2018 NAB Show Shanghai Agenda

（2018.June 15-17）

*The below information is subject to the final releases by NAB Show Shanghai Organizing Committee.

Date	Time	Conference Track	Venue
Opening Day			
June 15 Friday	09:00-09:40	2018 NAB Show Shanghai Opening Ceremony & 2018 NAB Show Shanghai Innovation Award	6F Jumeriah Hotel
Smart Broadcasting			
June 15 Friday	09:40-17:20	Opening Keynote Conference- Global Broadcasting Executive Conference	6F Jumeriah Hotel
June 15 Friday	09:00-12:00	Smart Broadcasting Conference-Media Convergence	2F, M9 W2, SNIEC
Intelligent Media			
June 16 Saturday	09:30-12:05	Global Intelligent Media Conference	2F, M9 W2, SNIEC
Intelligent Film Industry			
June 17 Sunday	09:15-11:50	Global Filmmaker Conference -Explore Global Intelligent Film Ecosystem	2F, M9 W2, SNIEC
June 15 Friday	13:00-17:30	Advanced Film Technology Solution Sharing &3rd CineHello Conference	On-site Conference Room W2, SNIEC
June 16 Saturday	10:00-17:30		
June 17 Sunday	10:00-15:00		
Co-current Events			
June 14 Friday	15:30-17:00	East China TV League Conference	Sheraton

Venue Plan

June 15

6F Jumeriah Hotel	Morning：Smart Broadcasting Conference
	Afternoon: Smart Broadcasting Conference
On-site Conference Room W2, SNIEC	Morning：Smart Broadcasting Conference-Media Convergence
	Afternoon: Global Advanced Film Technology Solution Sharing

June 16

2F, M9 W2, SNIEC	Morning：Global Intelligent Media Conference
On-site Conference Room W2, SNIEC	Morning：Global Advanced Film Technology Solution Sharing
	Afternoon: Global Advanced Film Technology Solution Sharing

June 17

2F, M9 W2, SNIEC	Morning：Global Filmmakers Conference &CPPC Keynote
On-site Conference Room W2, SNIEC	Morning：Global Advanced Film Technology Solution Sharing

Opening Ceremony

2018.06.15 Opening Day-Smart Broadcasting Conference **& 24th Magnolia International Broadcasting Technology Conference (IBTC)** **Theme: Convergence❖Video❖ Intelligence** **Moderator：Jianqiang Wang, Vice President, Shanghai Media Group**	
09:00-09:05	Government Official Remarks
	Speakers: Jianqiang Wang, Vice President of Shanghai Media Group
09:05-09:10	Government Official Remarks
	Speakers: Jiaqi Xu, State Administration of Radio and Television
09:10-09:15	Organizer Remarks
	Speaker: Sam Matheny, Executive Vice President and Chief Technology Officer, National Association of Broadcasters
09:15-09:25	Announce 2018 NAB Show Shanghai Innovation Technology Winner 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: Jianqiang Wang, Vice President, Shanghai Media Group**	
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.	
09:25-09:45	Theme：Smart Media and Smart Society
	Speaker：Baichuan Du, Deputy Director, Technology Commission, State Administration of Radio and Television
09:45-10:15	Theme：Broadcasting in a Connected and Intelligent World
	Speaker：Sam Matheny, Executive Vice President and Chief Technology Officer, National Association of Broadcasters
10:15-10:35	Theme：AWS Cloud Services Facilitate The Innovation of Smart Radio, Television and Media

	Speaker: Dr. Xia Zhang, Leading Cloud Computing Consultant, Amazon China
10:35-10:55	Theme：Intelligent Data Storage Best Practices in Media & Entertainment Workflows
	Speaker: Harry Nong, System and Storage Solutions Department Director, Seagate China
10:55-11:15	Theme：Blockchain: Future of Digital Assets Distribution Demonstrated on Real Work Use Cases
	Speaker：Matej Michalko, CEO, Decent
11:15-11:35	Theme: How Blockchain will Transform the Film and TV Entertainment Content Industry
	Speaker：Ian McKee, CEO, Vuulr
	Lunch Break
14:00-14:20	Theme：CBN Strategies on "Smart Broadcasting Services"
	Speaker：Qingjun Zeng, General Manager, China Radio and Broadcasting Networks
14:20-14:40	Theme：Future Live-Broadcasting Solution
	Speaker：Xiaoyong, Qian, Content Director at OxygenTec
14:40-15:00	Theme：Application and Consideration of Artificial Intelligence in SMG's Media Convergence Products
	Speaker：Xiaofeng Jiang, Deputy Director, Research and Development Department, Shanghai Media Group
15:00-15:20	Theme：The Practical Case of Applying Media Convergence Technology at Studio
	Speaker: Shengli Fan, Video Service Manager, China Television Information Technology(Beijing) Co. Ltd.
15:20-15:40	Theme: Intelligent integration, innovative operation.
	Speaker：Yishen, Hu, Deputy General Manager, Marketing at Dayang
15:40-16:00	Theme: The Problems In The Overall Planning And Construction of IP And Consideration On The Future Trend of Media Technology
	Speaker：Chunhuan Liu, Deputy General Manager, Audio and Video Integrated System, NDT Group
16:00-16:20	Theme：A.I. Applications in Converged Media
	Speaker：Feng Zhan, Business Development Director, Sobey
16:20-16:40	Theme：Exploration and practice of Ultra HD program's production and broadcasting - 4K end-to-end integrated solutions
	Speaker：Jingjing Peng, Product Manager, CDV
16:00 -17:00	Theme：Discussion and Application of IP-based Media Business Process
	Speaker：Wanghan Ma, VP, TVU China
17:00-17:20	Conference Summary

