

# 2019 Global Innovation Exchange, Presented by NAB Show Shanghai

## Schedule at a Glance (Draft)

(2019.09.23-2019.09.24)

**Theme: Media-Converged· Connected· Everywhere**

\*Following content is subject to change.

Date	Time	Sessions	Venue
<b>Opening Day</b>			
2019.09.23	09:00-09:15	2019 GIX Conference Opening Ceremony	7F Pearl Hall Shanghai International Conference Center No. 2727, Binjiang Ave, Pudong, Shanghai
<b>Future Smart Broadcasting</b>			
2019.09.23	09:15-12:30	Global Broadcasting Executive Summit Theme: Age of Convergence	7F Pearl Hall Shanghai International Conference Center No. 2727, Binjiang Ave, Pudong, Shanghai
<b>Intelligent Media</b>			
2019.09.23	13:00-16:30	Global Intelligent Media Conference Theme: Impact of 5G and Next Generation Network on Media Ecosystem	North Bund Immersive Dome Theatre (No. 385 East Daming Road)
<b>Future Film and Entertainment Industry</b>			
2019.09.24	09:00-12:30	Global Filmmaker Conference Theme: Envision Future Filmmaking	North Bund Immersive Dome Theatre (No. 385 East Daming Road)
2019.09.24	13:30-16:30	IP and Digital Technology for Next Generation Culture, Entertainment and Leisure Consumption	W Hotel (No. 66 Lvshun Road)
<b>Other Co-Current Events</b>			
2019.09.24- 2019.10.07	09:30-17:00	Future 1KM-2 <sup>nd</sup> China International Cultural Device Expo Theme: Art+Technology Changes People's Life	Shanghai Lanmark-North Bund

**2019 Global Innovation Exchange, Presented by NAB Show  
Shanghai  
Conference Program(Draft)**

<b>2019.09.23 Opening Day</b>	
<b>Venue: 7F Pearl Hall, Shanghai International Convention Center</b>	
<b>Moderator: XXXX</b>	
09:00-09:15	Organizer and Government Leader Remarks

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<p><b>Global Broadcasting Executive Conference</b>  <b>Venue: 7F Pearl Hall, Shanghai International Convention Center</b>  <b>Theme: Age of Convergence</b>  <b>Moderator: Jianhong Liu</b></p>	
<p><b>Conference Description:</b>  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.</p> <p>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.</p> <p>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.</p>	
09:15-09:45	<p>Topic: Thoughts on Future Development of 4K/8K/UHD on Smart Terminal</p> <p>Speaker: Wenhua Ding, Previous CCTV Chief Engineer-Member of Chinese Engineering Academy</p>
09:45-10:15	<p>Topic: Technologies for TV and Radio Program Production Using Artificial Intelligence.</p>

	Speaker: Masakazu Iwaki, Deputy Director of Science and Technology Research Laboratories, NHK, Head of Secretariat for AI Promotion STRL, NHK
10:15-10:45	Topic: The Business Applications Arises from Media Convergence
	Speaker: Baichun Du, Deputy Director, Technical Committee of State of Radio and Broadcasting Bureau
10:45-11:15	Topic: The current situation of media convergence in KBS
	Speaker: Koh Woo Jong, Executive Director, Korea Broadcasting System
11:15-11:45	Topic: TBC
	Speaker: Feng Shang, Chief Engineer, Shanghai TV Station, Shanghai Media Group
11:45-12:15	Topic: Clip Share – from TV to social media in a Snap
	Speaker: Thomas Willomitzer, CEO, Screenshot
Lunch Break	
<p><b>2019.09.24</b>  <b>Intelligent Media Conference</b>  <b>Venue: 7F Pearl Hall, Shangha International Convention Center</b>  <b>Theme: Impact of 5G and Next Generation Network on Media Ecosystem</b>  <b>Moderator: Yao Wang</b></p>	
<p><b>Conference Description:</b>  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, Virtual Reality/Augmented Reality, Internet of Vehicle and etc. What impact 5G will create on broadcasting and media industry? Cost, Infrastructure, Spectrum, and content security? Is there any new technology shall be applied immediately, such as blockchain? Is there any new business model will happen?</p> <p>This conference track will focus on discussing the new business model, new application under next generation networks? It will also discuss the revenue growth based on next generation network application, and how to create smart broadcasting system based on next generation networks, further build smart home, smart community and smart city.</p>	
13:00-13:30	Topic: The Challenges and Application of 5G Network Technology
	Speaker: Huiling Zhao, Member of the Standing Committee of the Communication Technology Committee of the Ministry of Industry and Information Technology
13:30-14:00	Topic: 5G, Fit for Broadcast?
	Speaker: Dr. Peter Siebert, Head of Technology DVB Project
14:00-14:30	Topic: Enabling the Next Generation Immersive Media
	Speaker: Vice President, National Engineering Research Center of Digital

	Television, China
14:30-15:00	Topic: 5G, the New Engine for Future Media
	Speaker: Yizhe Li, Technical Director, China Unicom 5G New Media Innovation Center
15:00-15:30	Topic: 5G Deterministic Networking Empowers Media Industry
	Speaker: Liu Bing, Senior Director of 5G Business Development, Huawei Cloud Core Network
15:30-16:00	Topic: TBC
	Speaker: Lijun Fu, China Broadcasting Network Co. Ltd. Technical Director
16:00-16:30	Topic: From Text to Video, How Artificial Intelligence is Transforming the Media Industry
	Speaker: Agnes Peng, CTO, Glia Cloud

## Day Two

**Global Filmmaker Conference**  
**Venue: North Bund Immersive Dome Theatre**  
**Theme: Envision Future Filmmaking**  
**Conference Partner: Shanghai Film School of Shanghai Academy**

### 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.

09:00-10:00	Topic: VISUALIZING GAME OF THRONES - A Series Retrospective
	Speaker: Dane Smith, Vice President of 3 <sup>rd</sup> Floor
10:00-11:00	Topic: Case Analysis of Alita-the Battle Angel
	Speaker: Nick Epstein, Visual Effect Supervisor, Weta Digital
11:00-12:00	Topic: Case Analysis of “Avengers 4”
	Speaker: Yuan Liu, Vice President of Framestore
12:00-12:30	Topic: Case Analysis of “Wandering Earth “
	Speaker: Varun Hadkar, Visual Effect Supervisor. Previous Works: Wandering Earth, Avenger 3 Infinity War

Lunch Break

### Afternoon Session

**Theme: IP and Digital Technology for Next Generation Culture, Entertainment and Leisure Consumption**

### Description:

High quality intellectual property is important for boosting next generation culture, entertainment and leisure consumption. Digital technology can innovatively bring intellectual property live, extend the applications of intellectual property, and make people immersive in the story they are fan of, which will attract consumers to keep consuming the intellectual property in various ways, such as themed attraction, location based entertainment, online-gaming, virtual reality/augmented reality, TV show, Film, stage performance and etc..

How to find a good IP, and how to use digital technology properly to monetize IP is important to realize the goal of boosting the next generation culture, entertainment and leisure consumption.

At this conference track, the organizer will invite domestic and international experts, such as IP owners, designer, artist, creative design studio, consultant, real estate developer, themed attraction operation company to explore the connection between IP and cultural consumption, share about the challenges and pain-points of finding good IP, and monetize IP

**Confirmed Speaker:**

Yang Zhao, President, Themed Entertainment Association APAC

Hongfeng Fang, General Manager Ctrip Tourism Leisure Business Unit

Lu Liu, General Manager, Shanghai Crystal Stone Digital Technology Co. Ltd.

Vice President, Hasbro