

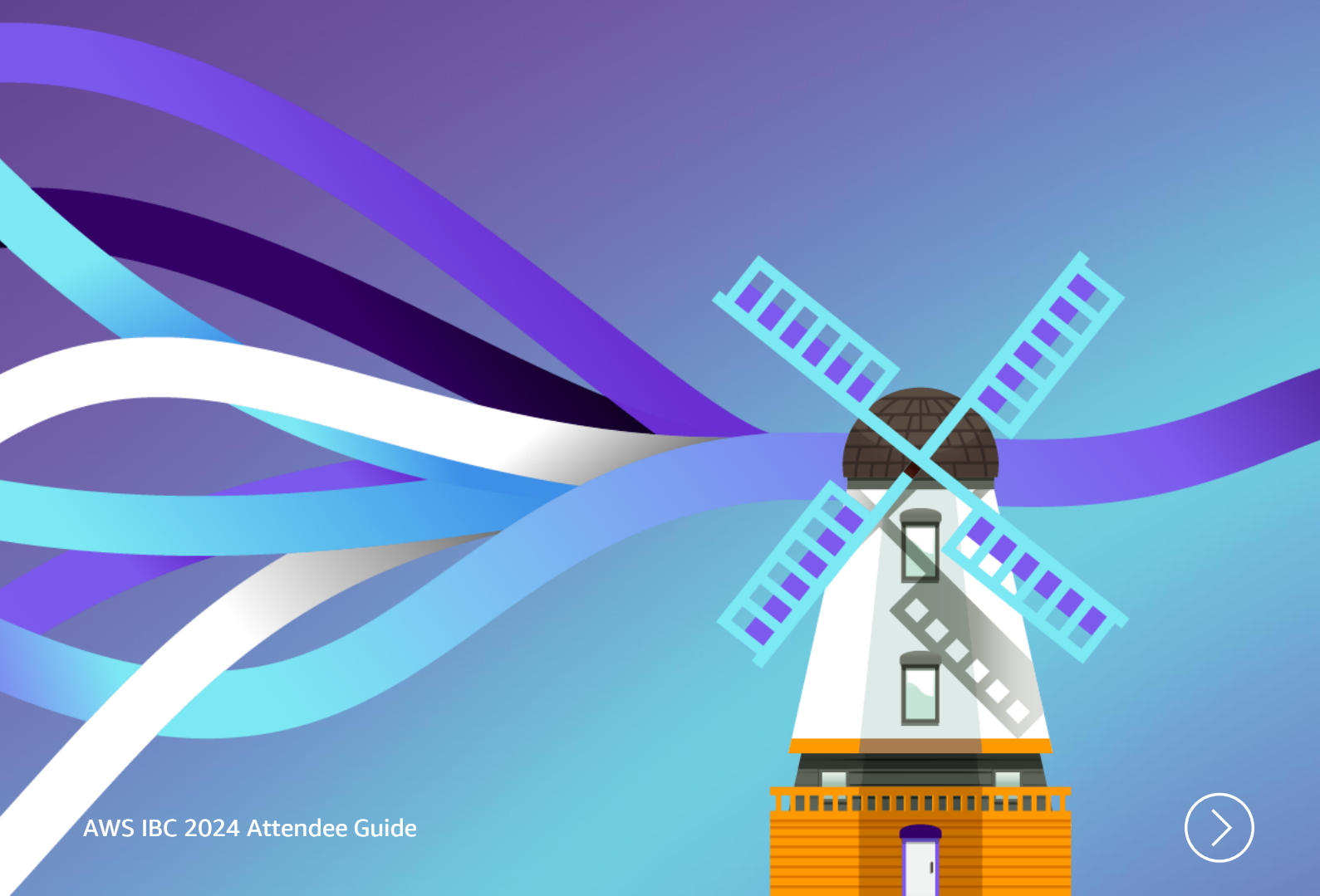
ATTENDEE GUIDE

# AWS at IBC 2024

AWS services and solutions for media and entertainment, games, and sports **reinvent** and **transform** the customer journey. Let AWS help you reimagine how your business can create, deliver, and monetize content as the opportunities in media converge. See innovative demonstrations, be inspired at one of our many thought leadership sessions, or request a meeting with us onsite at IBC 2024.

**RAI Amsterdam, Hall 5, Stand 5.C90**

**13–16 September 2024**



# Create. Deliver. Monetize.



AWS Media & Entertainment aligns the most purpose-built M&E capabilities of any cloud to help customers create, deliver, and monetize content to transform their business. With AWS, you can select the right tools and partners for your media workloads to accelerate production launches and see faster time to value.

