

Thursday, July 30 - AI and Machine Learning

AGENDA All times Eastern

2:00 – 2:05 p.m. **WELCOMING REMARKS**

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2:05 – 2:45 p.m. **DAY 4 KEYNOTE:**

How MLB Network Automated Closed Captioning and Offensive Language ID Within DIAMOND

The closed captioning of content is a major component in today's delivery requirements for both linear networks and digital outlets. MLB Network developed multiple workflows to take advantage of Closed Captioning Cloud engines, and on-prem offerings, tying the workflows tightly into the MLB Network's DIAMOND internal asset-management platform. Customized requirements were incorporated into the environment, including automated offensive language identification, text editing, and distribution, and the support of many closed-captioning file formats all delivered simultaneously. See a live demonstration of the complete DIAMOND workflow — with all the bells and whistles.

MODERATOR: Jason Dachman, SVG, Chief Editor and SCM Virtual Series Program Director

SPEAKERS:

Tab Butler, MLB Network, Senior Director, Media Management and Post Production

Peter Horoszowski, Industry Consultant

2:45 – 3:30 p.m. **TECH FOCUS:**

AI and Machine Learning

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Automating metadata capture, facial / visual recognition, and speech-to-text for closed captioning all contribute to automating the content-creation ecosystem. As AI and machine-learning engines become more prevalent, sports-content creators are exploring new ways to capitalize on these advances to automate highlights creation and media management workflows. However, the technologies are not inexpensive and many are not yet perfected. AI experts take the stage to discuss how these tools can play a role in your content ecosystem, the workflow advantages they provide, and the obstacles you may face.

MODERATOR: Jason Dachman, SVG, Chief Editor and SCM Virtual Series Program Director

PANELISTS:

Tab Butler, MLB Network, Senior Director, Media Management and Post Production

Ethan Dreiling, The Weather Company, An IBM Business, Global Client Solutions Engineer

Dustin Myers, Fox Sports, SVP, Production Operations

Jerome Wauthoz, Tedral, VP, Products

3:30 – 4:00 p.m. **DAY 4 POSTGAME AFTER PARTY Q&A**

Join speakers from Day 4 to take a deeper dive into the world of AI and machine learning. This open discussion will provide attendees with a chance to directly ask speakers questions and follow up on points that were brought up during today's sessions. **Link to join will appear in Zoom chat!**

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