2016 vNAB

NABSHOW®
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WED. MAR. 2. ---- THU. MAR. 3.

ABOUT ETC

The Entertainment Technology Center @ the University of Southern California (ETC) is a think tank and research center that brings together senior executives, innovators, thought leaders and catalysts from the entertainment, consumer electronics, technology and services industries along with the academic resources of the University of Southern California to explore and to act upon topics and issues related to the creation, distribution and consumption of entertainment content. As an organization within the USC School of Cinematic Arts, ETC helps drives collaborative projects among its member companies and engages with next generation consumers to understand the impact of emerging technology on all aspects of the entertainment industry, especially technology development and implementation, the creative process, business models, and future trends.

For membership information, contact Edie Meadows at emeadows@etcenter.org

PLATINUM

GOLD

SILVER

PROJECT CLOUD

It is the mission of ETC's "Project Cloud" to unite technology leaders and studio executives to assess and define methods that accelerate use of cloud-based resources for the evolution and future of film and media creation, and production.

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vNAB SHOW DAY ONE

THE CONFERENCE AT A GLANCE

DAY 1

WEDNESDAY, MARCH 2, 2016

08:45 - 09:15	Registration
09:15 - 09:30	Conference Welcome
09:30 - 10:00	Editing in the Cloud: Redefining media & entertainment workflow
10:00 - 10:30	Origins of the Media Lifecycle: Practical implementation of cloud in production
10:30 - 11:00	Introducing Aspera Files: A SaaS platform to solve the media file exchange problem
11:00 - 11:30	Secure Content Creation and Management in the Cloud at Any Scale
11:30 - 12:00	Enabling the Artist: How can scalable compute resources help create VFX that was not possible before
12:00 - 13:00	**Lunch**
13:00 - 13:30	Trust No One: cracking the X-files of content security
13:30 - 14:00	A DAM Secure File System: defending data with a shrewd offense
14:00 - 14:30	The Data Dilemma - What lies ahead for managing your content/data and how to position yourself for success
14:30 - 15:00	Data Growth in Studios and Broadcasting: Why it will accelerate into 2022?
15:00 - 15:30	State of Preservation – straight from the archivist's mouth
15:30 - 16:00	Ron Burgundy Goes Digital: OTT trends and the future of local television
16:30 - 17:00	Simplifying Data Collection for Content Creators
17:00 - 17:30	Creation of a Plan for the 3 V's of Big Data
17:30 - 18:00	The Rise of Data: How smart content is at the heart of the new entertainment
18:00 - 18:30	Algorithmic Anthologies
18:30 - 19:00	Powering Creativity: The role of collaboration in media IT
19:00 - 19:30	Media Innovation @ Netflix Scale
19:30 - 21:00	**Cocktail Reception - Rose Cafe**

vNAB SHOW DAY TWO

THE CONFERENCE AT A GLANCE

DAY 2 ▶ **THURSDAY, MARCH 3, 2016**

08:45 - 09:15	Registration
09:15 - 09:30	Conference Welcome
09:30 - 10:00	Video Creators, the New Broadcasters and the Democratization of Video
10:00 - 10:30	IOA for Media and Entertainment
10:30 - 11:00	The Magic of C4
11:00 - 11:30	Cloud Workflows in the REAL World: Rendering in the cloud
11:30 - 12:00	Smart Storage: Your content is more useful when you can collaborate better
12:00 - 13:00	**Lunch**
13:00 - 13:30	Creating Nimble and Efficient Media Organizations Through Interconnected Rights Management Systems
13:30 - 14:00	Does Your Forecast Call for Cloud?
14:00 - 14:30	Riding the Tidal Wave of Change: How constellation guided Technicolor's journey to the cloud
14:30 - 15:00	"Video, Cloud, Cognitive"
15:00 - 15:30	
15:30 - 16:00	Technical Considerations for Linear Channel Origination in the Public Cloud
16:00 - 16:30	A Scalable Architecture for UHD Video on Demand and Live Streams
16:30 - 17:00	Pure Play Video OTT: A microservices architecture in the cloud
17:15 - 18:00	How Can Public Cloud Help Broadcasters and Content Producers Reach Consumers Directly
18:00 - 18:45	Migrating Fox's Media Supply Chains to the Cloud
18:45 - 19:30	Collaboration and Transformation Acceleration Through Cloud
19:30 - 21:00	**Cocktail Reception - Google Venice**

WED.