<table>
<tr><td colspan="2">Smart Broadcasting Industry Conference（Co-Current Event）
China Association of Recording Engineers Industry Conference</td></tr>
<tr><td colspan="2">Conference Description: Media Convergence is the main trend of 2018 Media and Broadcasting Inndustry. China Association of Recording Engineers Industry Conference will deeply explore the topics such as how to produce news in mobile way, visualization of radio, big data service, live and interactive broadcasting, wechat live broadcasting and social media radio.
Conference Attendees: Technical Operation Center of All TV Stations, Broadcast Manufacturers</td></tr>
<tr><td rowspan="2">09：20−09：30</td><td>Topic: Cloud Computing•Release Media Energy</td></tr>
<tr><td>Speaker: President of China Association of Recording Engineers Industry</td></tr>
<tr><td rowspan="2">09：30−11：00</td><td>Topic: Media Convergence System Practice</td></tr>
<tr><td>Speaker: Nan Zhou, Chairman and Founder Beijing Infomedia Co. Ltd.</td></tr>
<tr><td rowspan="2">11：00−12：00</td><td>Topic: Use IP to Create Complete Signal Chain of Radio Station</td></tr>
<tr><td>Speaker: Nan Zhou, Chairman and Founder Beijing Infomedia Co. Ltd.</td></tr>
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Intelligent Media Sector

<table>
<tr><td>June 16-Global Intelligent Media Conference
Theme: Future Networks and Impact on 4K UHD Content and New Entertainment Everywhere</td></tr>
<tr><td>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 allow 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</td></tr>
</table>

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 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

09:30--10:00	Topic: How Artificial Intelligence Will Benefit the Media Ecosystem
	Speakers：Skip Pizzi, Vice President of National Association of Broadcasters
10:00-10:20	Topic: Consideration for Next Generation Broadcasting of China
	Speakers：Dazhi He, Deputy Chief Technology Officer, NERCDTV
10:20-10:40	Topic: Empower Future Life with 8K
	Speakers：Xiaoqing Lin, General Manager, UHD Immersive Media Unit, NERCDTV
10:40-11:00	Topic: Large and small screen interactive operation, technology and service solution for micro projection, TV eShare, short and long videos' drainage
	Speaker: Wenlin Cao, VP, OTV Cloud
11:00-11:15	Topic: 4K UHD New Development
	Speaker: Gordon Gu, CEO & founder of ADINNO Inc
11:15-11:30	Topic: Blockchain Innovation in Content Industry
	Speaker: Kalvin Feng, Founder of ALAX
11:30-11:50	Topic: The Money Problem: Fixing Monetization in the OTT Business
	Speaker: Nelson Rodriguez, Global Director of Industry Strategy, Akamai
11:50-12:05	Topic: AI Set to Transform Content Owners' Understanding of Their Digital Media Libraries
	Speaker: Harvey Zeng, Solution Architect, Quantum China

Intelligent Film Sector

Global Filmmakers Conference & China Post|Production Conference **Theme: Explore Global Intelligent 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.

09:15-10:15	Theme: Previz in China, Detective China Town II Case Analysis
	Speaker: Gavin Boyle, Visual Effect Supervisor, BaseFX
10:15-10:40	Topics: Big Data and Next Generation Mobile Cinema Experience
	Speaker：Wen Li, Vice President, VOD Cinema, Iqiyi
10：40-11:00	Theme: High-quality real-time performance capture
	Speaker：Yang Xiao, Project Director, Dison Digital Entertainment
11：00-11:20	Theme: Blockchain and Future Film Distribution
	Speaker：Matej Michalko, CEO, Decent
11:20-11:50	Theme: Binaural Monitoring of Immersive Audio Soundtracks to Improve Production Quality
	Speaker: Jeff Levison, Committee Member of American Academy of Motion Picture Arts and Sciences Theater

June 15-17 Co-Current Event Global Advanced Image Technology Sharing Conference And 3rd CineHello Conference Shanghai-Opening Day	
June 15 (Friday)	
14:00-15:00	Topic: Global Co-Production: Project R&D and Production
	Speaker: Tao Lin, Member of Chinese Cinematographer Society
15:05-15:25	Topic: Panasonic Technology Sharing
	Speaker: Panasonic
15:45-16:05	Topic: DJI Technology Sharing
	Speaker: DJI Representative
15:45-16:05	Topic: RED Technology Sharing
	Speaker: RED Representative

16:10-17:30	Topic: Use RED to Capture the Great Nature 主题：RED 捕捉大自然的"武器"
	Speaker: Guangping, Pan. Emmy Award Nominated Cinematographer

June 16 (Saturday)	
10:30-12:00	Topic: Professional Filmmakers Career Playbook-Solve 100 Problems for Filmmaker's
	Speaker: Aihui Dong, International Film Education and Professional Career Experts
13:30-14:15	Topic: System and Rule-Foundatino of Film Industralization
	Speaker: Bing Hu, Technical Director, LixPO
14:20-15:20	Topic: How to Establish Video Style for Short Video on Social Media
	Speaker:Guantou
15:25-16:55	Topic: DJI Product Demonstration
	Speaker: DJI Representative

