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Featuring: ENTERTAINMENT EVOLUTION SYMPOSIUM

AI² – Where Artificial Intelligence meets Automation + Integration!

May 22, 2024

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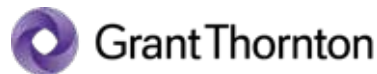
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v3 Fan Test Reactions - Level 4.mov **CONFIDENTIAL**
Focus Group C - Updated today by Rania David

v3 Uploaded new version

Watermark added
CGI_Rendering.obj

10 10

v3 Shared secure file link

Press Release

Character development.jpg
Jan 16 by Yasmine Miles

Fan Test Reactions - Level 4.mov
0:11

Program At-A-Glance

AHMANSON BALLROOM: *(Page 4)*

- 9:30 – 9:45 a.m. HITS Opening Remarks
- 9:45 – 10:15 a.m. HITS KICKOFF: Integrating AI Across Creative Workflows
- 10:15 – 10:45 a.m. HITS OPENING KEYNOTE: Unlocking the Value of Your Data with AI
- 10:45 – 11 a.m. Introductions to Breakout Sessions
- 11 – 11:30 a.m. NETWORKING BREAK

BREAKOUTS

AHMANSON: *(Page 6)*

GUERIN B: *(Page 8)*

GUERIN C: *(Page 10)*

11:30 a.m. – 12 p.m.	Keep Your Content Secure in an AI-powered World	Riding the Next Wave of VFX	Riding the Next Wave of VFX
12:05 – 12:20 p.m.	Zero Trust: Partnering for a Secure Future	AI: Assisted Insights with MicroStrategy One	TECH CHECK: How “Drive Chip and Putt” Hits the Green Every Time
12:25 a.m. - 12:55 p.m.	AI Red-Teaming: Unmasking the Vulnerabilities in Large Language Models	Birds of a Feather: Localisation and LMT	The Next Tech Supercycle: What Will it Mean for M&E?

1 – 2 p.m. NETWORKING LUNCHEON WITH@HITS: WORKSHOP/LUNCH – GUERIN A

AHMANSON BALLROOM: *(Page 16)*

- 2 – 2:15 p.m. EES Opening Remarks
- 2:15 – 2:45 p.m. ... EES KICKOFF: There’s No “AI” in Disrupted!
- 2:45 – 3:15 p.m. EES OPENING KEYNOTE: AI in the Age of Media Disruption
- 3:15 – 3:30 p.m. The Future of Creativity
- 3:30 – 4 p.m. NETWORKING BREAK
- 4 – 4:30 p.m. EES AFTERNOON KEYNOTE: Enhancing Customer Experiences with AI
- 4:30 – 5 p.m. Creatives Approach to Accepting AI
- 5 – 5:30 p.m. Advances in AI for Marketing: Speed and Efficiency

ENTERTAINMENT EVOLUTION SYMPOSIUM

WITH@HITS – GUERIN B: *(Page 20)*

- 3:15 – 3:30 p.m. Road to SoCal
- 3:30 – 4 p.m. NETWORKING BREAK
- 4:30 – 5 p.m. Shattering the Status Quo: AI-Powered Inclusive Innovation in TV Advertising
- 5 – 5:30 p.m. AI & Intellectual Property
- 5:30 p.m. WITH Closing Remarks

- 5:30 – 6 p.m. HITS/EES CLOSING KEYNOTE: The Generative AI Revolution
- 6 p.m. HITS/EES Closing Remarks and NETWORKING RECEPTION

Main Conference Program

AHMANSON BALLROOM

9:30 – 9:45 a.m. Opening Remarks

Guy Finley, President & Chief Executive Officer, MESA



Finley



Flynn

9:45 – 10:15 a.m. HITS KICKOFF: Integrating AI Across Creative Workflows

Our opening session sets the stage for the day as we discuss creative workflows and how AI will revolutionize an artists approach to their craft. The conversation will also connect how technological advancements within any project can be a catalyst for innovation. Whether you create music, VFX, bumpers, trailers, or metadata, your workflows are going to be impacted, in real-time, in the very near future (if they are not already!). Join this session to learn how creative minds are transforming our industry with current products in the marketplace, one workflow at a time, and learn where they think the AI technology revolution will matter the most.

Moderator: Guy Finley, President & Chief Executive Officer, MESA

Panelists:

Sealand Flynn, Head of Media & Entertainment, Fortinet

Jamie Jones, Singer/Songwriter/Producer and Founder, All-4-One

Matt Wong, Singer/Songwriter/Producer



Jones



Wong



Levie

10:15 – 10:45 a.m. HITS OPENING KEYNOTE: Unlocking the Value of Your Data with AI

The future of work will be powered by AI, presenting challenges and opportunities for organizations to both integrate this technology effectively and understand its impact on their structure, culture, and security posture. Join Guy Finley and Box cofounder and CEO Aaron Levie for a fireside chat that will explore the top trends in AI, discuss its transformative impact on work, the Industry and reveal strategies for unlocking unprecedented productivity through automation of workflows of your most critical business processes.