08:45 - 09:15 ▶ ## REGISTRATION

09:15 - 09:30 ▶ ## CONFERENCE WELCOME

N L E ' S & P R O D U C T I O N

09:30 - 10:00 ▶

BRUCE LONG
CEO, *Bebop*

EDITING IN THE CLOUD:
REDEFINING MEDIA & ENTERTAINMENT WORKFLOWS

Bruce Long discusses Media & Entertainment's vital evolution to the Cloud, with a focus on financial and workflow efficiencies created by enabling cloud-based editing and graphic-intensive processes. Long will provide perspective on how M&E companies can fully realize cloud-based strategies to properly manage and protect their assets while still delivering on the business realities driving trends in the film editing industry.

10:00 - 10:30 ▶

AUBUCHON GUILLAUME
CEO, *Bebop*

ORIGINS OF THE MEDIA LIFECYCLE:
PRACTICAL IMPLEMENTATION OF CLOUD IN PRODUCTION

Discussion of the practical implementation of cloud media ingest, dailies, and metadata procurement during production. Camera to cloud on television productions demonstrating efficiencies and cost savings while enabling greater oversight.

10:30 - 11:00 ▶

MICHELLE MUNSON
CEO, *Aspera/IBM*

INTRODUCING ASPERA FILES:
A SAAS PLATFORM TO SOLVE THE MEDIA FILE EXCHANGE PROBLEM

This presentation will examine the technology behind a new SaaS platform that allows any organization, small to large, to establish a branded web-based presence for the fast, easy and secure exchange and delivery of any size file-based media or data between end users across separate organizations, combining multiple storage platforms. It will explore how content can be stored and easily accessed in multiple cloud and on-premise storage systems, and sharing between users and trusted organizations can be as easy as drag-and-drop regardless of where the content is located.

11:00 - 11:30 ▶

**STEVE CRONAN**
CEO, *5th Kind*

DAVID CATZEL
Business Development
M&E, *Microsoft*

SECURE CONTENT CREATION AND MANAGEMENT IN THE CLOUD AT ANY SCALE

Steve Cronan from 5th Kind and David Catzel from Microsoft will discuss how leveraging the Azure Platform as a Service has allowed 5th Kind to extend their backbone to meet the needs of any studio or production and accommodate content creation and management in the cloud. From infinitely scalable tiered storage to advanced metadata automation with open API throughout the entire ecosystem, the powerful combination of technologies will allow any workflow to integrate seamlessly into this unique solution.

09:30 - 10:00
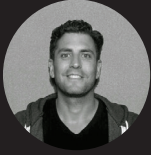
TODD PRIVES
Product Manager, Google

ENABLING THE ARTIST:
HOW CAN SCALABLE COMPUTE RESOURCES HELP CREATE VFX THAT WAS NOT POSSIBLE BEFORE

Advances in cloud computing have enabled VFX artists to push the bounds of the imagery they create. We'll examine how both the studios and the developers of the content creation software they rely on are adopting the move to cloud with technologies built around the scalability and flexibility it offers.

12:00 - 13:00   L U N C H

S T O R A G E   &   D A M ' S

13:00 - 13:30

KAI PRADEL
CEO, Media Silo

TRUST NO ONE:
CRACKING THE X-FILES OF CONTENT SECURITY

As content producers, we want to believe in the innate goodness of people, from our trusted inner production circle to dispersed freelancers, all the way down to our viewers and subscribers. But experience should teach us to trust no one. Pre- and post-production leaks can jeopardize revenue, buzz and careers, yet most media and entertainment companies are failing to enforce clear policies around security. Luckily, the truth is out there...technology and protocols exist that present an ideal compromise between security, ease of use and cost, fitting into existing workflows and appeasing both Mulders (production teams) and Scullys (IT).

13:30 - 14:00

PAUL EVANS
CTO, Daystrom

A DAM SECURE FILE SYSTEM:
DEFENDING DATA WITH A SHREWD OFFENSE

Data owners are constantly playing defense to protect valuable assets, and it's time to gain an edge in the high-stakes security game. In this talk we'll review the emerging ability to integrate security countermeasures throughout data and data container, using dynamic combinations of Encryption, Watermarks, Fingerprints, Security Contexts and Relationship-Based Access... all enforced by a distributed, global-scale access grid.