June 17 (Sunday)	
10:00-11:00	Topic: TBC
	Speaker: Vice Secretary General, Chinese Film and Television Editing Association. Famous work:"Legend of Demon Cat","July and Ansheng"and etc
11:00-12:00	Topic: Major Task of Film Editing
	Speaker: Vice Secretary General, Chinese Film and Television Editing Association.
12:00-13:00	Topic: Editing Techniques Panel Discussion
	Speaker: Dianshi Li, Fan Fei,Liyun Zhu

Smart Broadcasting Sector

Sam Matheny
Executive Vice President & Chief Technology Officer
National Association of Broadcasters

Sam Matheny is Executive Vice President and Chief Technology Officer at the National Association of Broadcasters. With over 25 years of experience in the broadcast and data networking industries, including earning a patent for inventing mobile and interactive DTV technologies, Sam leads NAB's technology team in its efforts to promote innovation and propel broadcast technology into the future. He also provides overall leadership for PILOT, formerly NAB Labs, as well as NAB's TV, Radio, and Digital Technology Committees.

Matheny is a member of the Academy of Digital Television Pioneers, a member of the Federal Emergency Management Agency's (FEMA) Integrated Public Alert Warning System Network Advisory Council, (IPAWS NAC), and he serves on the board of governors for the National Wireless Safety Alliance. He has served as an advisor to numerous startup and technology companies and is currently engaged with Reveal Mobile, a location based advertising technology company, and Haystack TV, a personalized OTT headline news channel. He is also a former member of the FCC Communications Security, Reliability and Interoperability Council (CSRIC), and of the board of directors for the Advanced Television Systems Committee (ATSC), where he served as Chairman of the specialist group on the next generation of digital television.

Before joining NAB, Sam served as Vice President of Policy and Innovation for Capitol Broadcasting Company where he focused on strategic media applications, mobile wireless content delivery, smart TV, and helped secure multiple patents for broadcast Internet distribution. He has also held management positions with mobile development, satellite, digital television, web development, and interactive video companies.

Sam holds a B.S. in Communications from East Carolina University and a M.S. in Technology Management from North Carolina State University. In 2007, he was named an American Marshall Memorial Fellow.

Sam lives in Arlington, Virginia, with his wife and two sons.

Broadcasting in a Connected and Intelligent World

Broadcasting and media are evolving at a rapid pace. The combination of advanced computing, dynamic networks, and persistent connectivity are all having an impact, changing consumer expectations and how we communicate with one another. These intelligent technologies are vital to the future of broadcasting, and can improve our operations and enhance how we serve our communities. This talk will explore intelligent technologies and specific examples of how Next Gen TV and Hybrid Radio are being deployed.

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Baichuan Du
Head of Technical Committee at China Alliance of Radio, Film and Television

Mr Du is a Professor in Engineering, he is also a PhD supervisor and Chairman of Technical Activities Committee of China Alliance of Radio, Film and Television, specialist of Advisory Committee for State Information. Mr. Du graduated from Department of Electronics, Peking University in 1969. He continues his education and graduated from Department of Fiber Optic Communication, Peking University from 1981-1993. After that, he started his teaching career in Communication University as the dean of Department of Television Engineering. From 1993 to 1994, he took the post as the general director of the broadcasting and film training center. From 1994-2001, he progressed to be the head of Institute of Broadcasting Technology, studying digital TV, digital audio broadcasting and high definition TV. From 2001-2006, he became the deputy director at Science & Technology Division of SARFT. He was also an expert National Information System Advisory Committee. In the mean time, he is an expert at State Tri-networks Convergence Committee, deputy director of the State Council of China, deputy director at State Broadcasting Standardization Committee.

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Dr. Zhang Xia
Amazon Web Services

Dr. Xia Zhang is Greater China's Principal Enterprise Evangelist at Amazon Web Services, focusing on promoting cloud technology for enterprise business innovation and technology transformation. In his role, he helps businesses throughout PRC, Hong Kong SAR, and Taiwan to harness the power of cloud to deliver key enterprise systems and deploy innovative solutions to meet business needs.

Dr. Zhang has more than 20 years of experience in IT development, business development, and enterprise IT technology and management, both in the USA and China. He brings extensive experience in the fields of cloud computing, mobile, social, AI, and big data, and leverages this expertise to create business value by through innovation and technology adoption.

Dr. Zhang has held a variety of leadership roles, including CTO for Retail Banking and Credit Card Center, Bank of China in 2002-2006. Dr. Zhang also worked for Ford Motor Company from 1993 to 2002 in various positions, with Ford Microelectronics, Ford Research Lab, Corporate IT and Finance, and held the position of CIO of FordDirect in 2000-2002. This experience gives him deep expertise in the critical role technology plays in business transformation, and helped him to hone skills in cutting-edge areas like solution architecture, data and analytics, customer engagement marketing, e-commerce operations and more.

Dr. Zhang graduated from Peking University with a B.S. degree, from Rice University with both M.S. and Ph.D. degrees, and obtained a Master of Engineering Management degree from Wayne State University.

