

# INTELLIGENT CONTENT INNOVATION THEATER

Produced in Partnership with MESA

**NABSHOW**<sup>®</sup>  
*Where Content Comes to Life*

# INCEPTION TO INFINITY

The road to Intelligent Content is paved with data, IT and security. The West Hall is where you'll find 160+ member companies in MESA's technology communities that drive innovation and transformation across the entire entertainment supply chain.

These non-profit organizations embrace intelligent content as their core philosophy and have evangelized the concept of "inception to infinity" by keeping data, and more particularly the metadata associated with that process, as an integral part of each workflow.

What started as "Metadata Madness" is now center stage at NAB Show and local, regional, national and international organizations are recognizing that metadata is key to implementing AI and ML which enables intelligent content across the entire enterprise.

# LOCATED WITHIN THE ALL-NEW WEST HALL





*THOUGHT LEADERSHIP*  
**OPPORTUNITIES**

Driving Meaningful Connections From Content to Commerce

# INSPIRATION THEATER

*\$5,000*

***Looking to establish your brand/company as a thought leader and gain some leads?*** Each morning, the program begins with a panel discussion by members of each organization's Board of Directors and staff detailing how far along we are in Hollywood's data journey for feature and episodic content and what a data strategy means in the constantly evolving platforms across production and distribution.

Secure an Inspiration Theater package to get your message out and new business in. With seating for 100, this theater focuses on delivering big picture trends, disruptions and guidance to navigate the uncharted territories ahead. Attendees will leave motivated and empowered with new ideas and fresh perspectives.

## ***What's Included***

- One 30-minute session, Sunday-Wednesday, within the Intelligent Content Inspiration Theater (Time slot selection is first-come; based on availability at the time of commitment)
- Sponsor can choose to produce a dedicated session, in coordination with MESA, or identify an executive or subject matter expert as a panelist on a MESA-produced session
- Sponsor logo included within marketing promotions for Intelligent Content Inspiration Theater (email, social, web, etc.); Sponsor recognition format dependent on available space
- Partner session included within the full NAB Show schedule on the website, mobile app and onsite signage
- Ability to share presentation/collateral within literature racks on day of session
- Attendee leads from partner session; leads provided post-show

## ***Featured topics by data-driven Hollywood technology communities include:***

- Data with EIDR (Entertainment ID Registry)
- IT, Metaverse, & Virtual Production with MEDCA (Media & Entertainment Data Center Alliance)
- Security with CDSA (Content Delivery & Security Association)

# TENTATIVE SESSION TOPICS

## SUNDAY | SECURITY/CDSA FOCUS

### **Securing Artificial Intelligence**

Just as AI can be used to make our lives easier, these algorithms can be stolen and leveraged for nefarious purposes. AI models are expensive and time-consuming to build, and as such are extremely valuable intellectual property to protect. Just as we protect our data and computer networks from hacking, securing AI solutions is critical to prevent misuse or interference. Here we discuss current developments in securing AI from existing attacks (including data poisoning, network copying/cloning, privacy issues etc.) such as model obfuscation, watermarking, and incremental learning.

### **Can the Robots Really Promise Better Security?**

Artificial intelligence (AI) is utilized across a wide variety of industries to automate human capabilities and streamline workflows, increase productivity and efficiencies, lower costs, and solve complex problems. Industry dynamics that were thought to be years away happened in the blink of an eye, with new business, production, and distribution models appearing. How are the security platforms of other industries (healthcare, finance, government) working their way into the M&E Enterprise? What is their value proposition to broadcast at the local, regional and national level?

### **Does Zero Trust Work for Broadcast?**

Delivering security and protecting content is essential in enabling your organizations to thrive, build brand awareness, and establish customer trust. Can this be achieved in the highly collaborative, perimeter-less environments with shared ownership and control that are commonplace in broadcast workflows?

### **The Platform Approach to Securing a Remote Workforce**

M&E moved entirely to native digital workflows during the Global pandemic that have interdependencies between networks, devices, and users that were impossible to predict (nor utilize!) just over a year ago. Learn from the leading platform providers in global cybersecurity and how they are giving broadcast companies increased flexibility in building a dynamic, effective, and secure workforce.

### **De-Risking Your Journey to the Cloud**

In an increasingly decentralized and remote workforce, networking and storage face existential, fundamental shifts. The importance of fluid interoperability between cloud providers, teams and workflows has never been more apparent. What's needed to deliver security to a global industry that needs it more than ever?

### **How Platforms Prevent RansomWare**

M&E gets attacked more often than any other industry, even more than DC. Ransomware isn't going away and it's not slowing down. What SaaS solutions can you put in place to help prevent making your network a sitting duck? Learn the latest data best practices and SaaS offerings that protect your workforce, data and content.

# TENTATIVE SESSION TOPICS

## MONDAY | DATA/EIDR FOCUS

### **Intelligent Supply Chain: Investing in the Links**

The broadcast supply chain needs to evolve into a software development-driven environment that keeps up with increasing demand across business units for access to critical data that drives well-informed decisions. As data and processes become more efficient, more reliable, and more transparent, the opportunities to expand the linkage to the audience increases the bottom line.

