

2019 NAB Show Shanghai
NAB Show Shanghai-Global Innovation Exchange
Schedule at a Glance (Draft)
(2019.07.04-2019.07.05)
Theme: Media-Converged· Connected· Everywhere

Date	Time	Sessions	Venue
Opening Day			
2019.07.04	09:00-09:40	2019 NAB Show Shanghai Opening Ceremony	7F Pearl Hall Shanghai International Conference Center No. 2727, Binjiang Ave, Pudong, Shanghai
Future Smart Broadcasting			
2019.07.04	09:40-12:20	Global Broadcasting Executive Summit Theme: Age of Convergence	7F Pearl Hall Shanghai International Conference Center No. 2727, Binjiang Ave, Pudong, Shanghai
Intelligent Media			
2019.07.04	14:00-17:00	Global Intelligent Media Conference Theme: Impact of 5G and Next Generation Network on Media Ecosystem	7F Pearl Hall Shanghai International Conference Center No. 2727, Binjiang Ave, Pudong, Shanghai
Future Filmmaking			
2019.07.05	09:30-11:50	Global Filmmaker Conference Theme: Envision Future Filmmaking	7F Pearl Hall Shanghai International Conference Center No. 2727, Binjiang Ave, Pudong, Shanghai
Other Co-Current Conference/Events			
2019.07.05	14:00-17:00	China Radio Engineer Industry Conference	7F Pearl Hall Shanghai International Conference Center No. 2727, Binjiang Ave, Pudong, Shanghai

Conference Track Description

Day One-Global Broadcasting Executive Summit

I. Morning Session:

Theme: Age of Media Convergence

Conference Description:

The topics, such as how to effectively utilize emerging new technology such as cloud computing, big data, artificial intelligence, UHD to facilitate media convergence strategy, how to make content distribute multiplatform simultaneously, so that trustworthy information will be able to access by the ending consumer at the first time, are still quite hot in the global broadcasting professionals' community. Content users are more looking to experience personalized information via platform, such as smart tablet, laptop, smart TV and etc. How to maintain and increase users are the first priority for broadcasting executives, because that directly impacts the revenue income of the TV stations.

In China, from province to town, in response to central government's demand, all TV stations are learning very hard to implement the right technology to establish its own media convergence center to make sure the trustworthy information can be delivered via multiplatform in the fastest speed. The technology the local TV station will implement, such as cloud, may also create positive impact to local society in building smart community, even smart city. What technology to use, how to implement, and how to prevent the security issues are very concerned by broadcasting professionals in China.

At this conference, the organizer will invite industry expert, academic authority, broadcasting executives, and innovative technology vendor to share the future trend of media convergence, the successful case of building media convergence center, and what technology can help building media convergence center to achieve multiplatform strategy, further to help build smart community and smart city.

Sample Topics

(The speakers are not limited to speak following sample topics)

- Pain points of moving to multiplatform strategy and solution address to those painpoints
- Build Right Broadcast Facility for the Age of Media Convergence
- Challenge and Opportunities of Embracing 360 degree or multiplatform strategy
- Capitalize Multiplatform Strategy
- 4K/8K/UHD Broadcasting Planning: Advanced Technologies and

Service

- Impact of 5G, AI, Cloud, 4K on media convergence/content multiplatform strategy
- Impact of Media Convergence on In-Vehicle Entertainment
- Challenge and Solution of IP-Live Broadcasting
- From “Convergence Media” to “Convergence City”
- Other Topics Related to Critical Technology Supporting Building Convergence Media System

2、 Day One-Afternoon Session-Global Intelligent Media Conference

Theme: Impact of 5G and Next Generation Network on Media Ecosystem

Conference Description:

5G is not an idea anymore, it will soon be commercialized and be accessible by the public. With the official release of 5G standard, there will be lots of imagination when broadcasting business merge with 5G, such as IP Live Broadcasting, Augmented Reality, Internet of Vehicle and etc. What impact 5G will create on broadcasting and media industry? Cost, Infrastructure, Spectrum, and content security?

In the mean time, ATSC 3.0 as next generation broadcasting network can also be applied in internet of vehicle, IP Live Broadcasting, augmented reality, UHD and other immersive content.

What’s the relationship between ATSC 3.0 and 5G? Complimentary or competitor? This conference track will focus on discussing the new business model, new application under next generation networks? How to create smart broadcasting system based on next generation networks, further build smart home, smart community and smart city.