AWS Cloud Services Facilitate The Innovation of Smart Radio, Television and Media

Dr Xia Zhang, China's Principal Enterprise Evangelist at Amazon Web Services, has applied international advanced technology into AWS cloud computing and introduced a new thought on the development and transformation of global technology to decision makers and managers in radio, television and media industry with his over 30 years' working experience as a technology executive. Through AWS's cases in the global media sector, audiences can understand the development of AWS's public cloud. Artificial intelligence is one of the technological means which enables audiences to get the latest information on intelligent media.

Harry Nong
System and Storage Solutions Department Director
Seagate China

Harry Nong is a system and storage solutions department director at Seagate China. During his over 10 years IT experience, Harry Nong has worked for Cisco, IBM and Seagate and has a deep understanding in network, computer and storage.

Mr Nong has more than 8 years' working experience in network, big data and artificial intelligence, which has earned him respect and trust from the public.

Harry Nong also holds both bachelor's degree and master's degree in engineering at Tsinghua University.

Intelligent Data Storage Best Practices in Media & Entertainment Workflows
According to the forecasting of "The Era of Big Data 2025" by IDC, the global data quantity will expand to 163 ZB by 2025, ten times of the data quantity produced in 2016.

With the wide application of 4K and 8K technology, the media industry will face new challenges in big data recording, high-speed data transmission, editing, distribution, and media management.

The world's leading storage solution provider Seagate technology will propose solutions in high speed data processing, data protection, data recovery services, etc. For more details, please come and join the lecture.

Xiaoyong Qian
Content Director of Beijing Oxygen Technology Development Co., Ltd.

Before 2004，Xiaoyong worked in the film and television production field. After 2005, he successively worked as the director of Shanghai Shengyida company, the TD and director of Shenyang Hippo Animation Company, the producer of Dalian Qianhao Animation Company, the director of Wuxi Guangxi Film and Television Animation Technology Co., Ltd. the producer of Shanghai Cartoon Animation, the Vice President of Wuxi Hollywood Studios, the director of Beijing Oxygen Technology Development Co., Ltd.

Xiaoyong once Participated in producing films including: Coco's magic umbrella, Polar Rescue, Dragon and Tiger, Anglera Hunter, Australia, Commercials for Wuliang Shen, Tjoy, Yuli, Haier, Ponds, etc. Moreover, he helped promoted MTV、Channel-V、Channel Young、Henan TV station Life Channel, Shenzhen TV station, etc. Xiaoyong also guided for shooting the 2007 New Year Film for Shenyang TV Station, Alan Shearer, Youge Tea and Mengniu fresh orchard. Additionally, Xiaoyong planned and directed animations including Insect house, Wood Village, Mastermind in Warring States, Star village and Origami Little Soldier.

Future Live Broadcasting

The future era is a network era with the characteristics of information pieces, content subdivision, and continuous iteration. In this unknown era, live broadcast has become a key point to obtain information, and the trend of hardware replaced by software is becoming obvious. All of those are pushing the concept and tools of live broadcast to be constantly updated.

In live broadcast, the most important content is information, such as information collection, information processing and information dissemination. How to guarantee the accuracy for information dissemination? How to make the package content to be convenient and concise? All those will be presented in the content.

Back to Agenda

Matej Michalko,
Founder and CEO of DECENT

Blockchain Pioneer. Matej's interest in online privacy was fueled first while studying Computer Science at the Swiss Federal Institute of Technology (EPFL) in Lausanne where he completed a project implementing privacy protection for mobile devices at Nokia Research Center. Since 2011 he became extensively involved with Bitcoin. Mining at his own laptop in the beginning, later switching to GPUs and ASICs. He served as the CEO of many Bitcoin, Blockchain and Cryptocurrency conferences in Austria, China, Belgium, UK (BitcoinExpo, Central European Bitcoin Expo, BTC2B Congress) and more. Matej founded the first Bitcoin Marketing agency in the world. He also founded the first Cryptocurrency e-Gaming Consulting Firm and served as a consultant in the Isle of Man. Matej is a regular speaker at major conferences about the immense potential and vertical integration of Blockchain Technologies into various industries. He now serves as CEO of DECENT and is on the mission to lead the redefinition of the internet enabled by DECENT Blockchain Network.

Blockchain: Future of Digital Assets Distribution Demonstrated on Real Work Use Cases

DECENT focus on using blockchains to improve efficiency and equality in the digital arena and is dedicated to creating the best platform, technology and tools for developing blockchain-based applications and businesses. DECENT's powerful blockchain, DCore, is set to revolutionize the way digital data is exchanged by providing simplified, decentralized and borderless content and data distribution. Strong cryptography ensures the highest level of security and trust. DCore is an open-source solution for companies looking to fast-track their own blockchain-based ideas. Custom tokens, payment splits, and crowdfunding are three representative features of DCore. Custom Tokens allow project creators to distribute their own "special currency" and set their own parameters for them; payment splitting allows all parties involved in the content to receive instant settlement from each purchase; crowdfunding helps Project creators effectively raise funds.

DECENT doesn't limit its humongous capability in the content industry while also painting a grand blueprint for other industries as well. To learn more about what DECENT can bring you, stay tuned for our soon coming speech.

Ian McKee
CEO
Vuulr

Ian McKee has more than 20 years' experience in the field of technology and disruptive innovations. Prior to Vuulr, he founded and grew Vocanic to become the largest social media technology agency in Southeast Asia. In 2013, Vocanic was sold to the WPP Group and Ian stayed to manage it integrations. In the 12 years, some of Vocanic's largest clients belong to the broadcast and content industry, including cable TV channels from Singapore, Malaysia and Indonesia. This allowed Ian the visibility to many of the friction points of the industry. Recognising this is an industry ripe for disruption, Ian started Vuulr after stepping down from his last position to resolve these broadcast content frictions with the help of technology.