Aaron Levie, Cofounder/Chief Executive Officer, Box

Guy Finley, President & Chief Executive Officer, MESA

10:45 – 11 a.m. Introductions to Breakout Sessions

Guy Finley, President & Chief Executive Officer, MESA

11 – 11:30 a.m. NETWORKING BREAK



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BREAKOUTS

HITS INNOVATION and TRANSFORMATION SHOWCASES (Multi-Track, Breakout Sessions)

The next program block is where industry experts share innovative ideas, processes, or perspectives in an interactive and intimate way with the audience who are free to choose which topic/area they find most interesting.

Sessions are held in the Ahmanson Ballroom and Guerin Pavilion Rooms B and C

We gather afterwards at the Networking Luncheon.

AHMANSON BALLROOM – SECURITY



Asnani

11:30 a.m. – 12 p.m. Keep Your Content Secure in an AI-powered World

For Media & Entertainment, keeping content secure is an evolving challenge. New technological innovations and emerging threats alter the security landscape on an almost daily basis. The rise of AI within the creative and business world, manifested through a number of AI-powered solutions, creates an opportunity to fundamentally change how the M&E Industry protects its most mission-critical content. Join a group of your peers to discuss how to understand the new opportunities and challenges presented by AI, adjust your security strategy to capitalize on the new AI landscape, and leverage AI to empower your security posture across the M&E supply chain.

Manoj Asnani, Vice President, Product Management – Security & Compliance, Box



Davies

12:05 – 12:20 p.m. Zero Trust: Partnering for a Secure Future

This session discusses how TPN is collaborating with MovieLabs to bring Zero Trust and CSAP to their global assessment program to measure security preparedness in the supply chain. Join our fireside chat to learn more about the importance of Zero Trust in your software development and architecture.

Terri Davies, President, Trusted Partner Network

Spencer Stephens, Senior Vice President Production Technology & Security, MovieLabs



Stephens



Sedek

12:25 – 12:55 p.m. AI Red-Teaming: Unmasking the Vulnerabilities in Large Language Models

Explore AI Red-Teaming, focusing on cybersecurity testing of Large Language Models (LLMs). We'll discuss prompt injection attacks and security flaws in LLMs like ChatGPT-4, Copilot, and Bard. The session uncovers two attack strategies: attacking the model and the developer. We'll highlight basic security hygiene and practical measures against prompt injection attacks, including input validation, encryption, data minimization, access controls, and auditing responses. Join us to learn how to leverage LLM benefits while safeguarding data.

Caesar Sedek, Managing Director, Cybersecurity & Privacy, Grant Thornton

1 – 2 p.m. NETWORKING LUNCHEON



MICROSTRATEGY

ONE

Data Analytics powered by AI



#IntelligenceEverywhere

GUERIN B – AI / ADVANCED TECH



Rubaye

11:30 a.m. – 12 p.m. Riding the Next Wave of VFX

Animation, visual effects, and virtual production have offered technologically advanced techniques for content creation. Combine these tools with the power of AI and the recipe for content creation moves forward to a new world of creators. As visual effects companies are faced with more to do, increasingly complex workflows (with “co-pilots!”), and new UGC-oriented tools that seem to take the mystery out of very complex, learned skills, our industry is on the precipice of many new ways to create incredible content for less. Tune in to this session for a deep dive into the realities of a cloud-shaped, AI-driven future for the purveyors of movie magic.

Sinan Al Rubaye, Chief Experience Officer, ICVR

John Canning, Director of Developer Relations, AMD

Ihar Heneralau, Chief Executive Officer, ICVR



Canning



Heneralau



Hutson

12:05 – 12:20 p.m. TECH CHECK: How “Drive Chip and Putt” Hits the Green Every Time

Drive Chip and Putt is a free, nationwide youth golf program brought to life through a partnership between the USGA, the PGA of America and Augusta National Golf Club. With requirements including event registration, player and event admin, plus live scoring across digital and analog screens, Drive Chip and Putt is the perfect example of the power of structured content organization and real-time workflows and automation. In this session, you will also see how this same structured data approach has been applied to support other live events at scale for golf and all major sports. Join us to learn how the CMS behind the program powers 450+ annual events that lead to the season-closing tournament finale the week before the Masters Tournament.

Chris Hutson, Principal Product Manager, Brightspot



Atkinson

12:25 – 12:55 p.m. The Next Tech Supercycle: What Will It Mean for M&E?