14:00 - 14:30

TOM GALLIVAN
CEO, ConvergIO

THE DATA DILEMMA:
WHAT LIES AHEAD FOR MANAGING YOUR CONTENT/DATA AND HOW TO POSITION YOURSELF FOR SUCCESS

Dealing with the inconceivable content/data dynamics in the Industry: Adoption of Cloud-based Computing, Global Explosion of Data, Business & Process Transformation. Architecting for the Future of Your Content, Enabling Rapid Innovation, and Accepting Continuous Change ConvergeIO, a developer of software defined storage solutions will share a perspective on the Market dynamics that are changing the landscape for Content/Data Management and provide a view to The Future of Data Storage in an environment filled with significant new technologies and methods that are now available to Content Creators.

14:30 - 15:00

BARBARA MURPHY
Global VP, HGST

DATA GROWTH IN STUDIOS AND BROADCASTING:
WHY IT WILL ACCELERATE INTO 2022

What will be driving global data growth through 2022 and how to create tiered structures to handle this onslaught of data. Is it all due to the move to 4K? Multiple copies?....how many and why? Object storage and media clouds: do they really deliver on their promise?

KEYNOTES

15:00 - 15:30

ANDREA KALAS
President, AMIA

STATE OF PRESERVATION:
STRAIGHT FROM THE ARCHIVIST'S MOUTH

Moving image preservation has moved from film and tape to file-based. The members of the Association of Moving Image Archivists must not only grapple with this but make sure all moving image technology continues to be well understood. This update reports on the active work archival experts are doing to preserve both new productions and classic titles.

15:30 - 16:00

STEVEN CHUNG
CEO, Frankly Inc.

RON BURGUNDY GOES DIGITAL:
OTT TRENDS AND THE FUTURE OF LOCAL TELEVISION

Local TV has historically been a powerhouse of both influence and profits in the US. With digital and OTT trends transforming the competitive landscape for consumer attention and time spent, the talk explores major tech trends, challenges and disruptions that can position local TV and media to take back its dominant alpha dog status (or not!).

BIG DATA & METADATA

16:30 - 17:00

ALEX LOVERDE
CEO, Wymsee

SIMPLIFYING DATA COLLECTION FOR CONTENT CREATORS

Alex LoVerde will share his thoughts on how valuable data can be collected during production through applications that solve real problems for content creators. This talk will focus on costume departments as a case study - showing what the workflow had been (only three years ago) to the current digital standard for nearly 50% of US scripted TV series. At the end, examples will be given as to what the future holds for viewing experiences that leverage this newly captured data.

17:00 - 17:30

AARON EDELL
COO, Graymeta

CREATION OF A PLAN FOR THE 3 V'S OF BIG DATA

All media and entertainment companies need to address the three V's (velocity, volume, and variety) of big data. Putting a plan in place that takes into account the unique obstacles of having media content be a large proportion of your volume and velocity is absolutely critical for generating the fourth 'V'; value. We will look at how M&E companies can create a plan to tackle their big data problems.

17:30 - 18:00

NANCY SILVER
Principal Solution Architect,
Marklogic

THE RISE OF DATA:
HOW SMART CONTENT IS AT THE HEART OF NEW ENTERTAINMENT

Data is taking Hollywood by storm and its impact can be felt across every part of the content creation and distribution lifecycle. Connecting all this data and investing in Smart Content, the intelligence to link it together has never been more valuable . . . or closer to reality. Taking new approaches to managing data, organizations are looking across all their data to connect with users, drive new ways to partner with advertisers, drive efficiencies and help better understand the value of their content. In this session Nancy Silver will look at the impact of Smart Content across the entertainment lifecycle and highlight some organizations putting it all together and making an impact not only in who we work with with content but in great new experiences we can now create for our users and fans.

18:00 - 18:30

TALI KRAKOWSKY
Design Partner, *Prophet*

ALGORITHMIC ANTHOLOGIES

This very virtual, hyper intelligent world has redefined one of the most fundamental aspects of our humanity – storytelling. Metadata, coupled with algorithms, are creating a new paradigm for how stories are created and experienced. Using artificial intelligence, data points can be woven together to create personalized meaning to the right audience at the right time in the right place. This talk is about how we can begin to conceive, code and experience these algorithmic anthologies.

K E Y N O T E S

18:30 - 19:00

ROSS PIPER
VP of Enterprise Strategy,
Dropbox

POWER OF CREATIVITY:
THE ROLE OF COLLABORATION IN MEDIA IT

In an industry increasingly reliant on dispersed workforces of freelancers, new studios, and global partnerships – tapping into the right collaboration network is critical to staying ahead of the competition. Learn more about the trends shaping the way we collaborate today, and how you can leverage your workflows and productivity tools to power creativity and enable innovation.

