Speed or Security? With Fortinet, You Can Have Both.

The shift to Direct-to-Consumer platforms has made M&E companies popular targets for disruptive cyberattacks. With customer expectations that services "just work," delivering anything less than high-quality, reliable streaming is unacceptable. But many vendors can't securely scale to meet customer demand, turning off security controls in favor of speed.

Fortinet solves this problem with ultra-low latency next-generation firewalls. Our custom ASICs deliver up to 36x better performance than competitor firewalls. Now you can deliver fast and secure entertainment experiences. To learn more, visit www.fortinet.com/m&e

Conference Program



Rees

2:45 – 3:15 p.m. CREATIVE KEYNOTE: Pushing AI Boundaries with CDSA's "Creative in Residence"

Back by popular demand, industry luminary Jerry Rees returns as CDSA's Creative-in-Residence to showcase the cutting-edge advancements shaping the creative landscape of film making, interactive media, and autonomous robots. As an industry pioneer, animator, Disney Imagineer, and feature film director, Jerry always brings a wealth of experience and will again offer a glimpse into the future of creative expression. Join us for an exclusive look at the latest innovations driving these fields forward and discover how technology is revolutionizing storytelling. Don't miss this opportunity to gain inspiration from one of the industry's leading visionaries and learn how these innovations are reshaping the creative spectrum.

Jerry Rees, Disney Imagineer/Director/Animator



Smiley

3:15 – 3:35 p.m. SECURITY KEYNOTE: Navigating the Nexus, A chat about AI Automation Integration and Security

In this fireside chat, we will delve into the dynamic intersection of AI, automation, and integration and how it can effect innovation and growth, as well as its cyber security implications. As businesses increasingly adopt AI technologies to streamline operations, enhance efficiency, and gain competitive advantages, it becomes imperative to address the intricate security challenges that accompany this new paradigm. We will take a look at the horizon for how AI is effecting workflows while prioritizing security as it evolves, as well as how it can impact brand reputation in a fast changing media environment. From threat detection and risk mitigation to data privacy and compliance, we'll discuss key strategies and best practices to fortify your environment against misuse and cyber-threats. Join us as we unravel the complexities of AI, automation, integration, and unlock the potential for secure, transformative business processes.

Michael Smiley, Director Systems Engineering, Fortinet

3:35 – 3:45 p.m. The Power of Collaboration: An Update on CDSA's Working Groups

This session delves into the pivotal role that working groups play in CDSA that also helps shape the culture and membership of the Association. We'll explore how these groups foster collaboration, innovation, and engagement among members, driving the association's mission forward. You'll also get a preview into the upcoming "Member Day" as our working groups enhance the value proposition for members, strengthen the association's sense of community, and drive organizational success.

Richard Atkinson, President & Chairman Emeritus, CDSA



Schofield

3:45 – 4:05 p.m. Facilitating Best Practice for Production Identity

This working group which comprises the identity practice leaders from the major streamers and studios, has focused on developing common best practice for Production Identity. This has had an immediate impact on helping streamline the Onboarding and Offboarding of crew and vendors, creating the principles for managing consistent roles and permissions across the most popular stack of applications and giving control of changes to core media assets through the creative lifecycle. The group will discuss projects that will save them millions of dollars a year and allow agility in an area that has historically been a production delay.