Technology cycles don’t repeat, but they often rhyme. Tech cycles from the transistor to the PC have transformed the business landscape, elevating some players to global dominance while rendering others completely obsolete. What tech will dominate the next era, and how can M&E players harness them to increase revenues and market cap? This session will look at the likely trillion-dollar opportunities and threats in the next decade.

Richard Atkinson, President, Content Delivery & Security Association (CDSA)

Seth Shapiro, Founder/Managing Partner, Da2: Digital Asset Advisor



Shapiro

1 – 2 p.m. NETWORKING LUNCHEON

Grant Thornton Cybersecurity & Privacy

Grant Thornton stands at the intersection of cutting-edge cybersecurity and the dynamic worlds of Media & Entertainment and Tech. With a comprehensive suite of cybersecurity & privacy services, we don't just enhance your security; we redefine it. With our unparalleled expertise, we're not just reducing risks — we're transforming your digital defense landscape.



Cyber Strategy & Transformation: Employ a standardized framework to assess and measure the risk and maturity of cybersecurity programs. Design and implement governance, risk and compliance (GRC) technology solutions and develop metrics and dashboards to provide clear visibility into security program performance.



Cyber Defense Solutions: Implement a systematic approach to conduct vulnerability assessments, penetration testing and red teaming exercises, including AI red-teaming. Coordinate cyber incident response drills and tabletop exercises, ensuring preparedness and optimized rapid response capabilities. Managed Cyber Analytics (MCA) and SIEM services to improve incident detection and response.



Privacy & Data Protection: Develop a comprehensive personal data inventory and assess privacy program readiness to ensure compliance. Implement robust data protection solutions encompassing data discovery, classification, retention and leak prevention. Conduct thorough assessments of privacy regulations compliance with laws (GDPR, CCPA/CPRA, GLBA, PIPL).



Identity and Access Management: Develop and implement a comprehensive digital identity and access management strategy, integrating privileged role-based access controls and zero-trust principles to enhance security. Implement advanced identity and access management technologies, streamline application onboarding processes and provide managed identity services.



Third-Party Security Risk Management: Implement a robust third-party risk management tool and program to systematically identify, assess and mitigate risks associated with vendors and service providers. Conduct comprehensive risk assessments of third parties to ensure they meet security standards and compliance requirements to minimize potential risks to the organization.

Contact us

Our team of cybersecurity and privacy specialists is here to help you.



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GUERIN C – DATA / LOCALIZATION



Choi

11:30 a.m. – 12 p.m. EIDR in Content Provenance and Authenticity

This session sees EIDR’s managing director discussing the various concepts and applications of the EIDR ID in the international supply chain as it relates to content provenance and authenticity. As AI increasingly becomes an agitator for complexity within contracts, and IP rights are being challenged, this session looks at how our supply chain will adapt and adopt identifiers to integrate AI respectfully for all parties.

Hollie Choi, Managing Director, Entertainment ID Registry Association (EIDR)



Seven

12:05 – 12:20 p.m. AI: Assisted Insights with MicroStrategy One

Learn how AI fused with Business Intelligence can empower the analytical feedback loop to bring more perspectives and understanding to film development and the Media and Entertainment industry. MicroStrategy’s AI + BI platform can further enable your creative developments with ease.

Chris Seven, Senior Associate Sales Engineer, MicroStrategy

Cuong Bui, Principal Sales Engineer, MicroStrategy



Baines

12:25 – 12:55 p.m. Birds of a Feather: Localisation and LMT

This session shares an update on the developments taking place with the Language Metadata Table (LMT). There are now over 310 unique language codes and 50 language groups included in LMT, all approved. Following this update we will discuss the status of the localization industry, how is the industry expected to perform this year, and how will it navigate the continued advancements in voice technologies whilst retaining that human creative element which is so important in retaining the true essence and authenticity of the original. Localised content is responsible for a huge share of the revenues which are generated for a film or TV series and its importance cannot be underestimated. The Content Localisation Council strives to bring this community together on a regular basis to raise awareness and share learnings across the global media and entertainment industry. Join us to learn more about the important work being done and how to get involved!

Moderator: Caroline Baines, Director, Content Localisation Council

Yonah Levenson, Co-Chair, Language Metadata Table Working Group

Nicky McBride, Chief Revenue Officer, Iyuno and Vendor Chair, Content Localisation Council

Scott Rose, Chief Technology Officer, VSI and Technical Director, Content Localisation Council



McBride



Rose



Levenson

1 – 2 p.m. NETWORKING LUNCHEON

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Box AI

Unlock the value of your enterprise content

Did you know that 90% of business data is unstructured?† That includes everything from files and videos, to PDFs, spreadsheets, and more. It's sales presentations that close deals, financial documents that secure loans, and specs for products that captivate industries. Your unstructured data is brimming with business value, and it's time you harnessed its potential. That's why Box AI has brought the power of intelligence right to your content.