How Blockchain will Transform the Film and TV Entertainment Content Industry
The buzz of Blockchain propelled Media Tech to be the next highest valued industry after Fintech. With cost of content acquisition globally at its peak, competition is on the rise to acquire more for less. To meet changing demands of today, many existing inefficiencies and frictions can be eased by building standardised metadata, avails and unique identifiers on the Blockchain. When powered with decentralised applications such as a digital marketplace, the infrastructure helps both broadcasters and content creators push borderless transactions, hasten processes, eliminate inaccuracies and lower the sales cost from discovery to delivery.

Qingjun Zeng

General Manager
China Radio and Broadcasting Networks

Qingjun Zeng, deputy general manager of China Broadcasting and Television Network Co., Ltd., is responsible for the planning, design and construction of the national cable television network connectivity platform in order to promote the development of the fusion of cable and wireless communication system. He once worked as deputy director of the Science and Technology Department of The State Administration of Press. In 2012, he was selected as VP of the broadcasting research group in the International telecommunication Union (ITU-R). In 2015, he served for another term of office.

CBN Strategies on "Smart Broadcasting Services"
"Smart Broadcasting Services" is the core driving force for cable network operators to complete network infrastructure upgrade and business innovations.Construct ubiquitous and intelligent broadcasting network to carry out "Smart Broadcasting Services", which accelerates the network interconnection and collaborative coverage, utilizing cutting-edge technologies such as FTTX, 5G and IPv6.Provide premium full-services based on the video & audio as our primary core service. Expand market by innovated services and advanced platform.

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Feng Zhan
Business Director
Chengdu Sobey Digital Technology Co., Ltd.

With solid knowledge on radio and television technology, Feng Zhan participated in media convergence system construction of architecture planning in provincial-level TV stations including Tianjin TV Station, Anhui TV Station, Chongqing TV Station and Hubei TV Station, which prepares Mr Zhan with rich experience in the construction of fusion media.

AI Applications in Converged Media
As for the best practice of AI technologies in converged media business, Sobey delivers AI applications including auto-tagging, auto-segmentation, auto-subtitling and auto-translation. Based

on Sobey's rich experience in media industry, the industry leading AI technologies are seamlessly integrated to dedicated business scenarios in media production, such as speech recognition, OCR, face recognition, multi-lingual translation, and natural language processing technology. Hence, Sobey empowers the broadcasters and media companies to improve the efficiency and reduce cost in a more intelligent way.

Xiaofeng Jiang
Deputy Director of Research and Development Department
Shanghai Media Group

Application and Consideration of Artificial Intelligence in SMG's Media Convergence Products

Part One：An Introduction of Four Aspects About AI

1. Automatic cataloging: voice to text, video subtitles to text.

2. Face recognition – media network, broadcast (audit), production.

3. Intelligent writing – analyze, organize the manuscript, improve the exposure rate and increase the influence and dissemination of the manuscript according to natural language.

4. Intelligent recommendation – intelligent recommendation according to different users' visiting habits.

Part Two: Integration of AI and SMG's Media Convergence Products

1. Use automatic cataloging of media network to improve the efficiency of material retrieval and program production

2. Use intelligent writing to obtain information, automatically generate manuscripts and push them into TV and radio products.

3. Analyze different users' habits to recommend information to target audience

Shengli Fan
AV Business Dept Manager
China Television Information Technology (Beijing) Co., Ltd

Shengli Fan, the manager of the AV Business Department of China Television Information Technology（Beijing） Co., Ltd., is responsible for the company's technical research and development, technical architecture design and consulting planning in the field of new media video. He has been a senior executive in the Pansky group and China Television Information Technology（Beijing） Co., Ltd. He has studied for many years in traditional media, new media, Internet and other related industries, and has accumulated rich experience in industry and projects. In recent years, he has been concentrating on the research of television media and network video business model and technology development direction, especially in new media video capture, video production, cloud transcoding, video publishing and video broadcasting and control. Relying on his rich experience in the Internet and video production, he has designed and developed a set of CTVIT wide area based content service platform related products. With CNTV users, he completed the planning and design of the national video database platform, and has in-depth research and unique insights in the business development pattern and related technologies of the new media video.

The Practical Case of Applying Media Convergence Technology at Studio

The convergence media technology is penetrating into every corner of radio and television. It is embodied in the integration of organizational structure, the convergence of program form, the integration of the technical platform, the integration of the promotion channels, the convergence of new technology and the integration of the audience. It is also changing the broadcast production process. The convergence media technology of the studio is mainly embodied in three aspects: The topic selection process in the era of the convergence media will be the process of combining big data analysis and human decision-making; A variety of interactive forms, such as online interaction, online answering, online participation, will run through the program's pre broadcast, broadcast, and post broadcast, making our audience transform from "watching" programs into "participating" programs, thus changing static program to dynamic program; Full coverage based on multi-terminal is the inevitable development of convergence media. it includes functions such as multi host live broadcast, multi terminal publishing, online interaction, online answering, online packaging, wireless large screen and multiplayer online video chat.

Yishen Hu
Deputy General Manager of the Department of Marketing
Dayang Technology Development Inc.

