**aws** FOR MEDIA AND ENTERTAINMENT

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
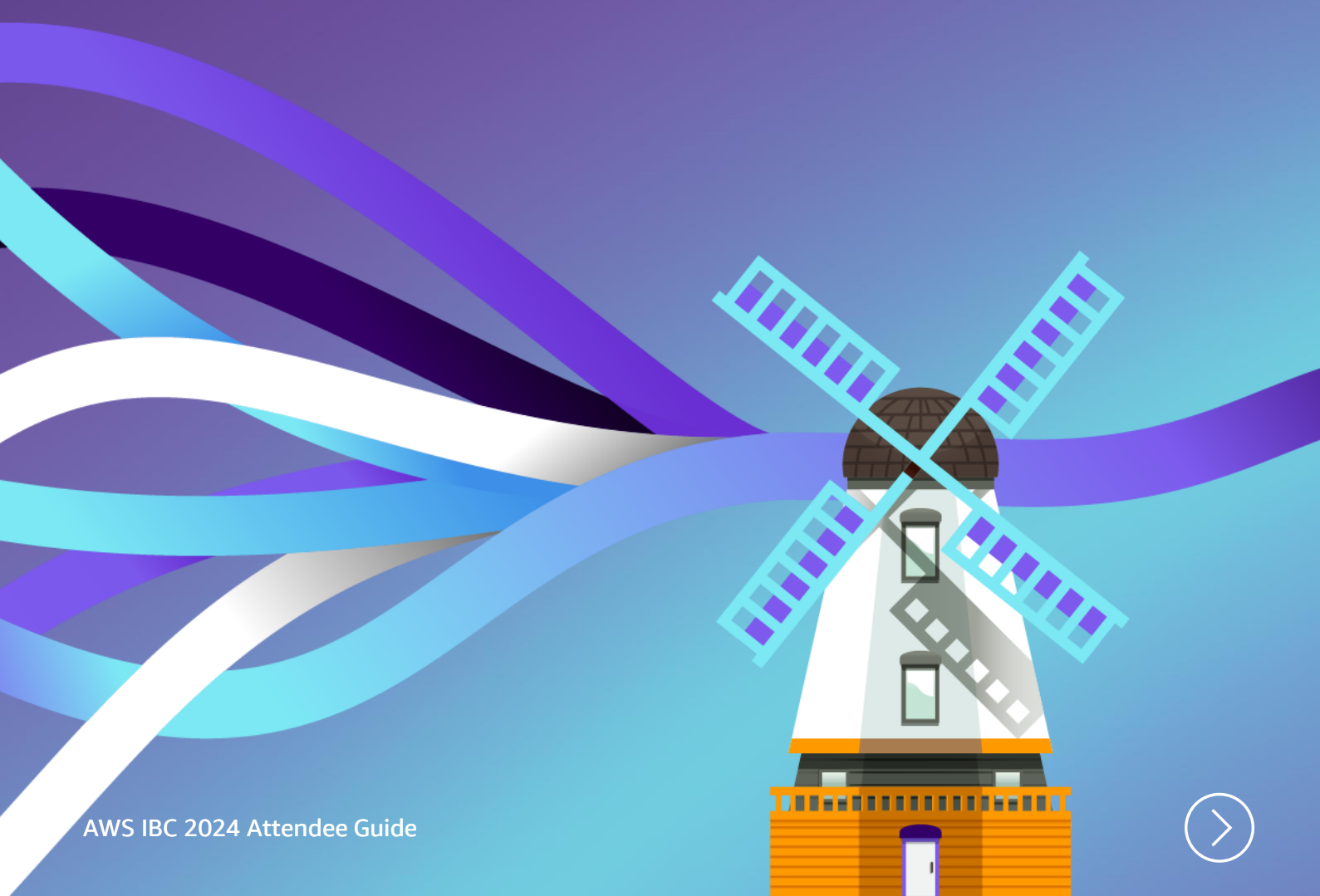
Create. Deliver. Monetize.

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.
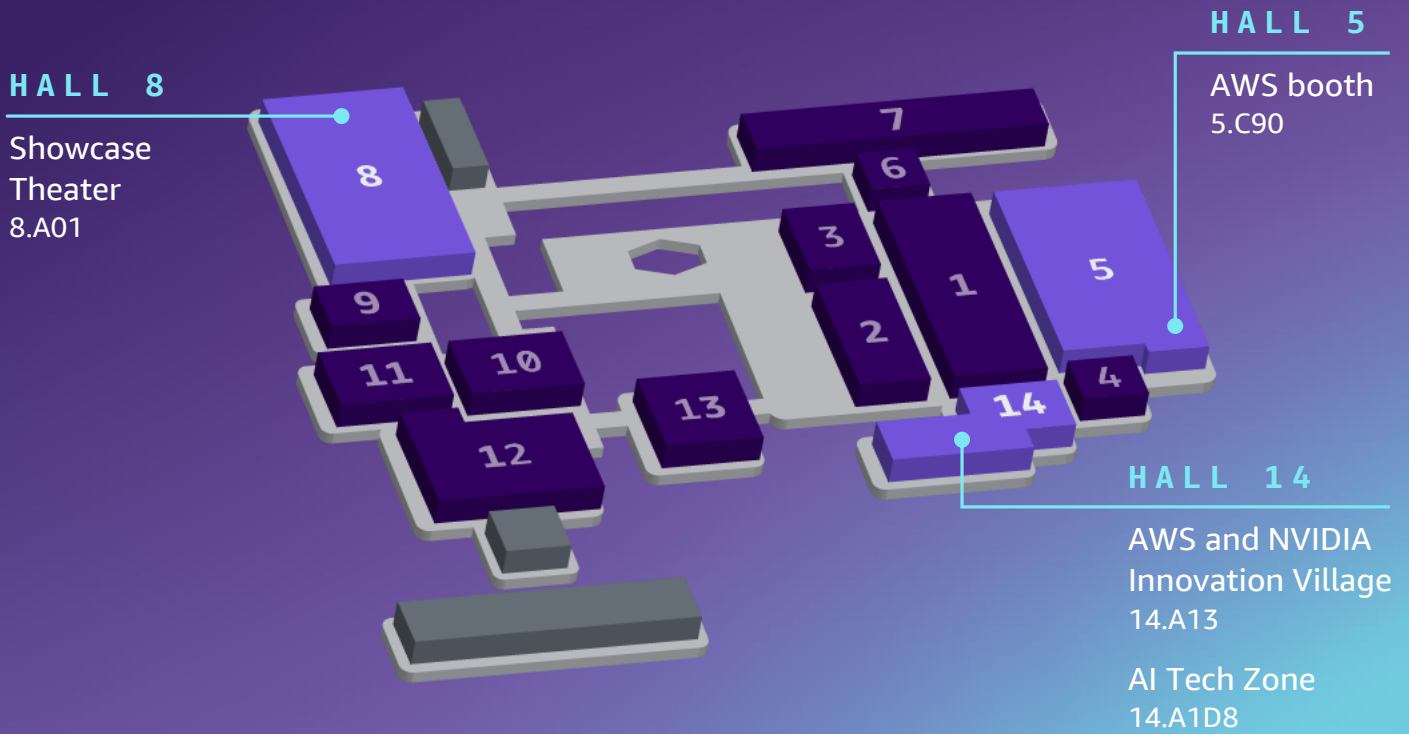
- Content Production
- Media Supply Chain & Archive
- Broadcast & Live Production
- Immersive Experiences

- 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.

HALL 5

AWS booth
5.C90

HALL 8

Showcase
Theater
8.A01

HALL 14

AWS and NVIDIA
Innovation Village
14.A13

AI Tech Zone
14.A1D8

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

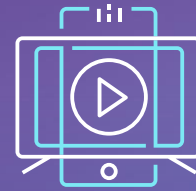Enable remote production and collaboration in the cloud

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

Additional demo details

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

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: How Sky and NBCUniversal stream large-scale live events

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

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

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

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

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
Bianca Pryor, Director of Data Science for Media & Entertainment, NVIDIA
Sepi Motamedi, Sr. Product Marketing Manager - Live Media Solutions, NVIDIA

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

Innovating the F1 Broadcast

16:00 – 16:30

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

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
Devika Ghaisas, Director of System Software, NVIDIA

How AI Models Accelerate Your Workflows
12:30 – 13:00
Simran Butalia, Senior Solutions Architect, Twelve Labs

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 Roznowicsz, Head of Strategic Corporations, Bundesliga
Christian Bonzelet, Solution Architect, Bundesliga
Elif Dogan. Principal Engagement Manager, AWS

Audiostack
15:45 – 16:16
Speakers coming soon

SATURDAY, 14 SEPTEMBER

AI readiness in Media, Entertainment, Sports & Advertising
10:30 – 11:00
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

The Future of TV: Kaltura's AI-Powered Platform for the On-Demand Gen in Broadcasting: Personalization at lightning speed – balancing innovation, privacy, and ethics
12:00 – 12:30
Pazit Lustman, VP Product, Media & Telecom, Kaltura
Shuki Eytan, Media & Telecom General Manager, Kaltura

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
Dan Julius , Lead Architect, Beamr
Martin Irvin, Senior Consulting Architect, Sony
Guillaume Polaillon, Product Line Manager, NVIDIA
Sepi Motamedi, Senior Product Marketing Manager, NVIDIA (moderator)

Thought leadership

AWS and NVIDIA Innovation Village (cont.)

SATURDAY, 14 SEPTEMBER

Using AWS Clean Rooms to maximize collaboration and unlock the value of customer data
15:00 – 15:30
Rio Longacre, Managing Director, Advertising & Marketing Transformation, Slalom

The Realities of Scaling GenAI for Indexing Large Media Libraries
15:45 – 16:15
Frederic Petitpont, Co-founder and CTO, Moments Lab

COACTIVE
16:30 – 17:00
Kevin Hill, GM Media & Entertainment, COACTIVE
Mary Palmer, Global Lead, Industry Tech Partner, AWS

Transformative Filmmaking: Deliver cinematic-quality films, faster with Flawless
17:15 – 17:45
Peter Busch, SVP Customer Success, Flawless

SUNDAY, 15 SEPTEMBER

Unlock AI-Powered Video Insights with MASV, AWS S3, and Twelve Labs
10:30 – 11:00
Majed Alhajry, CTO, MASVV
Maninder Saini, Head of Growth, Twelve Labs

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

SUNDAY, 15 SEPTEMBER

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)

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

Empowering Global Content Creation with Qumulo Cloud Data Platform and Amazon Q GenAI
14:15 – 14:45
Brandon Whitelaw, VP Cloud & Strategic Partnerships, Qumlo

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

Thought leadership

AWS and NVIDIA Innovation Village *(cont.)*

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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

IBC 2024

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)

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