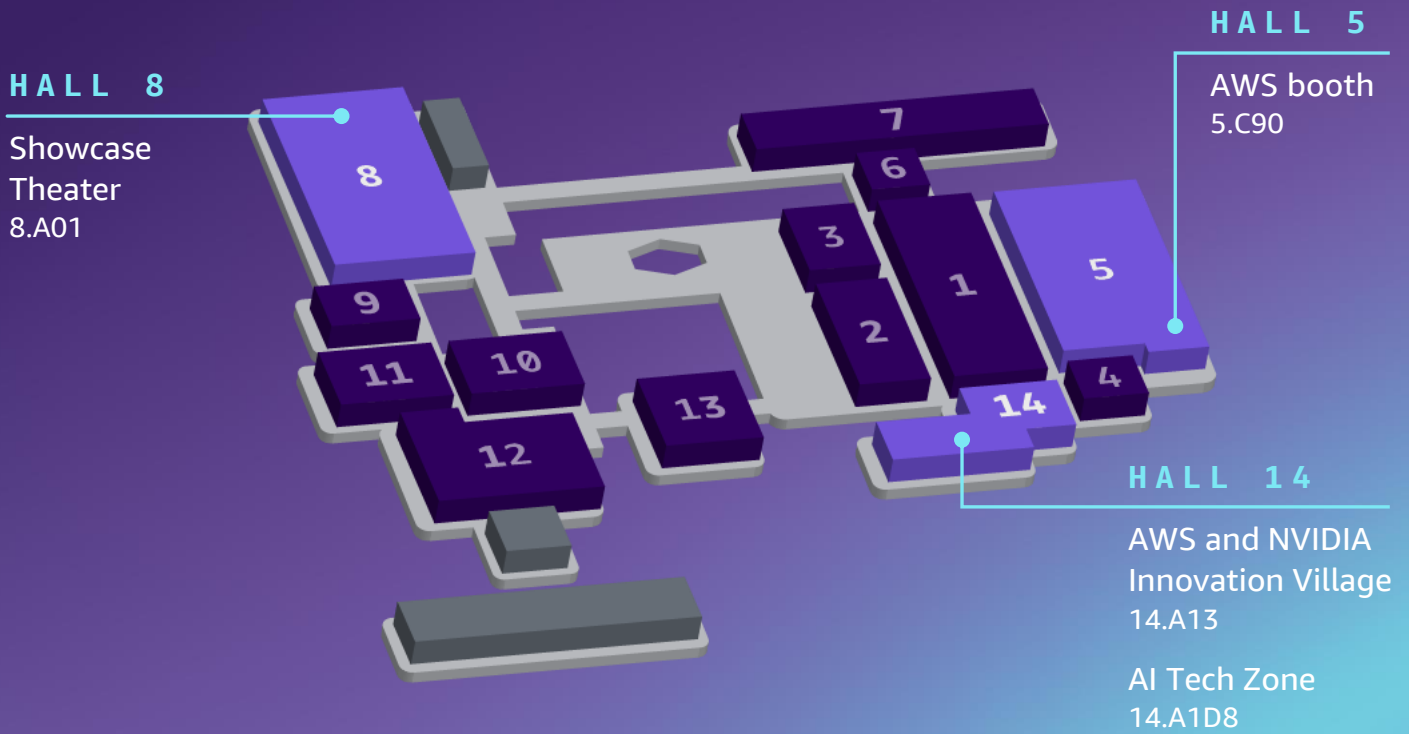
- Content Production
- Media Supply Chain & Archive
- Broadcast & Live Production
- Immersive Experiences
- Direct-to-Consumer (D2C) & Streaming
- Data Science & Analytics
- Monetization
- Games

**The AWS team is excited to meet with our customers and partners at IBC.**

Request a meeting with an AWS expert

# Where to find AWS at IBC 2024

Find us in Halls 5, 8, and 14.



[Learn more about AWS at IBC](#)

## Hall 5

### AWS Booth

Stop by the AWS booth all week at IBC to view solution demonstrations and meet our AWS team.

## Hall 8

### Showcase Theater

Join us in the Showcase Theater on Saturday, 14 September to hear from our customers, partners, and AWS experts.

## Hall 14

### AWS and NVIDIA Innovation Village

Say hello to Sir Martian, the generative AI robot created by Monks, meet AWS partners, and check out a great session lineup in our theater.