19:00 - 19:30

VINOD VISWANATHAN
Engineering Director, *Netflix*

MEDIA INNOVATION @ NETFLIX SCALE

The talk will be focused on Netflix media cloud platform and services that power our large scale media processing platform. Give some insights into how we harness an elastic compute/storage facility like AWS to drive agility in how our media innovation reaches our large customer base.

19:30 - 21:00

C O C K T A I L   R E C E P T I O N

@ ROSE CAFE, 220 Rose Ave.
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THU.

ENTERTAINMENT TECHNOLOGY CENTER

NABSHOW
Where Content Comes to Life

08:45 - 09:15 ▶ REGISTRATION

09:15 - 09:30 ▶ CONFERENCE WELCOME

T R A N S P O R T   &   I N G E S T

09:30 - 10:00 ▶ VIDEO CREATORS, THE NEW BROADCASTERS AND THE DEMOCRATIZATION OF VIDEO

STEVE FORDE
Group Product Manager,
Adobe

10:00 - 10:30 ▶ IOA FOR MEDIA AND ENTERTAINMENT

Explore how Interconnection Oriented Architecture™ integrates the physical and virtual worlds, shifting the fundamental delivery architecture of IT from siloed and centralized to internetworked and collocated, which can help solve the challenge of the increasing amount of digital media content and the drive to cloud-based solutions.

JASON SHERWOOD
Solution Innovator, *Equinix*

10:30 - 11:00 ▶ THE MAGIC OF C4

Indelible metadata, agreement without communication, and other magic.
Using C4 in production.

JOSHUA KOLDEN
CEO, *Studio Pyxis*
Framework Architect, *ETC*

11:00 - 11:30 ▶ CLOUD WORKFLOWS IN THE REAL WORLD RENDERING IN THE CLOUD

Discussing with the audience how the changing nature of the film and TV industry is driving the VFX artists to alter the way they render their creatives. Looking at the need for quick, burstable cloud rendering tools, and how to utilize the benefits of the cloud and still remain secure.

CHUCK PARKER
CEO, *Sohonet*

09:30 - 10:00

JEFF KEMBER
Cloud Solutions Architect, *Google*

SMART STORAGE:
YOUR CONTENT IS MORE USEFUL
WHEN YOU CAN COLLABORATE BETTER

12:00 - 13:00   L U N C H

R O I & I N N O V A T I O N

13:00 - 13:30

JASON KASSIN
CEO, *Filmtrack*

CREATING NIMBLE AND EFFICIENT MEDIA ORGANIZATIONS THROUGH INTERCONNECTED RIGHTS MANAGEMENT SYSTEMS

According to PwC and World Intellectual Property Organization, the aggregate spending on Media and Entertainment intellectual property is valued at 4.2 trillion dollars and the total value of that IP is 7 trillion in 2016. These incredible numbers makes breaking down barriers between business units (Film, TV, Home Entertainment) and their respective systems managing rights, assets, contracts, sales, finance, legal and business affairs, ops, etc., a business imperative. Jason Kassin, CEO and Co-Founder of FilmTrack, the global leader in Rights Management Software, will present a case on why asset management systems must be connected with rights and contracts in order to create nimble and efficient media organizations.

13:30 - 14:00

BEN BLOOM
Senior Manager, *Akamai*

DOES YOUR FORECAST CALL FOR CLOUD?

So you want to move your workflow to the cloud … or do you? One of the decade's great buzzwords, the "cloud" promises tremendous efficiencies, lower CAPEX and near-limitless flexibility. This presentation will define the cloud within the context of media applications, outline pros and cons of typical cloud-based models and demonstrate what situations are most suited to take advantage of the cloud through real-world examples.

14:00 - 14:30

MARK DICKERSON
VP Cloud, *Technicolor*

RIDING THE TIDAL WAVE OF CHANGE:
HOW CONSTELLATION GUIDED TECHNICOLOR'S
JOURNEY TO THE CLOUD

To maintain our leadership position in an intensely competitive and dynamic entertainment technology market, Technicolor's IT organization is tasked with ensuring that internal business units quickly adapt to ever this changing landscape. As disruptive forces in the entertainment technology arena gathered steam over the past few years, it became clear that rigid, legacy IT systems and infrastructures could not deliver the agility, operational efficiency and cost-effective flexibility needed to support our community. Technicolor needed a better way of elevating and maintaining higher levels of availability and performance for content creators, software developers, and business teams. Constellation is Technicolor's integrated, managed, and secured Cloud computing environment; it provides our teams with the highly responsive technology resources and services needed to deliver award winning solutions to theaters, homes and mobile devices. Constellation features central management dashboards, tools, reporting, and various other features and utilities that allow our teams to gain visibility and control of processes across Cloud platforms. This has been achieved by standardizing environments and automating operations to reduce the need for manual work and processes.

