

## vETC 2018 | The Grand Convergence

CALL FOR vETC 2018 SPEAKERS

### Initial Expression of Interest

**DEADLINE: Friday, May 18, 2018**

The Entertainment Technology Center at The University of Southern California

The Call for Speakers is NOW OPEN for The Entertainment Technology Center's Virtual conference (vETC)  
Los Angeles, CA  
June 27 & 28, 2018

**Artificial Intelligence / Machine Learning**  
**Adaptive Production**  
**Blockchain**  
**Immersive Media**

**Research, Products, Services in Development**

#### **Audience Genomics: Neuroscience & Machine Learning Practices to "Hack" Audience Segmentation**

The economics of media audiences is changing in profound ways: limited demand (no more than 24 hours in a day) and the explosion of supply (cheap or free content) is creating radically new behavior and cognitive models. Expert and empowered audiences are less prone to top-down marketing, they demand novelty in storytelling, and don't fit the traditional 4 quadrant segments. As a result, the media and entertainment industry needs to change not just the tools it uses to develop audience insights, but its entire way of thinking about its products and market. Luckily, the explosion of available data, as well as new methods and tools drawn from artificial intelligence and neuroscience can help the industry create better models of audience behavior.

#### **Content Genomics: Neuroscience & Machine Learning Practices to "Hack" Content Recommendation**

For over a century, the media and entertainment industry has used cinematic information to tell powerful stories, and those stories have resonated with audiences. But why? and how? What is meaning of green? What is the meaning of a drop cut? The emergence of machine learning and neuroscience are, for the first time, leveraging the tools of hard science to "hack" the semantics of cinematic stories, and the intense relationship between content and audiences. A panel will lay out these new tools and methods, and explain why content recommendation is about to get a lot more granular.

**Adaptive Production** addresses the fundamental truth that the way in which content is produced will be in a constant state of change. In the evolution of film and television production, it encompasses *Computational Photography, Cloud Computing, Digital Transport, Metadata, Security, Long-term Storage & Archive, and Standards & Common API's*. The ultimate goal is to increase efficiency, save time and costs, yield more useful & usable metadata, enable better access to digital assets, and provide a framework for future technology and business innovation for the advancement of the media & entertainment industry in the digital age.

## **Blockchain**

While the implications of Blockchain have yet to be fully analyzed, the potential to provide real value to Media & Entertainment is evident. Blockchain and smart contracts can be used across a wide range of applications including B2B and B2C. From the production supply chain to asset version control; to distributed transcoding and anti-piracy; to rights management and micropayments. We expect to see blockchain impact and improve many aspects of our industry.

## **Immersive Media**

The way Immersive Media (VR, AR, MR) is created and experienced is evolving rapidly. In addition to spherical capture with spatial audio, interactivity, and engaging CGI environments, creators are adding light field, volumetric capture and photogrammetry, inside-out tracking and markerless registration of virtual objects in the real world, object recognition and activation triggers, Machine Learning or Artificial Intelligence driven characters and experiences, multisensory input and output devices, and other features.

**We are looking for proposals for talks and panels in the following areas, and we welcome proposals for other topics related to the ETC research areas described above.**

- Blockchain and C4 – Using blockchain in the supply chain, entertainment, rights and resource management
- Ambient Experience – Entertainment’s future: the viewer's inner state dictates the experience
- Autonomous Character Development
- Cloud
  - Where is cloud heading
  - How to avoid vendor lock in
  - How to secure the cloud
- Narrative resolution engines
- Current and state-of-the-art technologies, workflows, synergies and commercial opportunities
- Volumetric Capture
- Light Field Capture
- Emerging Language of VR/AR/MR experience design
- User Experience and User Interface design
- Storytelling software: game engines and beyond
- Haptic feedback and other next-gen sensory capture and experience hardware
- VR production workflow
- Location-Based Entertainment
- AR experience design and tools
- Audio
- Augmented characters
- Detecting intention (sensor & analysis)

## **SUBMISSION INSTRUCTIONS:**

- Send to [vETC2018@etcusc.org](mailto:vETC2018@etcusc.org)
- Proposals should include your name, email, phone, company, title
- Topic and a Brief Description
- Submissions will be reviewed by ETC
- Your submission does not guarantee participation
- Selections will be notified