

# 2017 NAB Show Global Innovation Exchange: Shanghai

## Conference Program at a Glance

Theme: Future of Media, From Convergence to Intelligent Content

Date	Time	Conference Track	Venue
<b>NAB Show-Global Innovation Exchange: Shanghai-Keynote Session</b>			
06.13	09:00-12:00	The Innovative Development of Global Next Generation Broadcasting Industry	<b>Pudong:</b> Jumeriah Himalayas Hotel Shanghai 3F-The Grand Ballroom I(No.1108 Meihua Road, Shanghai China)
06.13	14:00-18:00	The Innovative Development of Global Film Industry	<b>Pudong:</b> Jumeriah Himalayas Hotel Shanghai 3F-The Grand Ballroom I(No.1108 Meihua Road, Shanghai China)
<b>NAB Show-Global Innovation Exchange: Shanghai-Global Workshop</b>			
06.13	14:00-17:00	Next Generation Broadcast Television Workshop-Road to the Future of Television	<b>Pudong:</b> Jumeriah Himalayas Hotel Shanghai 3F-The Grand Ballroom II(No.1108 Meihua Road, Shanghai China)
<b>Global Media Executive Conference &amp; 23rd Magnolia International Broadcasting Technology Conference (IBTC)</b>			
06.14	09:00-12:00	Intelligent Broadcasting System	<b>Pudong:</b> Jumeriah Himalayas Hotel Shanghai 3F-The Grand Ballroom I((No.1108 Meihua Road, Shanghai China)
06.14	14:00-17:00	Broadcasting Innovative Technology and Case Study Sharing	<b>Pudong:</b> Jumeriah Himalayas Hotel Shanghai 3F-The Grand Ballroom I( (No.1108 Meihua Road, Shanghai China)
<b>NAB Show-Global Innovation Exchange: Shanghai-NGB-W, Smart Home and IoT</b>			
06.14	09:00-12:00	NGB-W Media Convergence Industry Development	<b>Pudong:</b> Jumeriah Himalayas Hotel Shanghai 3F-The Grand Ballroom II((No.1108 Meihua Road, Shanghai China)
06.14	14:00-18:00	Global Operator Conferece-Smart Home and IoT	<b>Pudong:</b> Jumeriah Himalayas Hotel Shanghai 3F-The Grand Ballroom II(No.1108 Meihua Road, Shanghai China)
<b>NAB Show-Global Innovation Exchange: Shanghai-Smart Technology and Future of Media</b>			
06.14	09:00-12:00	Smart Technology and IP-based Entertainment Ecosystem	<b>Pudong:</b> SNIEC Hall E7(No.2345 Longyang Road, Shanghai, China)
06.14	14:00-17:30	Sillicon Valley • Shanghai • Hollywood	<b>Pudong:</b> SNIEC Hall E7(No.2345 Longyang Road, Shanghai, China)
<b>NAB Show-Global Innovation Exchange: Shanghai-Featured Conferences</b>			
06.13	15:10-18:10	11th East China TV League Summit	<b>Puxi :</b> Four Points Sheraton 7F(No.1928 Gonghexin Road)
06.13-06.15	09:00-17:30	Quantum Cloud: Cloud Computing and Filmmaking	<b>Pudong:</b> SNIEC Hall E7(No.2345 Longyang Road, Shanghai, China)

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## Keynote Conference

\*The following agenda is not the finalized version.

Time	Topic	Speaker
<b>2017.06.13 Morning</b>		
<b>Opening Ceremony</b>		
09:00-09:10	Opening Remark: Government Officials	
09:10-09:25	Welcome Remark: Joy Whitlow, Chief Financial Officer of National Association of Broadcasters	
<b>Keynote Conference: Global Next Generation Broadcasting Development</b> <b>Venue:</b> Jumeriah Himalayas Hotel Shanghai 3F-The Grand Ballroom I		
09:30-10:00	The Development and Trend of Future Networks	Yunjie Liu, Member of Chinese Academy of Engineering
10:00-10:30	Smart Broadcasting System	Wenhua Ding, Member of Chinese Academy of Engineering
10:30-11:00	Beyond Definition-Comprehensive HDR Solution	Moriharu Ide, CEO of Professional Solutions China, Sony (China) Limited
11:00-11:30	Broadcaster Migration to IT Infrastructure	Matthew Goldman, President of SMPTE
11:30-12:00	Past, Present and Future of Motion Picture Technology	Glenn Kiser, Head of Dolby Global Institute
<b>2017.06.13 Afternoon Session</b> <b>The Innovative Development of Global Film Industry</b> <b>Produced in Partnership with:</b> Shanghai Film Academy, Shanghai University, Shanghai Engineering Research Center of Motion Picture Special Effects <b>Venue:</b> Jumeriah Himalayas Hotel Shanghai 3F-The Grand Ballroom I		
14:00-14:30	How Chinese Film School guide Students to Tell Good Film Story	Kaige Chen, Famous Film Director, Dean of Film School of Shanghai University
14:30-15:00	New Technology and Story: What Film Students Need to Know	Dean of USC, Elizabeth Daley
15:00-16:00	Panel Discussion: How Shall Film Education Utilize Advanced Technology to Develop Human Capital for the Innovative Development of the Film Industry Panelist: Kaige Chen, Elizabeth Monk Daley, Chris Godfrey, Katie Hisen	
16:00-16:20	Future of Projection Technology	Jason Pei, Deputy General Manager of Christie Digital
16:20-16:50	The Emerging Trend of Filmmaking	K. Hinsen, Head of Operations, Department of Post
16:50-17:20	Best Practices of VFX	Senior Visual Effects Compositing

		Artist, SMPTE Kodak Educational Award Winner, Steve Wright
17:20-17:50	How Visual Effect will Achieve the Director and Creative Professional Initial Intention	Hacksaw Ridge Visual Effect Supervisor Chris Godfrey

## 2017 NAB Show Shanghai

### Global Workshop Program

\*The following program is not the finalized version.

Time	Topic	Speaker
<b>Section I: 2017.06.13 Afternoon</b> <b>FOBTV Next Generation Broadcast Television Workshop: Road to the Future of Television</b> <b>Moderator: Yao Wang, Deputy General Manager of NERCDTV</b> <b>Produced in Partnership with: National Engineering Research Center (NERCDTV)</b> <b>Venue: Jumeriah Himalayas Hotel Shanghai 3F-The Grand Ballroom II</b>		
14:00-14:15	NAB Show Shanghai International Professional Training Program Opening	
14:15-14:50	Key Features of Next Generation ATSC 3.0 and Relevant New Services	S. Merrill Weiss, President, Merrill Weiss Group, USA Chair of ATSC3.0 Study Group Senior Expert of COX
14:50-15:20	Korea UHD Industry Development and Trend	Dr. Sammo Cho, Manage, UHD Planning, SBS (Seoul Broadcasting System), Korea
15:20-15:50	Japan Future Broadcasting Industry Development and Trend	Takayuki Yamashita, Senior Manager, Engineering Department NHK (Japan Broadcasting Corp.), Japan
15:50-16:20	Convergence of Next Generation Broadcast Television and 5G Media Network	Dr. Dazhi He, Deputy Chief Technical Director, NERC-DTV Shanghai Jiao Tong University CMIC, China
16:20-16:50	Converged Smart Television Service for Broadcasters	Liang Yang, Director, Converged Media Innovation Solution, NERC-DTV, China

# 2017 NAB Show Global Innovation Exchange: Shanghai

## Intelligent Global Broadcasting Ecosystem

Time	Topic	Speaker
<b>2017.06.14 Morning</b> <b>Global Media Executive Conference</b> <b>-Intelligent Global Broadcasting System</b> <b>Moderator:</b> Mr. Jianqiang Wang, Shanghai Media Group Technical Director <b>Executed by:</b> Shanghai Municipal Administration of Cultural, Radio, Film and TV, Shanghai Media Group, Shanghai Huizhan International Cultural Device Exhibition Co. Ltd., Shanghai Film and Television Engineer Academy <b>Venue:</b> Jumeriah Himalayas Hotel Shanghai 3F-The Grand Ballroom I		
09:00-09:05	Opening Remark Mr. Wei Wang, Deputy Head of Shanghai Cultural, Radio and Film Administration Bureau	
09:05-09:10	Opening Remark Ms. Suchuan Sun, Deputy Director of Science Division of SARFT	
09:10-09:35	What Will be the Future of IP Broadcasting under smart application environment	Baichuan Du, Deputy Director of Science Department of SARFT
09:35-10:00	Intelligent Broadcasting System under ATSC 3.0	Skip Pizzi, Vice President, Technology Education and Outreach, National Association of Broadcasters(NAB)
10:00-10:15	Building Smart Broadcasting System	Jianqiang Wang, Technical Director, Shanghai Media Group
10:15-10:35	Successful Revenue Models and Storytelling for International Digital Content	Wendy Baxter, SONY TV
10:35-10:55	Personalized Viewer Experience Leveraging Cognitive Media Analytics at Scale	Xiaomei Wang, Global Cross-Industry Analytics Client Architect Leader Sambit Sahu, Senior Research Scientist, IBM T.J. Watson Research Center
10:55-11:15	From Black and White to Bezos: How the Washington is Transforming via Video	Pheobe Cornelly, Deputy Director, Washington Post
11:15-11:35	Media Cloud, the Integration of Production and Distribution	Wei Xia, CEO of Blutel
11:35-12:05	Adobe Pro Video, Best Case Sharing(让李冰提供最新的)	Jon Barrie, Strategic Development Manager, Pro Video at Adobe
<b>2017.06.14 Afternoon:</b>		

<b>Global Media Executive Conference &amp; IBTC Conference</b> <b>Theme:</b> Broadcasting Innovative Technology and Case Study Sharing <b>Venue:</b> Jumeriah Himalayas Hotel Shanghai 3F-The Grand Ballroom I		
14:00-14:20	Convergence is the Future Direction of Media	Xueyan Bai, Manager of Product Design and Planning of CDV
14:20-14:40	Interactive Case Sharing of Convergence Media	Tao Zhang, Director of SMT
14:40-15:00	Platform • Big Data • Operation	Wenqi Shu, Deputy Manager of CDV Cloud
15:00-15:20	The Future Direction of Media Convergence	Yishen Hu, Deputy General Manager of Dayang
15:20-15:40	Intelligent IP Broadcasting System	Chuang Zhang, General Manager of Pro General Manager of NDT group
15:40-16:00	Information Consumption and Information Production under New Age	Tieyan Ma, Sales Director of Jetsen
16:00-16:20	The Wisdom of Convergence Media	Wei Wang, Sales Director of Sobey
16:20-16:40	IP Signal Distribution New System of New Media	Sen Liu, Technical Director of CTVIT
16:40-17:00	Intelligent Management of Content Distribution	Xiangfeng Wang, Technical Service Manager, Shanghai Baibei Technology Development Co. Ltd.

# 2017 NAB Show Global Innovation Exchange: Shanghai

## NGB-W, IoT and Smart Home

Time	Topic	Speaker
<b>2017.06.14 Morning</b> <b>NGB-W Industry Development Conference</b> <b>Produced in Partnership with:</b> Shanghai Oriental Pearl Digital TV Co. Ltd. <b>Venue:</b> Jumeriah Himalayas Hotel Shanghai 3F-The Grand Ballroom II		
09:00-09:10	Government Official Opening Remark	
09:10-09:40	Background and Future Direction of NGB-W	Lian Wang, Head of NGB-W Project Team, Chief Engineer of China Radio International
09:40-10:00	National Plan of NGB-W	Qingjun Zeng, China Radio and Television network Co., Ltd
10:00-10:20	NGB-W Ecosystem and its Application	Yihe Dai, Deputy General Manager of Shanghai Oriental Pearl Digital TV Co. Ltd.
10:20-10:40	Microsoft Smart Cloud Facilitated Smart City Building	Feng Wang, Deputy General Manager of Microsoft Asia Pacific Region
10:40-11:00	NGB-W Technology for New Service Offerings of Broadcasting Industry	Jinglong Cui, Deputy General Manager of Huawei Wireless
11:00-11:20	NGB-W Technology Current State and Future Development	Ziyang Ding, ZTE Communication New Service
11:20-11:40	The Innovation in Application of IoT and Its Future	Bin Liu, Special Consultant of Foxconn
<b>2017.06.14 Afternoon</b> <b>Global Operator Conference-Smart Home and IoT</b> <b>Moderator:</b> CEO of Oriental Cable Networks, Jiuping Liu <b>Produced in Partnership with:</b> Broadcasting Intelligent Terminal Industry Alliance(ARITI) <b>Venue:</b> Jumeriah Himalayas Hotel Shanghai 3F-The Grand Ballroom II		
14:00-14:05	Welcome Remarks	CEO of Oriental Cable Networks, Jiuping Liu
14:05-14:20	Government Leader Opening Remarks	
14:20-14:50	ITU-T Standardization Activity on Smart Home and IoT	Dr. Ziqin Sang, Vice Chairman ITU-T Study Group on IoT and Smart Cities
14:50-15:20	ATSC 3.0 and IoT	Skip Pizzi, Vice President, Technology Education and Outreach, National Association of Broadcasters(NAB)
15:20-15:50	Next Generation Broadcasting Networks and IoT	Qingjun Zeng, China Radio and Television network Co., Ltd

15:50-16:10	Smart Home Project and Network Gateway	Li, Yang, CEO of Guangdong CableNetwork
16:10-16:30	Smart Home, The Evolution of Space	Yongchao Deng, Board Member of Zigbee Alliance, Director of Wulian Application Technology
16:30-16:50	Smart Home Solutions	Wentao Tang, Solution Director of IBM Greater China-M&E Sector
16:50-18:00	Dialogue	