Moderator: Ben Schofield, Technical Director, CDSA

Keith Ritlop, Consultant, Former Disney/Amazon/NBCU



Ritlop



Simu

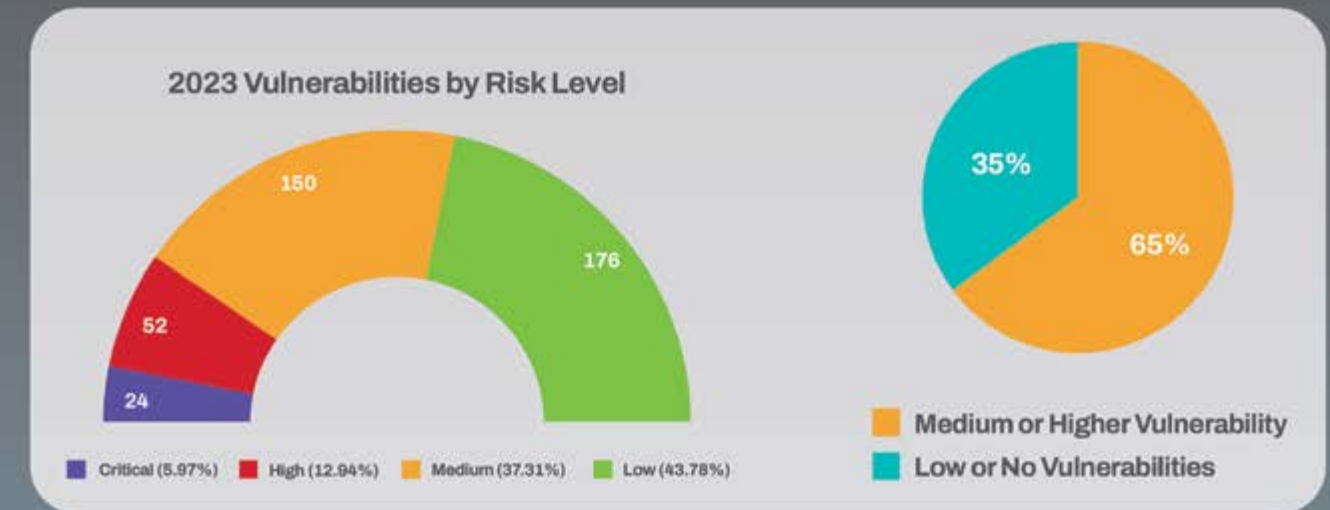
4:05 – 4:20 p.m. Using Blockchain Fabric to Securely Deliver Streaming Content

The future of secure content delivery is available NOW! Join us to discover how blockchain fabric is reshaping the streaming industry, providing unprecedented security and transparency. This session highlights how a blockchain-based solution can, and does, deliver streaming assets, SECURELY!

Serban Simu, President & Co-Founder, Eluv.io

65% of threat assessment penetration tests shows medium, high or critical vulnerabilities.

The importance of network and web application penetration testing has never been more important. In a survey of over 200 individual penetration tests conducted by Convergent over a 12 month period, we found that 65% of vendor testing showed medium or higher level CVSS rated risk vulnerabilities. Only 5% of all pen tests showed no vulnerabilities at all. Contact us for a copy of the analysis report.



We are the principal provider of TPN and Studio security assessments and threat assessment testing for the vendor supply chain. Our assessor teams offer the widest experience and guidance for your environment. We work with pre-production, production, post-production and distribution vendors across the globe through our offices in the Americas, EMEA and APAC.

In addition to TPN Gold assessments, our services include cloud and application security consulting, web app and infrastructure penetration testing; cloud configuration vulnerability scanning; internal vulnerability scanning, management policies; Incident Response; SOC2/ISO/NIST readiness; and privacy compliance.



Contact Us

For more information or general enquiries:

e: INFO@CONVERGENTDS.COM

w: WWW.CONVERGENTDS.COM

Secure Your Brand and Content Against Leaks, Breaches, and Disruption

Cybercriminals are targeting media and entertainment companies with disastrous results ranging from stolen content to hacked accounts.

61% of customers would leave after just one bad experience.¹

And that is a statistic your brand and reputation cannot afford, especially when the landscape is changing with **Web3**, and the **explosion of mobile data consumption**.

It's time to get **cybersecurity, everywhere you need it**. Fortinet offers end-to-end security and performance. The Fortinet Security Fabric is comprised of a complete set of integrated network security technologies. It delivers:

Broad visibility of the entire digital attack surface to better manage risk

An **integrated** solution that reduces the complexity of supporting multiple point products

Automated workflows to increase the speed of operations and response

With Fortinet solutions you can:



Secure hyperscale data centers without compromising performance to support high-demand apps and streaming.



Protect content and sensitive data from leaks so you control when and where releases happen.



Enhance the user experience with secure Wi-Fi and analytics so every event is positive and memorable.



Maintain operations across multiple sites without disruption to keep production on-schedule and popcorn flowing.

¹ "Entertainment & Media – The Next Big Cyber Attack Target?" Security Boulevard, April 13, 2022.

Conference Program



Burke

4:20 – 4:30 p.m. CDSA's AI Working Group

CDSA's monthly AI Working Group is dedicated to exploring the latest technology trends, news, and security developments in AI that are impacting our industry (and business in general!). This session provides an introduction to the group from its participants, where expert-led discussions cover a wide range of topics outside of security, including AI-driven content creation, personalized recommendations, audience analytics, and more. Working group participants gain valuable insights into how AI is transforming the M&E landscape, and how they can leverage these innovations to improve security while driving business unit success. Join us and be part of the conversation that is shaping the future of our industry.