14:30 - 15:00

STEVE CANEPA
Head of M&E, *IBM*

"VIDEO, CLOUD, COGNITIVE"

With a constantly changing marketplace, businesses must now address the rising expectations of their customers, by personalizing their products and services. It is becoming clear that video can help businesses meet these needs. Video overcomes the physical inhibitors present in the real world while leveraging the benefits of the digital world. It shortens the time to insights while eliminating the challenge of distance. As we enter the cognitive era, speed matters. Business systems are challenged by the requirement to rapidly gain insight about all their users, both internal and external. These systems must adapt in real time, to immediately learn from those insights, and to swiftly respond. By leveraging global Cloud architectures, businesses can provide agile and scalable platforms that connect immediately with people all over the world. And, increasingly that connection will be 'video'.

STREAMING & OTT

15:00 - 15:30

HITACHI DATA SYSTEMS

15:30 - 16:00

BHAVIK VYAS
AWS Partner Development
Manager, *Amazon*

TECHNICAL CONSIDERATIONS FOR LINEAR CHANNEL ORIGINATION IN THE PUBLIC CLOUD

Is the public cloud ready for prime-time broadcast channel origination? We think it's time to start the move. In this session we will cover the application and infrastructure considerations needed to originate linear channels for broadcast from the Cloud. We'll discuss the design considerations needed to support the output, methods for monitoring playout quality and the downstream requirements for distribution. At the cloud infrastructure layer we'll look at security, architecture design, processing, storage and failover considerations needed to support the business SLAs and technical performance needed for broadcasting.

16:00 - 16:30

WERNER GOLD
Emerging Solutions Evangelist,
Redhat

A SCALABLE ARCHITECTURE FOR UHD VIDEO ON DEMAND AND LIVE STREAMS

UHD (4k) video delivery requires massive scale out of video transcoding and hosting facilities. NFV orchestration and Openstack based virtualization can provide a manageable and scalable solution to bridge the "content gap" between the owners of hi-resolution content and the owners of 4k TV sets.

16:30 - 17:00

SHAKEEL USMAN
AWS Principal Solutions
Architect, *Amazon*

PURE PLAY VIDEO OTT:
A MICROSERVICES ARCHITECTURE IN THE CLOUD

An end-to-end, over-the-top (OTT) video system is built of many interdependent architectural tiers, ranging from content preparation, content delivery, and subscriber and entitlement management, to analytics and recommendations. This talk will provide both a high-level discussion and a detailed exploration of how to architect a media platform that allows for growth, scalability, security, and business changes at each tier, based on real-world experiences delivering over 100 Gbps of concurrent video traffic with 24/7/365 linear TV requirements.

KEYNOTES

17:15 - 18:00

MILES WARD
Global Head - Solutions
at Google Cloud Platform,
Google

HOW CAN PUBLIC CLOUD HELP BROADCASTERS AND CONTENT PRODUCERS REACH CONSUMERS DIRECTLY

18:00 - 18:45

CHRIS BLANDY
EVP, *Fox*

SIMON ELDRIDGE
Chief Product Officer,
SDVI

MIGRATING FOX'S MEDIA SUPPLY CHAINS TO THE CLOUD

The Fox Network Engineering and Operations group collects, prepares, and packages all incoming media for multiplatform distribution, and creates the substantial infrastructure that supports this distribution. In conjunction with SDVI Corporation, the group has created an AWS-resident resource management system to share media processing workloads across the group's existing facility, a private cloud.

18:45 - 19:30

GUY FINLEY
Executive Director, *MESA*

COLLABORATION AND TRANSFORMATION ACCELERATION THROUGH CLOUD

Cloud has emerged as the key enabler of business transformation and collaboration among business units within any organization. In just a few years, the increase in adoption of practical applications has enabled a fundamental shift in the way workloads are managed across the enterprise and with business or service provider partners. As Cloud was born and proliferated, use cases in cost efficiency drove early adoption but, ultimately, it is business agility and visibility across siloed environments that is inspiring modern age businesses in Hollywood. This session explores how cloud acts as a catalyst in helping businesses deliver products quickly, respond to critical changes faster, facilitate collaboration, and more.

19:30 - 21:00

COCKTAIL RECEPTION

@ GOOGLE VENICE, 358 Hampton Dr.
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