

SILICON VALLEY VIDEO SUMMIT

January 26, 2023
Computer History Museum
Mountain View, CA

Produced by **SVG**

Partners **FMC** **SMPTe**

TITLE SPONSORS

ASG
ADVANCED SYSTEMS GROUP

B&H
B2B

9:00 a.m. WELCOMING REMARKS

PRESENTED BY:

Martin Porter, SVG, Executive Director and Executive Producer, Silicon Valley Video
Peter Thordarson, Former Microsoft Chief Production Engineer; Program Chair
Dave Van Hoy, Advanced Systems Group (ASG), President

9:15 - 9:45 a.m. LINKEDIN'S STRATEGY FOR MULTISITE ENTERPRISE PRODUCTION

A panel of engineers from leading video production infrastructures in multiple regions around the globe. How has SMPTe 2110 transformed these system architectures and the company's workflows?
LEAD: **Gary Schneider**, LinkedIn, Lead Media Systems Architect

PANELISTS:

Tim Nesbitt, LinkedIn, Staff Media Systems Project Engineer
Karen Ordaz, LinkedIn, Live Producer

9:45 - 10:15 a.m. ADVANCEMENTS IN SMPTe 2110 FOR CORPORATE PRODUCTION

A panel of engineers from leading video and broadcast technology companies will present and discuss their latest distributed studio innovations and product roadmaps.

LEAD: **Peter Thordarson**, Former Microsoft Chief Production Engineer; Program Chair

PANELISTS:

Casper Choffat, NEP Group, SVP of Global Product
Sam Craig, Advanced Systems Group (ASG), Cloud Group Engineering Leader
Ryan Morris, Arista Networks, Systems Engineer
Gary Schneider, LinkedIn, Lead Media Systems Architect

10:15 - 10:45 a.m. THE FUTURE OF SMPTe 2110

Leading broadcast and video technologists will provide insights into standards development on the 2110 platform. What you should know about what's coming.

LEAD: **Kent Terry**, SMPTe SF, Chair; Dolby, Senior Manager of Sound Technology, Office of the CTO

PANELISTS:

John Mailhot, Imagine Communications, CTO, Networking and Infrastructure
Wes Simpson, LearnIPVideo.com, Founder



10:45 - 11:15 a.m. NETWORKING BREAK IN EXHIBITS

SPONSORED BY **Dolby.io**

11:15 - 11:45 a.m. "DIGITAL FIRST" TRANSFORMS LIVE EVENT PRODUCTION

Hear real world examples of how productions have changed now that content producers are providing content to millions around the world while still satisfying on-prem needs.

LEAD: **Alex Georgescu**, Microsoft, Studios Production Lead

PANELISTS:

Kyle Healy, The Global Leadership Network, Director of Broadcast and Digital Experiences
Liên Johnson, Google, Content Strategist
Alex Lindsay, 090 Media, Head of Operations; "Office Hours," Creator
Joseph Lynch, Electronic Arts, Group Head of Content and Programming

11:45 a.m. - 12:00 p.m. THE EVOLUTION OF BUILDING DIGITAL EVENTS

Learn about the development of Liminal Entertainment Technologies over COVID, Zoom's acquisition, and the future of Digital First events.

PRESENTERS:

Andy Carluccio, Zoom Video Communications, Events Engineering Manager
Alex Lindsay, 090 Media, Head of Operations; "Office Hours," Creator

12:00 - 12:30 p.m. "DIGITAL FIRST" TRANSFORMS LIVE EVENT TECHNOLOGY

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?

LEAD: **Peter Thordarson**, Former Microsoft Chief Production Engineer; Program Chair

PANELISTS:

Ryan Brodie, Conference Technologies, Branch Director
Mo Goyal, Evertz, Senior Director, Live Media Production
Matt Morgan, Ross Video, Business Development Manager, Corporate
Mikey Shaw, ASG @ Google, Senior Technical Director

12:30 - 1:15 p.m. NETWORKING LUNCH

LOCATION: **Grand Hall**

WELCOMING REMARKS:

Tom Baldassare, B&H B2B, Business Development

SPONSORED BY



1:15 - 1:45 p.m. GENERATIVE AI MEDIA DISRUPTS THE FUTURE OF VIDEO PRODUCTION

While producers must still address the ethical issues of synthetic content creation, technologists are accelerating the debut of gamechanging AI-powered tools and solutions.