Todd Burke, Principal Solutions Engineer, Adobe
John Canning, Director, Developer Relations, AMD



Canning

4:30 – 5 p.m. The Future through the Lens of Creativity

In this final session of the day, hear from one of CDSA's longest-standing participants and a stalwart of our M&E Community to talk about the evolution of the M&E industry.

John Canning, Director, Developer Relations, AMD
Moderator: Guy Finley, Executive Director, CDSA

5 – 6 p.m. Closing Remarks and NETWORKING RECEPTION

M+E

tech job board

The #1 resource for technology career opportunities in Media & Entertainment.
www.mesaonline.org/jobs



needs
ROI
for
AI


we speak

coffee:
black

CEO, straight talk and Susan

500+
employees

At Grant Thornton, we take the time to understand your challenges and work alongside you to solve them. Because we understand more than how to get the job done. We understand you.

 **Grant Thornton** | Audit & Assurance | Tax | Advisory

INTRODUCING...



women in
technology
hollywood



<p>WiTH BELIEVES IN:</p>	<p>MAKING A DIFFERENCE</p> <p>Lifting the aspirations and careers of one, raises all</p>	<p>BELONGING</p> <p>Celebrating and respecting our differences while making space where we can unleash our unique genius</p>	<p>CURIOSITY</p> <p>Exploring paths to fuel learning and growth</p>	<p>LEADERSHIP</p> <p>Blazing new trails to confidence, courage, vision, and joy</p>
---------------------------------	---	---	--	--

THE PILLARS OF WiTH

Where WiTH members get into action:

- **Professional Development** — leverage our resources to broaden our collective expertise
- **Mentoring and Networking** — connect, inspire, and encourage each other while fostering growth in our professional network
- **Community Engagement** — be avid ambassadors of technology by encouraging youth to pursue careers in our field

WiTH EVENTS

The members of WiTH gather* at these events:



■ **WiTH Leadership Awards** — honoring contributors who serve as role models and mentors and who empower women to be bold leaders



■ **SoCal Women's Leadership Summit** — designed to inform and inspire members around issues vital to the community



■ **WiTH Workshops** — periodic educational and interactive events featuring keynote speakers and round table discussions with industry leaders

*In-person and online

For more information, visit withhollywood.org

WiTH is a 501(c)3 charitable organization



CLEAR® AI

Where your content meets revenue

Visit us at booth #W1921



Leading the Future of Security in Media + Entertainment

CDSA MEMBERS

2G Digital • Adobe • Amazon Studios • AWS • Amblin Entertainment • Apple ARM • BBC Studios • BeBop Technology • Bob Gold & Associates • Buy DRM CineSend • Cognizant • Convergent Risks • Creative Future • Deluxe Digital Silence • Eluvio • EZDRM • Fastly • Fortinet • Fortium • FriendMTS Funko • Google Cloud • Hasbro • Huawei Cloud Computing • IDC Digital Indee • PallyCon • Irdeto • Iyuno • Jakks Pacific • Keywords Studios • LADB Legendary • LEGO Group • Lionsgate • MESA • Microsoft • Microstrategy NAGRA • NBCUniversal • Netflix • OpSec Security • Paramount • Pixelogic Resillion • Richey May • Riscure • Secure the Village • SHIFT • Signiant Skydance • Softtek • Sohonet • Sony Pictures Entertainment • Synamedia Taksati Consulting • Technicolor • Testronic • The Walt Disney Company TPOP • Vision Media • Vubiquity • Warner Bros. Discovery • Wasabi Widevine • Xcapism Learning • XL8 • Zixi



An open-architecture streaming, content distribution, and storage network built for the Third Generation Internet. No legacy CDN, media cloud or user PII is required.



- ▶ High Performance 4K Ultra-Low Latency Live, PVOD & Interactive Streaming
- 💰 Hyper Efficient vs Media Cloud/CDN
- 👁️ Transparent, Tamper-Free, & Web3 Native

- 🎯 Just-In-Time Personalized Content/ Ad Insertion at Scale
- 🏷️ All Functions In One Dynamic Protocol
- 🔒 Per Session End-to-End Security Built-In Encryption, DRM, Forensic Watermarking

LIVE
PVOD
FAST
ARCHIVES



Find out what the Content Fabric can do for you.

Learn More @Eluv.io



Protecting the Media and Entertainment Industry

Cybersecurity,
everywhere you need it.

Visit [Fortinet.com/M&E](https://fortinet.com/M&E)