Yishen Hu, graduated from Beijing Broadcasting Institute, is the deputy general manager of the department of marketing in Dayang Technology Development Inc. Mr Hu has 15 years' working experience in radio, film and television industry and has worked as project managers, pre-sale managers, product managers and so on. With solid knowledge in radio, film and television and media products, Mr Hu has his in-depth understanding on the development and future trends of fusion media.

Intelligent Integration, Innovative Operation.

In today's speech, Dayang Technology Development Inc will share its design concept of the platform for new media integration based on the present situation and trend of the new media fusion. In addition, the speech covers solutions proposed by Dayang to improve intelligent media insight, organizational force, productivity, operating force and support. What's more, Dayang will share the process how fusion media transformed from production to product operation to help users better understand the upgrading and transformation of the media fusion.

Chunhuan Liu
Deputy General Manager

Audio and Video Integrated System, NDT Group

Chunhuan Liu, graduated from Communication University of China (CUC) majoring in electronic information engineering, has been engaged in the broadcasting industry and has experienced the high-speed development process of digitalization , high resolution and intelligent IP trend of the broadcasting. Mr Liu has deep understanding on traditional SDI, new IP control system, ob vans, studio systems and has engaged in the design and construction of many important projects which include: IP total control and distribution systems of Jiangsu, Yunnan, Hainan and Chongqing provinces, the IP total control system of ZBC International film and television centre, Unicom IP signal distribution system, the signal dispatching center project of the 13th national games, Zhejiang 4K IP ob van system and Hunan A-class ob van project.

The problems in the overall planning and construction of IP and consideration on the future trend of media technology

With over 120 global installations of its IP solution, Evertz has been at the forefront of the industries transition to IP since 2014. This presentation will cover the challenges and experiences gained by Evertz from deploying its Software Defined Video Networking (SDVN) solution to the largest broadcasters and media companies in world.

The presentation will look at the new industry standard SMPTE ST 2110 (Professional Media Over Managed IP Networks) and AMWA IS-04 and IS-05 and will discuss the challenges, best practices, and considerations to move to the SMPTE ST 2110-based facilities.

Additionally, a move to IP, facilities will have increased flexibility, agility, and scalability. The move to IP also increases the complexity. Existing SDI based tools are not enough. The presentation will cover the need for new telemetry for IP-based facilities.

Intelligent Media Section

Skip Pizzi

Vice President in Technology Education and Outreach
National Association of Broadcasters

Skip Pizzi is Vice President, Technology Education and Outreach, at the National Association of Broadcasters (NAB) in Washington, DC, USA. His career has spanned the radio, television and digital media industries, working in production engineering and technical training at NPR, and in content creation, media standards development and technical policy analysis at Microsoft. He also has been an editor at Broadcast Engineering magazine, and a columnist for numerous other industry publications. He has authored, co-authored or edited several books, most recently A Broadcast Engineering Tutorial for Non-Engineers, 4th edition, and the NAB Engineering Handbook, 11th edition, both published by Focal Press.

Skip is Vice-Chair of the Advanced Television Standards Committee (ATSC) Technology Group 3 (TG3), which has developed the ATSC 3.0 standard. He is also Chair of the ATSC 3.0 System Requirements Specialist Group (S31), and a member of the Board of Directors of the Ultra HD Forum. In 2017, Skip was presented with the ATSC's Bernard J. Lechner Outstanding Contributor Award.

How Artificial Intelligence Will Benefit the Media Ecosystem

Artificial Intelligence (AI) and Machine Learning (ML) are starting to find narrow implementations within today's media ecosystem, but their ultimate impact is likely to be broad and profound. These technologies will be applied from the earliest stages of content creation to the final steps in content delivery. This lecture will present several current use cases, and consider future scenarios wherein AI and ML may provide major benefits to media creation and consumption environments.

Dazhi He
Deputy Chief Technology Officer
NERCDTV

Dr. Dazhi He graduated from Shanghai Jiao Tong University in 2009. Since 2002, he was one of the key members in the technical working team of first generation digital terrestrial

television broadcasting system (DTMB). Dr. Dazh is also an expert of digital satellite broadcasting system and ever successfully developed some receiving algorithms of Chinese satellite television broadcasting system (ABS-S).

Dr. Dazhi He is well-known in ATSC and contributed some key technologies to ATSC3.0. He is currently a deputy Chief Technology Officer of NERCDTV and is leading the technology innovation and standardization of next generation broadcasting system in NERCDTV.

Consideration for Next Generation Broadcasting of China

5G broadband wireless system has recently become one of the hot research frontiers. But current solutions seem not to able to solve all of traffic issues caused by the flourishing video services. The newest broadcasting system ATSC3.0 has adopted to various new elements and features, such as IP-centric compatible frame structure, cooperative transmission cross networks, dynamic spectrum access, very high capacity and data rates, and in-band low dedicated interactivity, etc.

The ongoing research and development of Chinese next generation broadcasting system is taking seriously considerations on the possible convergence of the broadcasting and mobile broadband eco-systems and one workgroup named as AIB (Advanced Interactive Broadcasting) has been formed to fulfill it. The coming AIB systems will not only be capable of providing efficient and cost effective video services for the mobile terminal in modern urban area, but also delivering high quality and diversified state-of-the-art interactive TV to the general public in China's vast rural areas.