## Hall 14

### AI Tech Zone, presented by AWS and NVIDIA

Check out advanced AI innovations and learn about the latest trends at IBC's new AI Tech Zone.

# AWS for Media & Entertainment

Discover engaging demonstrations across six core M&E solution areas:



## Content Production

Enable remote production and collaboration in the cloud



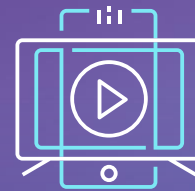
## Media Supply Chain & Archive

Centralize and store media operations in the cloud



## Broadcast & Live Production

Run low-latency workloads in the cloud



## D2C & Streaming

Deliver personalized streaming content offerings to subscribers



## Data Science & Analytics

Put unmatched generative AI and machine learning capabilities to work



## Monetization

Maximize advertising revenue while driving customer engagement

# Thought leadership

## Main Stage Session

SUNDAY, 15 SEPTEMBER

### CEO & founders panel: Women-led generative AI startups reimagining media & entertainment

13:45 - 14:30

Join the CEOs and founders of leading generative AI startups, alongside Amazon Web Services (AWS), for a discussion on how generative AI tools are supporting media and entertainment professionals across the globe. Gain insight from each executive on how they differentiate and scale using AI and find success leading their organizations during this incredibly exciting time.

#### Moderator:



Nina Walsh, Global Leader, Industry Business Development, Media & Entertainment, Games, and Sports, AWS

#### Panelists:



Soyoung Lee  
Co-founder,  
Twelve Labs



Jhanvi Shiriam  
CEO, Krikey



Ketaki Shiriam  
CTO, Krikey

# Thought leadership

## Keynote Fireside Chat

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SATURDAY, 14 SEPTEMBER

### Building a future ready tech stack for an evolving media landscape

10:00 - 11:00

Today, innovation in technology is changing the way digital media is consumed more quickly than ever before. Undoubtedly, the future of broadcast and media is the platform - which is why laying the right technology foundations is so vital for the industry. So how do you build an effective tech stack and keep innovating when technology moves at such a pace?



**Girish Bajaj**, Vice President of Prime Video & Amazon MGM Studios Technology

# Thought leadership

AWS is taking over the IBC Showcase Theater on Saturday, 14 September. Join us for all-day content in Hall 8 (8.A01).

## IBC Showcase Theater

SATURDAY, 14 SEPTEMBER

### Global streaming power: Sky and NBCU deliver large-scale live events to Europe and beyond

10:00 - 10:40

Mansoor Fazil, Director of Global Platform Engineering, Sky  
Sebastian Duff, Head of Developer Platform Engineering, Sky  
Meenakshi Deshmukh, Senior Customer Solutions  
Manager, AWS  
Ian Coleshill, Principal Global Solutions Architect, AWS  
Ben Morris, Senior Sales Leader, AWS

### Beyond content creation: Revolutionizing media and entertainment with generative AI

14:00 - 14:30

Grant Nodine, SVP of Technology, NHL  
Julie Souza, Global Sports Leader, Strategic  
Business Development, AWS  
Sepi Motamedi, Sr. Product Marketing Manager -  
Live Media Solutions, NVIDIA

### No margin for error: IMAX and AWS spin up NBA Finals livestream in 21 days

10:45 - 11:15

Vikram Arumilli, GM, IMAX  
Abdul Rehman, CPO, IMAX  
Chris Blandy, Director, Strategic Business Development,  
M&E, Games, and Sports, AWS

### AI-Powered Localization, compliance, and the new rules of engagement

15:00 - 15:30

Sagi Reuven, Chief Revenue Officer, Deepdub  
Ariel Baril, VP of Tech for Southern Europe, Africa,  
and the Middle East, Paramount  
Oz Krakowski, CBDO, Deepdub  
Teresa Phillips, CEO and Co-Founder, Spherex  
Steph Lone, Global Director, Media Entertainment,  
Games, and Sports, AWS

### Who moved my production?

11:20 - 11:50

Helen Killeen, Director of Production, ITV Studios  
Simon Green, CEO, Edit Cloud,  
Meagan Keane, Director of Product Marketing, Adobe Pro  
Video  
Ian Munford, Global Industry Specialist, AWS

### Innovating the F1 Broadcast

16:00 - 16:30

Lee Wright, Head of IT Operations, Formula 1  
Neil Ralph, Principal Industry Specialist AWS

