



Monday, December 14

2:00 - 3:15 p.m. ET

CLOUD-BASED PRODUCTION ROUNDTABLE

sponsored by  grass valley  Microsoft  THE SWITCH

The Cloud-Based Production roundtable will provide insight into how the cloud, virtualization, and SaaS are dramatically transforming the entire video-production ecosystem. Sports-production leaders will discuss how the rise of remote workflows and virtualized infrastructure as a result of the pandemic is making cloud-based production more relevant than ever today and what it means for tomorrow.

[CONVERSATION LEADERS]

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

Michael Cronk, Grass Valley, VP, Advanced Technology

Jason Dachman, SVG, Chief Editor

John de Havilland, Microsoft, Customer Success Director

Anne Graham, Turner Sports Library, Assistant Manager, Media Management

Alex Joyce, The Switch, Senior Sales Engineer

Dave Klee, A+E Networks, VP, Strategic Media Solutions

Michael Raimondo, PGA TOUR Entertainment, Senior Director, Media Asset Management and Broadcast Innovation

Chris Scoggins, Activision Blizzard Esports, Senior Media Asset Manager for Global Broadcast

[AGENDA]

2:00 p.m. The Pandemic Effect: How Are Remote Workflows Fueling the Rise of Cloud-Based Ecosystems?

When the pandemic forced sports-media organizations to make a tectonic shift towards remote-production workflows, many began doing so via cloud-based infrastructure and services. While the shift from on-prem to the cloud was already well under way, the pandemic rapidly accelerated this transition. How are you utilizing the cloud today to enable remote workflows and allow your production team to create content reliably from anywhere?

2:25 p.m. Overcoming Pain Points: Where are the Bottlenecks and Breakdowns in the Cloud?

As the transition to remote and cloud-based tools ramped up during the pandemic, so too did the challenges that go along with these workflows. What have been the biggest obstacles you have faced in dealing with these cloud ecosystems and new production models? How have you dealt with the limitations of the cloud-based tools, consumer-grade internet speeds, and limited asset security?

2:50 p.m. The Cloudy Crystal Ball: How Do You Plan to Leverage the Cloud Over the Next Five Years?

While no one has a crystal ball foretelling what the future holds for the industry, one thing is clear: media-production workflows will look very different post-pandemic. The cloud is expected to play a major role in this evolution, but many unanswered questions remain. How do you expect to utilize cloud-based infrastructure and tools in the coming years to ensure your production operation is faster, more efficient, and secure come 2025 and beyond?

3:15 p.m. Roundtable Concludes

The Zoom Room will remain open too allow for opportunity for further Q&A with discussion leaders and direct messaging within the chat.

[MONDAY TECH TOURS]

1:15 – 1:45 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**

2:00 – 2:30 p.m. Transmission Services

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

AT&T, EUROVISION, IBM ASPERA, LIVEU

2:45 – 3:15 p.m. Acquisition

Cameras/Lenses; Camera Support

CANON, FUJIFILM, GRASS VALLEY, SONY

3:30 – 4:00 p.m. Production Tools A

Production Switchers; Replay; Graphics

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

4:15 – 4:45 p.m. Production Tools B

Production Switchers; Replay; Graphics

EVERTZ, EVS, NELCO MEDIA, TVU NETWORKS

4:45 – 5:15 p.m. Content Management B

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

EDITSHARE, SIGNIANT, TEDIAL, TELESTREAM, VERITONE

5:15 – 5:45 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**

5:45 – 6:15 p.m. Audio

Consoles/Mixers; Intercom Systems; Microphones; Sound Systems

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

6:15 – 6:45 p.m. OTT/Streaming/Social Media

OTT/Streaming; Social Media Publishing Tools; Data Provider

AWS, LIMELIGHT NETWORKS, THE SWITCH, ZIXI

6:45 – 7:15 p.m. Infrastructure B

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

ADDER TECHNOLOGY, IHSE USA, MARKERTEK, VITEC

7:15 – 7:45 p.m. Infrastructure A

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

EVS, IMAGINE COMMUNICATIONS, LAW0, NEVION, RIEDEL