

# SILICON VALLEY VIDEO SUMMIT

Produced by **SVG**

January 26, 2023

Computer History Museum  
Mountain View, CA

## Where Video & Broadcast Meet Big Tech

The Silicon Valley Video Summit is part of a developing initiative at SVG to bring together technology decision makers in the growing enterprise video community.

Big Tech is a burgeoning market for Video and Broadcast. Big Tech companies have embraced Video as core technology and are transforming the way it is produced, distributed, and stored. The time is right for an annual meeting of these complementary communities. And the inaugural Silicon Valley Video Summit (SVVS) will offer a landmark exchange of Broadcast and Big Tech thought-leadership – right in the heart of Silicon Valley.

### Program Agenda

#### **Strategies for Multisite Enterprise 2110 Production**

How are large enterprises developing multi-site video production infrastructures in multiple-regions around the globe? How is SMPTE 2110 transforming these system architectures? A panel of broadcast systems engineers from Big Tech companies will present and discuss their distributed studio projects and strategies

**Session Lead: Gary Schneider, LinkedIn, Leading Systems Architect**

#### **What's Real? Creating Content for the Metaverse**

The next generation of VR headsets are opening up new opportunities for corporate content creators, using a new generation content creation tools. How are corporate video producers and engineers planning to leverage the power of the metaverse to create compelling video experiences for their teams, customers and communities?

**Session Lead: Jim Skinner, Meta/Facebook, Senior Technical Program Manager**

#### **How to Make Remote Video Production Work**

The Pandemic changed work forever. And with remote production now the norm, what technologies are corporate video departments using to equip and manage an ever-widening workforce of remote editors and producers? What new, remote workflows are being developed to enable work-from-home – with larger workloads and tighter-than-ever timelines?

**Session Lead: Jamie Baugham, Google, Head of Operations**

#### **Virtual Production in the Real World**

Virtual production is offering content creators new solutions and creative opportunities. However, corporate communicators aren't working on Hollywood blockbusters. And, usually, their production teams are contending with challenged physical environments. How can they unlock the story-telling power of virtual sets without breaking down walls or busting through budgets?

**Session Lead: Michel Suissa, Managing Director, the Studio at B&H**

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*Sponsorship opportunities on next page*

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## Program Agenda continued

### “Digital First” Transforms Live Corporate Events: Technology Focus

The Pandemic has transformed live events forever – and corporate events are no exception. Now that every corporate event is also a broadcast, what new technologies are being built for this new workflow environment and how are engineers keeping up with the pace of change?

**Session Lead: Peter Thordarson, Microsoft Studios, Broadcast Chief Engineer**

### “Digital First” Transforms Live Corporate Events: Production Focus

In Part II of this topic, a panel of live event producers will provide real world examples of how their productions have changed now that they are providing content to millions around the world while still satisfying the needs of on-prem participants. Does hybrid mean more than just streaming?

**Session Leads: Alexandra Georgescu, Microsoft, Studios Production Lead; Lien Johnson, Google, Content Strategist**

### Making the Cloud Work On-Prem

In today’s “hybrid” world, broadcasters are choosing to maintain traditional studios in real buildings, while moving much of their infrastructure into the cloud. Several months back, in the midst of the Pandemic, they were virtualizing everything. But as studios went back on line, the realities of maintaining traditional control rooms, cameras and lenses, and talent in acoustically controlled environments – while moving key technology into the cloud – proved to be more complicated than anyone thought. What are the challenges for both users and technology providers when the cloud and on prem meet?

**Session Lead: Dave Van Hoy, Advanced Systems Group (ASG), President**

### Get Ready for the New, Advanced Video Production Workflows

Advances in VR, 4K UHD, and Next-Gen media formats like 8K and Immersive-Audio, have raised the bar for video productions, while also raising viewer expectations. How should video technologists begin harmonizing their systems now, so they can serve both today’s mature and tomorrow’s emerging tech requirements?

**Session Lead: Ravi Velhal, Intel Research, Global Content Technology Strategist**

## Sponsorship Opportunities

*All Sponsorships receive two (2) event registrations, logo on all marketing and onsite signage, and attendee registration list.*

■ Panelist* & Tabletop Exhibit	\$10,000	■ Lanyard	\$4,000
■ Case Study	\$7,500	■ Networking Lunch	\$5,000
■ Tabletop Exhibit	\$5,000	■ Networking Reception	\$3,000
■ Registration Desk	\$4,000	■ Networking Break	\$3,000
■ Badge	\$4,000	■ Session Sizzle Reel	\$3,000
		■ Vendor Registration**	\$2,000

*\* All panelist candidates must be approved by our Program Advisory Committee.*

*\*\* Registration is free for qualified end-users. Paid vendor registration is available for non-sponsors.*

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