### Journey across NBCU

13:00 - 13:45

Samira Bakhtiar, GM, Media & Entertainment, Games, and  
Sports, AWS  
Darryl Jefferson, SVP Engineering & Tech Sports &  
Olympics, NBC Sports & Olympics

### AWS and Formula 1 Watch Party with Happy Hour

16:30 - 18:00

Ruth Buscombe, F1 Pundit/Analyst, Formula 1  
Neil Ralph, Principal Industry Specialist AWS

*Join us for a replay of the Azerbaijan qualifying  
session with live commentary and insights. Test  
your skills with a Formula 1 simulator and a  
reaction wall, and enjoy a beverage with AWS.*



# Thought leadership

## [AI Tech Zone](#) — *New to IBC 2024*

Stop by the new AI Tech Zone presented by AWS and NVIDIA in Hall 14. Immerse yourself in the cutting-edge world of artificial intelligence, where technology seamlessly integrates with creativity to redefine the future of entertainment.

SUNDAY, 15 SEPTEMBER

### Unlocking new pathways to monetization with AI and the cloud

11:00 - 11:30

The broadcasting model is rapidly evolving, with players like Amazon Prime, Netflix, and even influencers like Casemio acquiring long-term rights to premier sports properties. This change in formats and business models is pushing production to be more versatile and, as a result, software-defined. Traditionally reliant on uniform viewing, forward-thinking broadcasters now leverage AI to create personalized content experiences, tapping into rich viewer data to tailor broadcasts for diverse audience segments. By integrating AI strategies early in the planning process, rights holders can now maximize engagement and open new revenue opportunities by creating multiple versions of the same broadcast tailored to specific viewer groups. Don't miss this session to discover how AI's predictive capabilities and recommendation engines, woven into cloud-based workflows, are revolutionizing fan engagement and driving revenue as viewing habits evolve.

#### Speakers:

Bhavik Vyas, AIML Business Development, Media & Entertainment, AWS

Sepi Motamedi, Sr. Product Marketing Manager - Live Media Solutions, NVIDIA

Richard Kerris, VP and GM of Media & Entertainment, NVIDIA

Lewis Smithingham, EVP of Strategic Industries (Media, Entertainment, Gaming & Sports), Monks

Maninder Saini, Head of Growth, Twelve Labs



# Thought leadership

## [AWS and NVIDIA Innovation Village](#)

Also in Hall 14, check out the AWS and NVIDIA Innovation Village: It's packed with great content, partner demonstrations, and generative AI at every turn.

Each day features several demonstrations from AWS technical leaders and the Amazon Partner Network (APN) designed to educate participants and accelerate implementation of AWS for media workloads.

### FRIDAY, 13 SEPTEMBER

#### AI in Broadcasting: Personalization at Lightning Speed – Balancing Innovation, Privacy, and Ethics

11:00 - 11:30

Joe Croney, CTO, Arc XP

Forrest Pepper, Senior Engineering Manager, Arc XP

#### Unleashing the power of generative AI in media & entertainment with NVIDIA

11:45 - 12:15

Speakers coming soon

#### Bridging AI and user experience: Practical tips for editors

14:15 - 14:45

Kieran Bresnan, SVP Solution Engineering, Deltatre

Pete Burns, SVP, Commercial Strategy, Deltatre

#### Pushing boundaries: Bundesliga's visionary embrace of generative AI in sports

15:00 - 15:30

Luccas Roznowicz, Head of Strategic Corporations, Bundesliga

Christian Bonzelet, Solution Architect, Bundesliga

Elif Dogan, Principal Engagement Manager, AWS

### SATURDAY, 14 SEPTEMBER

#### AI Readiness in Media, Entertainment, Sports & Advertising

10:30 - 10:430

Sean King, SVP, General Manager, Media & Entertainment, Veritone

Carin Forman, Global Partner Lead, Media & Entertainment, AWS

#### Slow TV, Fast Innovation: How the Moose Migration Case Study Embodies the Future of Live Cloud Workflows

11:15 - 11:45

Andy Hooper, SVP Product-Live, Ateliere

Johan Bolin, Chief Research & Innovation Officer, Ateliere

Dennis Buhr, SVT Production & Technology, Ateliere

#### Meet Sir Martian: How Monks combined advanced AI and robotics to engineer a conversational artist

13:30 - 14:00

Karli DeFilippo, SVP, Regional Business Lead for Experience Monks

#### Transforming live media with software-defined solutions

14:15 - 14:45

Sharon Carmel, CEO, Beamr

Martin Irvin, Senior Consulting Architect, Sony

Guillaume Polaillon, Product Line Manager, NVIDIA

Sepi Motamedi, Senior Product Marketing Manager, NVIDIA (moderator)