Sample Topics(The Speakers are Not Limited to Following Sample Topics):

- The industry landscape, convergence, consolidation and partnership in broadcast, tech and telecom
- What 5G mean for Broadcast
- Predict ways 5G will change TV
- 5G and ATSC 3.0, complimentary or competition?
- How to achieve IP-live broadcasting under 5G
- New Opportunity for Broadcasters under 5G
- Impact of 5G on traditional broadcast operations including remote

- production, editing, cloud storage and archive
- Edge Computing and Cloud Computing
 - Mobile AR/VR and Immersive Content under 5G
 - UHD Content Storage and Distribution Platform Establishment
 - Content Distribution and Multiplatform Strategy under 5G

Or:

Conference Description:

In the past 100 years, due to the constant evolution of technology, the media platform is keep updating as well, resulting in media platform such as newspaper, radio, TV, computer, smartphone and smart tablet.

However, it does not change the fact that people need to “read”, “write” and “watch” to capture information and experience information. Stepping into year 2019, UHD, IoT, Artificial Intelligence, Blockchain Technology, Immersive Technology are reshaping the media ecosystem, challenge the traditional business model, offering users new ways to read, write and watch.

At this conference track, the organizer will invite standard making institution, operators, TV stations, innovative technology vendors to share the successful case of how innovative technology is changing the way content is created, distributed, and consumed, and how the new content consumption demands are moving forward the change of industry ecosystem.

Sample Topics

- Voice Recognition/Artificial Intelligence and Multi-platform distribution strategy
- Impact of Blockchain on Media Ecosystem
- New Technology drives the way people read, write and watch
- Future Value of Smart TV Ecosystem.
- Innovative Technology driving Advertising Industry
- Artificial Intelligence and News Creation and Distribution
- Intelligent Media Platform Building

Day Two: Global Filmmaker Conference

Theme: Envision Future Filmmaking

Conference Description:

Technology is always revolutionizing filmmaking process and how people experience the film. How technology support storytelling has always been hot topic in film industry.

The consumers are more and more demanding in pursuing impressive and immersive story in theatre, even beyond the theatre by using VR glasses. How filmmakers shall not only stick to the principle of “telling a good story”, but also effectively use the right technology, such as previz, visual effect, CG animation, motion capture technology, lighting and etc. to support its story being made in the most efficient and effective way. We will invite successful filmmakers come to this session to share their view.

Sample Topics:

- Case Analysis of Blockbuster Sci-Fiction Movie
- Case Analysis of Oscar Winning Film
- Case Analysis of High Boxing Revenue Film
- CG Composition with Real Person
- Motion Capture Technology and Movie Character
- Previz Techniques and Successful Film
- Immersive Theatre
- Process Management in Post Production Company

2019 NAB Show Shanghai Conference Program(Draft)

2019.07.04 Opening Day Venue: 7F Pearl Hall, Shanghai International Convention Center Moderator: XXXX	
09:00-09:05	Government Official Remarks
09:05-09:10	Government Official Remarks
09:10-09:15	NAB Remarks
09:15-09:25	2019 NAB Show Shanghai Opening

Global Broadcasting Executive Conference Theme: Age of Convergence	
09:25-09:55 (20-30min)	Topic: Trend
	Speaker:
09:55-10:25 (20-30min)	Topic: Trend
	Speaker:
10:25-10:55 (20-30min)	Topic: Business/Hot Topic
	Speaker:
10:55-11:20 (15-25min)	Topic: Business/Hot Topic
	Speaker:
11:20-11:50 (20-30min)	Topic: Technology/Sponsor
	Speaker:
Lunch Break	
Global Intelligent Media Conference Theme: Impact of 5G and Next Generation Network on Media Ecosystem	
14:00-14:30	Topic: Trend
	Speaker:

14:30-15:00	Topic: Trend
	Speaker:
15:00-15:30	Topic: Business/Hot Topic
	Speaker:
15:30-16:00	Topic: Business/Hot Topic
	Speaker:
16:00-16:30	Topic: Technology/Hot Topic
	Speaker:
16:30-17:00	Topic: Technology/Sponsor
	Speaker:

Day Two-Global Future Filmmaking Conference

2019.07.05 Global Filmmaker Conference Venue: 7F Pearl Hall, Shangha International Convention Center Theme: Envisin Future Filmmaking Moderator: XXXX	
09:30-10:00 (20-30min)	Topic: Trend
	Speaker:
10:00-10:30 (20-30min)	Topic: Trend
	Speaker:
10:30-11:00 (20-30min)	Topic: Business/Hot Topic
	Speaker:
11:00-11:30 (15-25min)	Topic: Business/Hot Topic
	Speaker:
11:30-12:00 (20-30min)	Topic: Technology/Sponsor
	Speaker:
Lunch Break	
Co-Current Event Chinese Radio Engineer Industry Association Conference Theme: TBC	
14:00-17:00	Topic:
	Speaker: