

# CLOUD INTELLIGENCE SEMINAR



## MEDIA PRODUCTION THROUGH CLOUD SERVICES – 2017

### MONDAY 20 NOVEMBER

09.00 – 10:30 *Registration, tea, coffee, demos & networking*

#### KEYNOTE SESSION

10:30 – 10:45	<b>Welcome to CIS 2017</b>	Simon Fell (EBU T&I)
10:45 – 11:30	<b>Impact of AI and ML on future of media</b>	Ankit Shukla (Frost & Sullivan)
11:30 – 12:00	<b>The reality of Cloud and Artificial Intelligence</b>	Richard Welsh (Sundog Media)
12:00 – 12:30	<b>Do broadcasters dream of electric sheep?</b>	Marcello Lombardo (EBU)
12:30 – 13:30	<i>Buffet lunch &amp; demos</i>	

#### SESSION 1: ADAPTING TO AI

13:30 – 14:00	<b>AI &amp; Machine Learning 101 – The what, how and why for media companies</b>	Patrick Arnecke (SRF)
14:00 – 14:30	<b>AI and journalism: threat or promise?</b>	Fernand Gobet (Liverpool University)
14:30 – 15:00	<b>Cultural transformation is the new strategy</b>	Mirette Kangas (YLE)
15:00 – 15:30	<i>Tea, coffee, demos &amp; networking</i>	

#### SESSION 2: PROVIDERS SESSION

15:30 – 16:00	<b>Enhanced Content Workflows Using Amazon AI</b>	Julien Simon (Amazon)
16:00 – 16:30	<b>Audience analytics and media analytics with the Microsoft Data Platform and Microsoft Cognitive Services</b>	Rainer A. Kellerhals & Sandro Stark (Microsoft)
16:30 – 17:00	<b>IBM Watson Media: video enrichment using AI to analyze video</b>	Jakob Hummes (IBM)
17:00 – 17:30	<b>How to take advantage of AI to optimize your production workflow</b>	Maarten Verwaest (Limecraft)
17:30 – 19:00	<i>Beers &amp; Bites – networking</i>	

# CLOUD INTELLIGENCE SEMINAR



## MEDIA PRODUCTION THROUGH CLOUD SERVICES – 2017

TUESDAY 21 NOVEMBER

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08.30 – 09:00 *Tea, coffee, demos & networking*

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### SESSION 3: IDEATION

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09:00 – 10:30 **Exploring use cases for AI in a broadcast environment** Ezra Eeman (EBU)

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10:30 – 11:00 *Tea, coffee & networking*

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### SESSION 4: USE CASES

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11:00 – 11:30 **Peach: the innersource approach to personalization** Michael Barroco (EBU)

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11:30 – 12:00 **The Future AI media?** Anssi Komulainen (YLE)

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12:00 – 13:30 *Seated Lunch*

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13:30 – 14:00 **Automated language technologies for multilingual news content** Peggy van der Kreeft (DW)

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14:00 – 14:30 **FIMS Using Multicloud services** Joost Rovers (Glookast)

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14:30 – 15:00 **AI services for interactive radio** Rik Bauwens (VRT)

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15:00 – 15:30 *Tea, coffee & networking*

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15:30 – 16:00 **AI on a shoestring – making use of AI tools with almost no resources** Patrick Arnecke (SRF)

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16:00 – 16:30 **AI to open up the archive** Pietro Rezzonico & Antoine Mercier (RTS)

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16:30 – 17:00 **ML in the domain of news** Alberto Messina (RAI R&D)

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17:00 – 17:15 **Wrap-up** Hans Hoffmann (EBU)

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