

2018 NAB Show Shanghai Draft Agenda

(2018. June 15-17)

*This is a draft agenda.

Date	Time	Conference Track	Venue
Opening Day			
June 15 Friday	9:00-9:30	2018 NAB Show Shanghai Opening Ceremony	Conference Room I (SNIEC)
Smart Broadcasting			
June 15 Friday	09:30-17:00	Opening Keynote Conference- Global Broadcasting Executive Conference	Conference Room I SNIEC
June 15 Friday	15:30-17:00	East China TV League Conference	Sheraton (300人)
Intelligent Media			
June 16 Saturday	09:30-12:30	Opening Keynote Conference- Future Networks and Intelligent Media and Entertainment Ecosystem	Conference Room II SNIEC
Smart Film Industry			
June 15 Friday	13:00-16:30	Advanced Film Technology Solution Sharing	Conference Room I SNIEC
June 16 Saturday	9:00-17:00		
June 17 Sunday	09:30-12:30	Global Filmmaker Conference Explore Global Intelligent Film Ecosystem	Conference Room I SNIEC

Venue Plan

June 15

Conference I	Morning: Intelligent Broadcasting
	After: Intelligent Broadcasting Technology Solution
Conference II	Morning: (Blank)
	Afternoon: Chinese Advanced Film Technology Sharing

June 16

Conference I	Morning: Future Networks and Smart M&E Ecosystem
	Afternoon : Quantum Computing, AI and Big Data Conference
Conference II	Morning: Chinese Advanced Film Technology Sharing
	Afternoon: Chinese Advanced Film Technology Sharing

June 17

Conference I	Morning: Intelligent Film Conference &CPPC Keynote
	Afternoon: Blank
Conference II	Morning: Blank
	Afternoon: Blank

Opening Ceremony

2018.06.15-Opening Day Theme: Convergence·Video· Intelligence Moderator: TBC	
09:00-09:05	Government Official Remarks Speakers: Ms. Xiaojie Wang, SARFT
09:05-09:10	Government Official Remarks Speakers: Mr Wei Wang, Shanghai Culture, Radio, Film Administration Bureau
09:10-09:20	Organizer Remarks Speaker: NAB Representative
09:20-09:30	Launch 2018 NAB Show Shanghai
Government leaders and organizers will start touring the trade show.	

Smart Broadcasting Sector

June 15-Opening Keynote 24th Magnolia International Broadcasting Technology Conference & Global Broadcasting Executive Conference Theme: Future Trend and Development of Smart Broadcasting Moderator: TBC	
Conference Description: The conference will mainly talk about the positive impact of intelligence technology on future broadcasting ecosystem. It will address how broadcasters shall adopt IP broadcasting technology and intelligence broadcasting technology from content creation, management, distribution to consumption to face to next generation consumer demands, and raise up the advertising revenue accordingly.	
Target Attendees: Government Burau, TV Stations, Content Professional, East China League Member, TV Channel Producers, Broadcasting Manufacturers, Faculty and Students.	
09:30-09:50	Theme: New Policy and New Trend in China Market Speaker: Ms. Suchuan Sun, Director of Technology, S.A.R.F.T
09:50-10:10	Theme: Intelligent Technology and Next Generation Broadcasting Speaker: Sam Matheny, CTO of NAB
10:10-10:30	Theme: Smart Media and Smart Society Speaker: Baichuan Du, Deputy Director, Technology Commission, S.A.R.F.T
10:30-10:50	Theme: Application of A.I. at Broadcasting Industry, Cases and Trend Speaker: Ms. Shan Wang, General Manager, Amazon China
10:50-11:10	Theme: TBC Speaker: Lacie
11:10-11:30	Theme: Future Live-Broadcasting Solution Speaker: Xiaoyong, Qian, Content Director at OxygenTec

11:30-11:50	Theme: Blockchain: Future of Digital Assets Distribution Demonstrated on Real Work Use Cases
	Speaker: Matej Michalko, CEO, Decent
11:50-12:20	Theme: How Blockchain will Transform the Film and TV Entertainment Content Industry
	Speaker: Ian Mackee, CEO, Vulur
Lunch Break	
14:00-14:30	Theme: TBC
	Speaker: Sobey
14:30-15:00	Theme: The Practical Case of Applying Media Convergence Technology at Studio
	Speaker : Shenli Fan, Video Service Manager, China Television Information Technology(Beijing) Co. Ltd.
15:00-15:25	Theme: Considerations of Implementing IP broadcasting and Future Media Direction
	Speaker: Yishen, Hu, Deputy General Manager, Marketing at Dayang
15:25-15:50	Theme: IP Broadcasting Planning and Thoughts about Future Media Direction
	Speaker: Chuang Zhang, General Manager, Audio and Video Integrated System, NDT Group
15:50-16:15	Theme: TBC
	Speaker: Jebsen
16:15-16:35	Theme: TBC
	Speaker: Sponsor/Exhibitors
16:35-16:55	Theme: TBC
	Speaker: Sponsor/Exhibitors