#### Revolutionizing Digital Interaction: Autonomous Virtual Humans by Digital Domain on AWS

15:00 - 15:30

Speakers coming soon



# Thought leadership

## AWS and NVIDIA Innovation Village (cont.)

SATURDAY, 14 SEPTEMBER

### The Realities of Scaling GenAI for Indexing Large Media Libraries

15:45 - 16:15

Frederic Petitpont, Co-founder and CTO, Moments Lab

### Coactive.ai

16:30 - 17:00

Speakers coming soon

SUNDAY, 15 SEPTEMBER

### MASV.IO

10:30 - 11:00

Speakers coming soon

### Reinventing fast-turnaround news and sports workflows for the cloud

11:15 - 11:45

Michael Gambock, Principal Manager, Video Ecosystem, Adobe

Morag McIntosh, Solution Lead, Automation, BBC

James Sandford, Project R&D Engineer, BBC Research and Development

John Biltcliffe, Industry Specialist Solution Architect, AWS

Chris Swan, Industry Specialist Solution Architect, AWS

### How Nine Entertainment & TBS delivered the Paris Olympic Games to a record audience

12:00 - 12:30

Rebecca Haagsma, CPTO, Nine Entertainment

Lewis Evans, Director of Product, Streaming, Nine Entertainment

Karen Clark, CEO of APAC, TBS

Nina Walsh, Global Leader, Industry BD, M&E, Games and Sports, AWS (moderator)

SUNDAY, 15 SEPTEMBER

### Innovating the Future: How AI Startups are Changing the Landscape

13:30 - 14:00

Vered Horesh, Chief of Strategic AI Partnerships, Bria

Lauren King, VP of Marketing, Speechmatics

Maninder Saini, Head of Growth, Twelve Labs

Rick Champagne, Director of Global Media & Entertainment Industry Strategy and Marketing, NVIDIA

### How Warner Bros. Discovery uses AI to improve data accuracy & enrich the fan experience

15:00 - 15:30

Srinivas Rajagopalan, VP Engineering, Live Streaming, Warner Bros. Discovery

Satish Annapureddy, Director, Product Strategy & Technology Partnerships, Warner Bros. Discovery

### Learn how to accelerate cloud migration of content production workloads

15:45 - 16:15

Brandon Lindauer, Global Specialist, AWS

Christal Deloney, Solutions Architect, AWS

### Meet Sir Martian: How Monks combined advanced AI and robotics to engineer a conversational artist

16:45 - 17:15

Karli DeFilippo, SVP, Regional Business Lead for Experience Monks

MONDAY, 16 SEPTEMBER

### From pixels to personas: The role of digital humans in modern media

10:30 - 11:00

Rick Champagne, Director of Global Media & Entertainment Industry Strategy and Marketing, NVIDIA



# Thought leadership

## IBC Show 2024

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Additional speaking sessions with AWS across the show floor.

### FRIDAY, 13 SEPTEMBER

#### MovieLabs 2030 – A Step Closer to the Vision”

15:30 – 16:15

Chris Blandy, Global Leader, Strategy & Business Development for Media & Entertainment, AWS

Simon Cronshaw, Worldwide Lead for Media and Entertainment, Microsoft

Wellford Dillard, CEO and President at Avid

Eddie Drake, Head of Technology, Marvel Studios

Buzz Hays, Global Lead Entertainment Industry, Google Cloud

Patty Hirsch, Global EVP, Consumer Digital & Platforms, Warner Bros Discovery

Yoshi Takashima SVP, Advanced Technology, Sony Pictures

Richard Berger, CEO MovieLabs

Navigating AI: From Hype to Impact  
Panel discussion featuring AI experts led by Caretta Research

18:30 – 19:15

Chris Blandy, Global Leader, Strategy & Business Development for Media & Entertainment, AWS

### SATURDAY, 14 SEPTEMBER

#### Streaming – the view from each end

12:30 – 13:30

Girish Nair, Sr. Media Specialist Solution Architect, AWS India

Andrew Murphy, Lead Research Engineer, BBC

Yuriy Reznik, VP, Research - Brightcove, Inc. (moderator)





**Create. Deliver. Monetize.**