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Xiaoqin Lin
General Manager,
UHD Immersive Media Unit
National Engineering Research Center of Digital Television

Ms. Xiaoqin Lin graduated from Shanghai Jiao Tong University with double bachelor degree majoring in Broadcast and Television and International Economics and Trade, and Art master degree. She participated in the establishment of Chinese first generation DTMB pilot terrestrial broadcast systems. As deputy international cooperation director, she acted as one of key

organizers of Secretariat of Future of Broadcast Television Initiative. She is also in charge of the UHD Immersive Media division in NERC-DTV and led her technical team to successfully create China's first UHDTV full link system, and accomplished the construction of China's first UHDTV materials library and participated in a number of UHD movies and program production, made great contribution to the research and development of business model of next generation media in China.

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Wenlin Cao
VP of OTV Cloud Internet Technology Co., Ltd.

Wenlin Cao, graduated from University of Westminster, has a master degree of Fudan University. With 20 years working experience in media industry, Wenlin has rich knowledge in the content integration, marketing, interface management, user experience and process control of new media.

Wenlin used to be deputy chief editor of BesTV and was responsible for increasing the popularity of content products like IPTV, OTT, mobile and TV. She was also responsible for increasing the efficiency of copyright usage, improving user experience, ascending the editing ability of her team and auditing the content.

In addition, Wenlin had positions in content operation and management in famous corporations such as Oriental Pearl New Media, SMG Shanghai TV Sports and Shanghai Vable TV sports channel. Besides, the WeChat TV created by Wenlin during her time in BesTV was awarded "The most influencial audio-visual WeChat Public Platform".

Large and small screen interactive operation, technology and service solution for micro projection, TV eShare, short and long videos' drainage

TV eShare technology of OTVCLOUD can break the barriers among TV, mobile internet, social network and help users grab live shot to mobile, share to their social network and project to TV finally to realize transformation from big screens to small ones. TV eShare can not only reduce the loss of TV users, increase opening rate and watching time, but also create new income growth, improve audience rate and sharing rate, and re-absorb high-quality programs broadcasting on TV.

Gordon Gu
CEO & Founder of ADINNO Inc

Gordon Gu CEO & founder of ADINNO Inc,

Top experter for internet/wirless/media etc., owner for multipul patents on ICT field,three awards winner year 2017 by Gov.

Angel investor. Successful investments to several media startups, such as USA Hollywood 4KUniverse Inc., which is The First 24/7 4K Ultra HD General Entertainment TV Channel in America, including Amazon Fire TV and European Swisscom.

Innovator to tradictional media field with full IP based mobile internet streaming infrusturcture for OEM/ODM OTT solution, combined with all terminals such as TV, Mobile phone, PC, Smart projector etc.

Active supportor to Globlization, benefit to international partners, with China "one belt one road" policy.

In addition，Gordon Gu is the co-founder of Seucomm Co., Ltd, investor of NanJing Millimeter Waves Micro-Electronics Co., Ltd, founder of Diadem Technologies Inc, investor of New Access Capital(China "Nasdaq" Fund), vice general director of China-Young Scientists Club and investor of With Total Media.

4K UHD New Development

With the 4K UHD industry development & Founding on CUVA (China Ultra High Definition Video Industry Alliance), the 4K Industry has got heavy policy supporting by China Gov. and booming up quickly, expected to have around US$ 100B GDP growing per year only within GuangDong Province.

How to make the whole 4K UHD ECO system ? this is the hot topic to all players, so the speech will focus on the whole 4K ECO chain, from 4K UHD Contents, 4K Production Equipment/System, 4K delivery/distribution platform with ability to reach for mobile phone/TV/PC/Smart Projectors, etc., as well as the Intelligent Media Application based on AI for the Sexual detection & monitoring warning system, to create the full 4K ECO chain system to boom up the 4K market.

Kalvin Feng
Founder of ALAX

After gaining vast experience by working for global foreign companies, Kalvin founded Kason Technology, Inc., where he gained extensive knowledge in R&D, marketing and marketing of notebook computers, electronic components and mobile phones. He currently serves as the CEO of Dragonfly, a company dedicated to software, advertising and content development and big data analysis.

Blockchain Innovation in Content Industry

Part One　What is the opportunity of blockchain in the content area？

ALAX founder, Feng Wenhe, will analyze the pain points and difficulties in providing content in the global game market and explain what opportunities and challenges blockchain technology will provide for the content field.

Part Two　How does ALAX help integrate one-quarter of the people in the world into the global financial system?

He will share his experience in some emerging countries that individuals cannot use credit cards and have limited access to other payment methods. Cash is their only medium of payment, which result in limited access of different services. ALAX is here to help mitigate this problem. ALAX focuses on the settlement of the payment of cross-border e-commerce, and Kalvin Feng will focus on how ALAX can target the market and how to launch the project.

Part Three　How does ALAX move into a better mobile game future?

Finally, Kalvin Feng will make a conclusion about how ALAX will have access to a better game content in a low price and in a method of payment that is as simple as SMS payment. In the end, he will talk about how ALAX will make a step closer to a better mobile gaming future.