Intelligence Media Sector

June 16-Opening Keynote

Theme: Future Networks and Impact on 4K UHD Content and New Entertainment Everywhere

Conference Description:

Future networks will be based on ICT infrastructure or other infrastructure. Can future networks deliver more than what you can image at the internet age? Smart City, IoT, Internet of Vehicles and artificial intelligence seem to be all scope of future networks, how shall they be incorporated when building the future networks. Future networks allows 4K, 8K content become reality, and also allow VR/AR become part of people’s life. IoT makes people be able to access content anywhere via any platform, such as TV in living room, mirror in the washroom, window in the cars, or other electronic surface connected via networks. At this session, experts from global standard making burau, cable industry, telecommunication will discuss about how to build a sustainable future networks, and the opportunities for content creators. Cable and Telecommunication Operators will discuss about how to utilize their strengths to deliver smart city service and deliver 4K content without eroding each other. They will also inspire each other to understand how to create a 4K UHD Content Ecosystem

Target Attendees: Telecommunication bureau, telecommunication operators, cable operators, OTTTV, IPTV, Streaming Media, Mobile TV, CDN Providers, Cloud Computing/Big Data, E-commerce platform, smart advertisement

09:15--09:45	Topic: TBC
	Speakers: Skip Pizzi, Vice President of National Association of Broadcasters
09:45-10:15	Topic: TBC
	Speakers: NERCDTV Scientist
10:15-10:35	Topic: 5G Networks and IPTV Ecosystem
	Speaker: China Mobile
10:35-10:55	Topic: Next Generation Video Service and Innovation on Blockchain Technology
	Speaker: Sijun Huang, CEO, OTV Cloud
10:55-11:15	Topic: Quantum Computing and Big Data Impact on Video Service
	Speaker: Chunlin Gu, CEO of Adinno
11:15-11:35	Topic: Blockchain Innovation in Content Industry
	Speaker: Kalvin Feng, Founder of ALAX
11:35-11:50	Topic: TBC
	Speaker: Keith Lissak, Senior Marketing Director, Quantum Global Media and Entertainment Solution
11:50-12:05	Topic: Cybersecurity at Media Industry, Threats and Weakness
	Speaker: Shane Keats, Global Marketing Director, Akamai
Lunch Break	

Intelligence Film Sector

Theme: Intelligent Technology and Future Film Ecosystem

Conference Description:

Adopting digital technology in the process of filmmaking and film distribution is two folded, on one hand, it creates positive impact in helping the filmmakers tell audience a better story; on the other hand, it also creates negative impact that some film directors' attention is not on story itself, but on the visual impact the film will give to audience in order to drive boxing revenue. Emerging technology also makes two folded impact on the film distribution side. On one hand, with the rise of big data and internet platform, mobile VOD cinema helps more and more unreleased film access to the market, which drives the prosperous of the industry. However, on the other hand, the distribution platform driven by big data also can controls types of film shall be made, which will not create positive influence on young filmmakers. At this session, we will invite reputable producers, VFX supervisors, movie theatre chain owners, OTT platform to talk about how digital technology will impact this industry, and what they shall do to make the impact in a positive way to nurture the creativity of next generation filmmakers.

Target Attendee

Producers, Film director, Scriptwriters, Production companies, Post-production companies, Innovative Technology Providers.

09:00-10:00	Theme: Storytelling, Technology and Good Film/Role of Technology in Making an Impressive Film (TBC)
	Keynote Speaker: Aamir Khan(TBC)
10:00-11:00	Theme: Previz in China, Detective China Town II Case Analysis
	Speaker: Gavin Boyle, Visual Effect Supervisor, BaseFX
11:00-11:30	Topics: Big Data and Next Generation Mobile Cinema Experience
	Speaker: Vice President, VOD Cinema, Iqiyi
11:30-12:00	Theme: Motion Capture Technology and Future Filmmaking
	Speaker: DISON
12:00-12:20	Theme: Blockchain and Future Film Distribution
	Speaker: Matej Michalko, CEO, Decent