# 2017 NAB Show Global Innovation Exchange: Shanghai

## Smart Technology and Future of Media

<b>2017.06.14 Morning</b> <b>Innovative Technology and IP Entertainment Ecosystem</b> <b>Produced in Partnership with: Shanghai Zhangjiang Development Strategy Research Institute</b> <b>Venue: Shanghai New International Expo Center E7</b>		
9:00-9:25	Mastering at Pixar: Workflows for Content Everywhere Distribution	Pixar Animation Studio, Director of Mastering and Operation, Cynthia Slavens
9:25-10:05	Media & Entertainment Workload in the Cloud	Pengfei Huang, Amazon Solution Architect
10:05-10:25	Big Data, Machine Learning and User-Focused Sports Content	Aviv Arnon, WSC Sports
10:25-10:45	The Value of Big Data in Media Industry	Susan Wang, General Manager of Ali Cloud
10:45-11:05	Interactive VR Storytelling	Hadrien Lanvin, Innerspace CEO, « La Péri »
11:05-11:20	Immersive and Interactive Content, The Opportunities and Challenges of Trans-media Challenges	Gary Kung, CEO of Boundlessx
11:20-11:35	Conversational AI for Entertainment: Current State and Roadblock	Cofounder, Chief Scientist Dhonam Pemba
11:35-11:50	USA 4K Contents & 4K Ecosystem	Chunlin Gu, CEO of Adinno
11:50-12:15	Holographic and Immersive Digital Audio Technology	Zhende Xu, Deputy General Manager, Full Dimension
<b>2017.06.14 Afternoon</b> <b>Silicon Valley-Shanghai- Hollywood Conferece</b> <b>Moderator: CEO of Vess, John Jiang</b> <b>Produced in Partnership with: Vess</b> <b>Venue: Shanghai New International Expo Center E7</b>		
14:00-14:15	Everyone is a Genius	Jenny Li, CEO of GES
14:15-14:30	Seamless Transition from Cloud-Only Services to Distributed	CEO of NLabs Inc Allen Salmasi
14:30-14:45	Silicon Valley Venture Capital Investment	Zach Zhang, Partner of EWI Investmet
14:45-15:00	Cross-Boarder Integration of Technology, Industry ad Capital	Dr. Pengpeng Zhan, Founder of AngelsGlobal Inc. and TechAG Capital
15:00-15:15	Media and Entertainment in Big Data and Cloud Computing Age	John Jiang, CEO of Vess
15:15-15:30	The Chinese Creative Imagination Project in the Creative Age-Education and Praticce	Pearl Wang



15:30-15:45	Reform and Innovation of Chinese Film Education in the Era of Globalization: Harvard 's Enlightenment	Feng Bao, Associate Professor of Media Science School of Northeast Normal University
15:45-16:00	Universal Creation - A New Age for Media Animation	Steph Xu,CEO Pyker Technology Co., Ltd.
16:00-16:15	Past, Present and Future of Sillocon Valley Chinese	Ci Cang, Award Winning Producer, Speaker, Writer and Filmmaker
16:00-16:15	Break the Wall: How to Develop Chinese Sci-Fi Films	Yiwen Zhang, CEO,Storycom Cultural Communication Company
16:15 -16:30	Why documentary? If a story moves you, act on it.	Rene Cao. TV presenter of JSBC/ Independent producer/ Founder of Project Ponybaby
16:30-16:45	RFID makes IoT possible.	Theodore Zhu, Chairman of lotelligent
16:45-17:00	A Universal Low Latency 3D 360 Video System	Professor Jiangtao Wen, School of Information Science and Technology, Tsinghua University
17:00-17:15	Virtual Reality for Panaramic Reporting and Smart Agriculture	Yuxing Han, PhD at College of Engineering, Southern China Agriculture University
17:15-17:30	Light Up Life by Art: The Power of Autism	Big Miao Founder of WABC

<b>2017.06.15</b> <b>NGB-Innovation and Development Global Workshop</b> <b>Theme:</b> The Study of New Business Model and New Technology of Next Generation Broadcasting Industry <b>Organized by:</b> China Alliance of Radio, Film and Television <b>Executed by:</b> Technical Committee of China Alliance of Radio, Film and Television <b>Venue: SNIEC E7</b>		
09:00-10:00	Next Generation Broadcasting Technology Innovation and Future Development	Baichuan Du, Deputy Director of Science Department of SARFT
10:00-11:00	New Business Model and New Technology Innovation under ATSC 3.0	Skip Pizzi, Vice President, Technology Education and Outreach, National Association of Broadcasters(NAB)
11:00-12:00	NGB New Business Model Innovation	Yihe Dai, Deputy General Manager of Shanghai Oriental Pearl Digital TV Co. Ltd.
Lunch		
14:00-15:00	NGB-W Global Workshop Closing	Lian Wang, Head of NGB-W Project Team, Chief Engineer of China Radio International