Nelson Rodriguez
Global Director of Industry Strategy, Akamai

Nelson Rodriguez is a published author, and entertainment industry veteran, having helped launch one of the world's first online video storefronts (Xbox Live Video Marketplace) and dozens of video games across every platform, including blockbusters like Halo 3, Tekken 5, and Assassin's Creed Brotherhood, and indie titles like Tweet Defense and A Kingdom for Keflings. Nelson spent eight years creating award-winning digital marketing campaigns for clients like Ubisoft, Microsoft, Sony and Hasbro. Nelson has been a main stage speaker and panel moderator at dozens of global conferences, including Gamescom, GDC and Casual Connect. Nelson currently heads up Akamai Technologies' media industry strategy.

The Money Problem: Fixing monetization in the OTT business

Description: Audience behavior, consolidation, and the duopoly are threatening profitability in the OTT industry. Ads, subscriptions, and transactions all face significant challenges. It doesn't have to be this way. Technology exists now that can improve the long term outlook.

Key Takeaways:

1. Challenging you assumptions about your audience and how AI can help.
2. Using blockchain to build a new relationship with your viewers.
3. The big potential of micro-transactions.

Intelligent Film Sector

Wen Li
Vice President of iQIYI-A Baidu Company

Wen Li once worked as an investment operation executive in cultural industry in listed companies such as Wanda Media, Huace Media, Shimao Group and Baoneng Group. He was the first batch of Chinese professional managers in cinema industry. At the end of 2014, he made his step into the financial industry and worked as VP in TMT in Orient securities co., ltd. He also joined iQIYI and worked as Vice President in the summer of 2017. Part-time jobs: Wen Li has been an expert consultant in Gerson Lehrman Group (GLG) since 2010 and has served Morgan, Goldman Sachs, CCB International, ICBC International and Pingan Trust in cultural and entertainment area. Since 2015, Wen li has also been a guest professor teaching the combination of entertainment and finance in Shanghai University of Finance and Economics.

Big Data and Next Generation Mobile Cinema Experience

The offline new entertainment scenes are intelligently optimized with the help of big data to meet consumers' need of consumption upgrading. The distribution of lines comes true and the life cycle of films is extended.

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Gavin Boyle
Previs Supervisor
Base FX

Gavin Boyle graduated from the Ontario College of Art & Design in Canada and is a member of the Visual Effects Society (VES). In 1994, Gavin began working in the Feature Animation and the Visual Effects industry. During his career, he has worked at Industrial Light & Magic, Digital Domain, Animal Logic and other world-renowned visual effects and Feature Animation companies around the world. He was involved in the production of a number of highly celebrated movies such as "The Avengers," "Mission Impossible 4", "Pirates of the Caribbean 4", "The Golden Compass" and "Legend of the Guardians".

Gavin joined Base FX in 2013. As the Previs Supervisor at Base, and has completed several projects, including the live action movie "Monster Hunt" "Detective Chinatown"and other widely screened visual effects productions.

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Shaun Xiao
Product Manager
Dison Digital Entertainment Technology Co., Ltd

Mr. Xiao is the director of system building and motion capture projects for Vicon mocap systems for Chinese clients.

For more than ten years, he has led the Dison mocap team to provide services including facial

capture and mocap for the full body and the fingers as well as the on-site technical support and mocap guidance for props and camera tracking for more than 120 clients in the fields of VFX, video game development, animation production and broadcasting.

The services basically cover all the aspects, such as the pre-analysis for mocap projects, the overall system construction, character data test, mocap services, training and technical guidance, etc.

Some of the clients are: Oriental Creative Color, ZHHY Studios, G.S.Films, Mili Pictures, Dexter, Blossom Pictures, CCTV, HuNan TV station, Net Ease, Seasun Entertainment, Snail Games, NetDragon Websoft Inc., Tencent Games, iQIYI, the Black Bow, etc.

High-quality real-time performance capture

It has been a trend to use mocap for full performance in the 3D animation, VFX, video games development, virtual content input for broadcasting and TV programs, VR themed park and real-time human-computer interaction.

By using the mocap, actors' performances will be restored with high fidelity to produce engaging animation to convince the audience with the most real viewing experience. The mocap could be extended to fingers, eyes, facial expression, props and sound.

This speech will illustrate the whole mocap process in a project with high requirements and the key points in the special mocap such as the capture for facial expression, fingers and animals with four limbs.
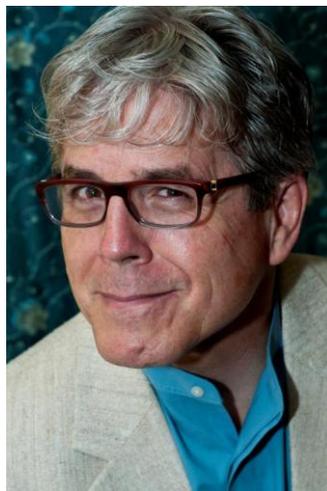
Jeff Levison
Committee Member of American Academy of Motion Picture Arts and Sciences Theater

Jeff, Senior Manager of Department Research and Development, has more than 40 years' experience in audio production, mixer, engineering and system design as well as 10 years' experience in defining the DTS audio standard. He is an expert of WFS technology and sound technology. He is also a member of American Academy of Motion Picture Arts and Sciences Theater Standards Committee who is the organizer of "Academy Awards". Jeff has an active

participation in defining surround sound. He is a contributor of the "Surround Sound Production and Recommendation" in NARAS file as well as Chairman of the Audio Engineering Society (AES) Multichannel And Dual - Ear Audio Technical Committee. The films Jeff participated include: Schindler's List, Gump, Apollo 13, True Lies, Doors, And Terminator 2, etc.