### **Integrating the Data Journey throughout your Company**

One upside from the global pandemic is that many M&E companies took the time to seriously address their data structure and strategy. This discussion gathers experts to discuss how to take some of the high-level conversation and match it to the field-specific strategy that will achieve the overall objectives of the data journey. Whether driving efficiencies internally, connecting to your customer on a data-integration level to unlocking secrets of your customer engagement strategy, this session will give perspective on our common industry challenges.

### **Intelligent Rights: Universal Headaches Across Platforms**

As a plethora of rights management and sales solutions proliferate through the M&E industry, content creators need to balance their need to analyze and control their intellectual property with an increased need to make this content easily purchased and delivered to their 3rd-party distributors. As the holy grail for rights management emerges through this platform approach to content management, these sessions bring together the providers, creators and distributors to discuss monumental achievements (and collective challenges), in building a seamless marketplace for global content distribution.

### **How to Accurately Match Usage Records at Scale**

Manual record matching can no longer scale to address the millions of usage records across television, mobile, IPTV and other over the air broadcasts. Our industry needs a better way to scale their efforts and accurately attribute usage records. Hear first-hand why machine learning-first data mastering is critical to achieving enterprise-wide data mastering at scale.

# TENTATIVE SESSION TOPICS

TUESDAY-WEDNESDAY | METAVERSE & VIRTUAL PRODUCTION/MEDCA FOCUS

## **Intelligent Stages: Building a Solid Foundation for Data-Centric Workflows**

90% of today's M&E workflows are based on data-centric processes while the entertainment industry is mostly built on legacy platforms which were integrated out of necessity, rather than a structured engineered approach. Intelligent stages and remote connectivity require industry standard build outs for interoperability and the long-term evolution of the production process. Our industry needs education, information, and best practices to develop a good foundation for the explosive growth in M&E data centers that we'll see coming out of COVID.

## **Designing our Industry's Future: Accepted vs. Acceptable**

What does our industry need to adopt for us to achieve the dream of thousands of intelligent productions running, in parallel and all through the enterprise, around the world? This panel of subject matter experts gather to discuss how we can effectively educate the Media & Entertainment industry about building the physical infrastructure on a proper foundation.

## **Intelligent Workforce: Driving Operational Agility**

This session addresses how augmented intelligence can enable your media company to transform the employee experience and build a flexible, resilient business that can capitalize on new growth opportunities. Discover how having the right operating model with a mature data ecosystem is becoming central to delivering on teams' information needs and to drive operational agility.

## **Intelligent News: An Evolution in Real-Time Data Empowerment**

In this unique "inside look" session, we discuss how data enables real-time decisions in news. Converging historical and real-time data, management teams and entire newsrooms are able to pace against goals, deploy resources against top/trending stories, and optimize editorial and programming. Join us to discover how this Intelligent Content strategy is deepening user engagement and better serving viewers in today's all-consuming news cycle.

## **Intelligent Content: A Post-Covid Content Ecosystem...Today, Tomorrow, Forever!**

Streaming has normalized direct-to-consumer and with the acceleration of FAST consumers are finding even more new ways to watch. The ever-changing content climate means broadcasters must now be able to identify the demand for content, understand consumer data and leverage audience engagement metrics to predict their own success. This session looks at ways to maximize the benefits from your investments in this new content ecosystem.

## **Intelligent Workflows: Real-Time, Global Collaboration in Remote Production**

Global broadcast companies and post-production teams are now seamlessly working together from any location, accessing files and projects, directly from the cloud. This session looks at intelligent workflows and the transformation of on-location editing and collaborative workflows in real-time.



*SHOW FLOOR*  
**OPPORTUNITIES**

Driving Meaningful Connections From Content to Commerce

# PREMIUM POD

## \$5,000

**Looking to share a demo or details about a new product?** Secure this premium pod package, exclusive to the Innovation experience zones within each destination, to showcase new products and services. This turnkey space can complement or be in lieu of a booth on the show floor.

### **What's Included**

- Custom graphics
  - Top: 17.31”h x 38.87”w
  - Bottom: 12”h x 38.87”w
- 36” Monitor
- One 3mbps internet connection
- Company Name ID sign
- One 500-watt electrical drop
- Two White Zoey Barstools
- Carpet
- Nightly Cleaning
- Unlimited Material Handling
- Inclusion within the official Show Directory and mobile app



# PLUS POD

\$3,500

**Looking to share a demo or details about a new product?** Secure this plus pod package, exclusive to the Innovation experience zones within each destination, to showcase new products and services. This turnkey space complement or be in lieu of a booth on the show floor.

## **What's Included**

- Custom graphics
  - 54.62”h x 38.87”w
- Company Name ID sign
- One 500-watt electrical drop
- Two White Zoey Barstools
- Carpet
- Nightly Cleaning
- Unlimited Material Handling
- Inclusion within the official Show Directory and mobile app



# A NEW WAY TO ENGAGE

Now is the time to **take your products, services and technologies beyond the traditional booth** and into compelling, interactive formats where you can engage with your prospects in a more meaningful way.

TO LEARN MORE ABOUT THE 2022 NAB SHOW,  
CONTACT OUR SALES TEAM AT [SALES@NAB.ORG](mailto:SALES@NAB.ORG)

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