



**Tuesday, December 15**

**3:30 - 4:45 p.m. ET**

## **AUTOMATED PRODUCTION TOOLS ROUNDTABLE**

sponsored by **Pixellot**

The evolution of automated production tools continues to accelerate, and they are playing a bigger part in more and more productions. Join us to discuss the latest automated production tools, their use cases, and how AI and machine learning are taking them to the next level.

### **[ CONVERSATION LEADERS ]**

**Joel Feld**, National Lacrosse League, EVP Broadcast and Content

**Ken Kerschbaumer**, SVG, Executive Director, Editorial

**Chris Priess**, Mediapro Canada, Vice President

**David Rudolph**, PlayOn / NFHS Network, CEO

**David Shapiro**, Pixellot, President, North America

**Stu Siegel**, Hockey TV, CEO/Owner

**Larry Tiscornia**, Media Production and Operations Consultant

### **[ AGENDA TOPICS ]**

#### **3:30 p.m. Current State of Automated Production**

Automated production tools are making a difference, especially for smaller-scale productions where production costs are an issue. Chris Priess, VP of Mediapro Canada, and Stu Siegel, Hockey TV, CEO/Owner, will discuss how their production teams are using automated production tools to make a difference. How did automated production improve the end product? What lessons were learned as to how to deploy automated technologies properly?

#### **3:55 p.m. What's Next/What's Still Needed**

Automated production tools are closely aligned with technologies like motion tracking, AI, and machine learning. What's on the horizon as far as next-generation enhancements and improvements? What kind of improvements need to be made in order to really make automated production tools more commonplace?

#### **4:20 p.m. Beyond Production: Automated Highlights and Social Media Publishing**

Automated production tools are also making a difference when it comes to making it easier for highlights to be cut automatically as well as published to different social media platforms simultaneously. How do these systems operate and how are they creating new revenue streams and better meeting the needs of sports fans?

### **[ TUESDAY TECH TOURS ]**

#### **1:15 – 1:45 p.m. Infrastructure A**

Encoders/Decoders; Routers/Networking/Signal Transport; Test and Measurement/Conversion Gear

**EVS, IMAGINE COMMUNICATIONS, LAWO, NEVION, RIEDEL**

#### **2:00 – 2:30 p.m. Infrastructure B**

Encoders/Decoders; Routers/Networking/Signal Transport; Test and Measurement/Conversion Gear

**ADDER TECHNOLOGY, IHSE USA, MARKERTEK, VITEC**

#### **2:45 – 3:15 p.m. OTT/Streaming/Social Media**

OTT/Streaming; Social Media Publishing Tools; Data Provider

**AWS, LIMELIGHT NETWORKS, THE SWITCH, ZIXI**

#### **3:30 – 4:00 p.m. Audio**

Consoles/Mixers; Intercom Systems; Microphones; Sound Systems

**CALREC DIGICO, CLEAR-COM, JOSEPH ELECTRONICS, SHURE, TELOS ALLIANCE**

#### **4:15 – 4:45 p.m. Production Services**

Automated Production; Crewing; Logistics; Mobile Trucks; Equipment Rentals/Reseller; Power Services; Production Services

**GRAVITY MEDIA, MEDIAPRO, NEP, PROGRAM PRODUCTIONS, THE SWITCH**

#### **4:45 – 5:15 p.m. Content Management A**

AI/ML; Content Security; MAM/Orchestration Systems; Storage/Archive Technology; Cloud Services

**GOOGLE, LUMEN TECHNOLOGIES, MICROSOFT, SEAGATE POWERED BY TAPE ARK**

#### **5:15 – 5:45 p.m. Acquisition**

Cameras/Lenses; Camera Support

**CANON, FUJIFILM, GRASS VALLEY, SONY**

#### **5:45 – 6:15 p.m. Transmission Services**

Contribution Services (Fiber/Satellite/IP); Hi-Speed File Transfer; RF/Wireless

**AT&T, EUROVISION, IBM ASPERA, LIVEU**

#### **6:15 – 6:45 p.m. Production Tools A**

Production Switchers; Replay; Graphics

**BLACKMAGIC DESIGN, GRASS VALLEY, PANASONIC, ROSS VIDEO, VIZRT GROUP**

#### **6:45 – 7:15 p.m. Production Tools B**

Production Switchers; Replay; Graphics

**EVERTZ, EVS, NELCO MEDIA, TVU NETWORKS**

#### **7:15 – 7:45 p.m. Content Management B**

AI/ML; Content Security; MAM/Orchestration Systems; Storage/Archive Technology; Cloud Services

**EDITSHARE, SIGNIANT, TEDIA, TELESTREAM, VERITONE**