PRESENTER: **Jeremy Krinitt**, NVIDIA, Senior Developer Relations Manager

1:45 - 2:15 p.m. GET READY FOR THE NEW, ADVANCED VIDEO PRODUCTION WORKFLOWS

Advances in 5G and next-gen media formats like 8K and immersive audio, have raised the bar for video productions, while also raising viewer expectations. How are video technologists harmonizing their systems now, so they can serve both today's mature and tomorrow's emerging tech requirements?

LEAD: **Allan McLennan**, PADeM Media Group, Founder/Global Head of M&E Industry Strategy

PANELISTS:

Josh Arensberg, Verizon, Global Head of M&E Business Development
Simon Crownshaw, Microsoft, Worldwide Lead for Media and Entertainment
Pat Griffis, Dolby, VP, Office of the CTO; SMPTe, Former President
Ravi Velhal, Intel Research, Global Content Technology Strategist

2:15 - 2:45 p.m. 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. What are the challenges for both users and technology providers when the cloud and on-prem meet?

LEAD: **Claudia Souza**, Advanced Systems Group (ASG), Chief Cloud Officer

PANELISTS:

Maurissa Dorn, NBCUniversal, Production Systems Architect
Todd Erdley, Videon, President and Founder
Chris Lemire, Accenture Productions, Engineering, Technology, and Delivery Operations - CIO
Jon Raidel, Vizrt Group, Global Lead, Live Production in Cloud

2:45 - 3:15 p.m. NETWORKING BREAK IN EXHIBITS

SPONSORED BY **Dolby.io**

3:15 - 3:45 p.m. HOW TO MANAGE A REMOTE VIDEO PRODUCTION WORKFORCE

With remote production now the norm, how are corporate video departments managing 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?

LEAD: **Mark Yoder**, Accenture Productions, Content Strategy and Operations Lead

PANELISTS:

Zachary Bennett, WebMD/Mediascape Studios, VP
Luke Hale, Shootsta, Global Head of Production
David Helmly, Adobe, Director of Strategic Development, Professional Video
David Rosen, Sony Electronics, VP, Cloud Applications and Solutions

3:45 - 4:15 p.m. 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 storytelling power of virtual sets without breaking down walls or busting through budgets?

LEAD: **Erik Weaver**, Entertainment Technology Center, Head of Virtual & Adaptive Production

PANELISTS:

Zach Alexander, Lux Machina, Co-President
Koina Freeman, Laney College, Unreal Visualization Artist and Authorized Trainer
Noah Kadner, American Cinematographer Magazine, Virtual Production Editor
Jay Sriggs, Voluminous Studios, CTO

4:15 - 4:45 p.m. WHAT'S REAL? CREATING CONTENT FOR THE METAVERSE

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?

LEAD: **Alex Lindsay**, 090 Media, Head of Operations; "Office Hours," Creator

PANELISTS:

Madison Burger, disguise, U.S. Corporate Sales Manager
Rachel Levin, Independent Producer
Katie Richman, Industry Consultant / Analyst / Author
Stephanie Rubenstein, NVIDIA, XR & ProViz Product Marketing Manager

4:45 - 5:30 p.m. SMPTe KEYNOTE: APPLE PC AND SMPTe ON THE JOURNEY TO TV

KEYNOTE: **Steve Wozniak**

INTRODUCTION: **Pat Griffis**, Dolby, VP, Office of the CTO;
SMPTe, Former President

STUDENT WELCOME: **John Shike**, ASG, Key Accounts Manager;
SMPTe, Membership Director for Student Outreach



5:30 - 6:15 p.m. RECEPTION AND NETWORKING IN EXHIBITS

SPONSORED BY **CONFERENCE TECHNOLOGIES, INC.**



ARISTA



CAL REC

Clear-Com
AN HIME COMPANY

CONFERENCE TECHNOLOGIES, INC.

Dolby.io

EditShare®

evertz

FMC
TRAINING | CONFERENCES

ihse
USA

legrand | AV

NEP

Panasonic
CONNECT

Puget Systems

ROSS®

SIGNIANT

SONY

SMPTe
SAN FRANCISCO

SYSTEMS
INNOVATION

verizon

videon

VIZRTGROUP
Newtek NDI vizzit

Zero Density