Box AI is a new suite of capabilities that natively integrates advanced AI models into the Content Cloud. With Box AI, you can transform your content strategy and unlock the full potential of your unstructured data, while managing every aspect of content management (like collaborating, categorizing, and automating processes). Plus, you maintain the same enterprise-grade security, compliance, and privacy you know and trust with Box.

Key capabilities



Maintain security

Built-in granular access permissions, wide-ranging industry compliance, and enterprise-grade security will ensure your Box AI data is always protected. AI models are never trained on your data without your written consent, so your proprietary data stays safe and secure.



Create content in seconds

Generate content (like emails, newsletters, and blogs) from scratch, or refine existing content with a simple prompt. Even fix spelling and grammar, edit voice and tone, or adjust the length of your content.



Get answers and drive insights

Ask questions about a document, get insights from a spreadsheet, or summarize a presentation, all with just one click. And, using Box Hubs, you can soon ask questions across multiple documents.



Leverage advanced machine learning models

Start generating valuable insights using the most powerful advanced machine learning models available.



Keep work simple

Access Box AI seamlessly within your Box tools, rather than switching between different interfaces. And coming soon, streamline business processes by automating workflows and tasks to drive faster business outcomes.



Extend Box AI to custom apps

With the Box AI API, you will soon be able to extend Box AI capabilities, including summarization, text generation, and document question answering, to your custom apps.



Automatically populate metadata

With Box AI metadata extraction, you soon will be able to automatically populate metadata fields with suggestions from the Box AI API.



Future-proof your content strategy with AI

With more advanced capabilities still to come, you'll have capabilities across the entire Content Cloud, enabling you to continue building out your content strategy.

Presenting:

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Customers powering transformation with Box AI

Box AI for Notes



Non-profit organization

Teams harnessed the power of Box AI to swiftly generate email notifications for end users



Global investment firm

Teams capitalized on Box AI's capabilities to craft comprehensive onboarding materials for new hires



Full-service law firm

Box AI helped draft recommendation letters from scratch

Box AI for Documents



Global technology company

Sales teams utilized Box AI to condense call transcripts for improved comprehension of customer issues



Global technology manufacturer

Teams employed Box AI to inquire about complex legal contract terms efficiently



Global technology company

Box AI helped users effortlessly locate clauses and pertinent details within customer contracts

Start transforming your content strategy with Box AI

Get started with your content strategy transformation with Box AI for Notes and Box AI for Documents. The beta release is now available to all Enterprise Plus customers! To learn more, visit our [support page](#).

Here's what's included for Box AI in the Box Enterprise Plus subscription

- 20 queries per user per month
- 2,000 additional queries provided at the company level

Coming soon: Box AI APIs, Box Hubs with AI, metadata extraction, and more!

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Lane



Skorus-Neely

AI Governance Workshop

This workshop will be a crowd-sourced discussion of the myriad facets of an AI Governance model and how to institute one. Key topics addresses include:

- What do we think an AI Governance program objectives should be?
- What goals should the program consider when evaluating projects?
- Who are your major stakeholders whose point of view you should consider?
- What risks or issues might you have to mitigate as part of the AI Governance program?

Join us for a working lunch to learn more!

Iseabail Lane, Board Member, WiTH Foundation

Nina Skorus-Neely, Secretary, WiTH Foundation and Industry Advisor, Microsoft

M+E

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AHMANSON BALLROOM



Granados

2 – 2:15 p.m. EES Opening Remarks

Nelson Granados, Executive Director, Pepperdine Graziadio Business School, Institute for Entertainment, Media, and Sports (IEMS)

Doug Warner, Co-Director, Pepperdine Graziadio Business School, IEMS

Amy Zwagerman, Program Manager, Pepperdine Graziadio Business School, IEMS



Warner



Zwagerman



Low

2:15 – 2:45 p.m. EES KICKOFF: The Truth is Out There!

Our opening session sits down with the creator's of "The Ankler" to give us their unique perspective on how our disrupted our business REALLY is and where we can find our center as Hollywood reacts to the game-changing technologies that are on our doorstep. Our two speakers lead the daily conversation online and have their ear to the ground across so many communities (greenlight, creative, tech, packaging, etc.) and their insights into what the heartbeat of Hollywood is saying are grounded in truth. Join the first session to hear the latest wakeup call for our global M+E industry!

Elaine Low, Reporter, The Ankler

Sean McNulty, Creator, The WAKEUP, and Writer, The Ankler

In conversation with: Doug Warner, Co-Director, Pepperdine Graziadio Business School IEMS and **Guy Finley**, President & CEO, MESA



McNulty



Chawla

2:45 – 3:15 p.m. EES OPENING KEYNOTE: AI in the Age of Media Disruption

Step into the mind of an Entertainment CFO and unlock the secrets of AI's game-changing impact on every aspect of the entertainment business. From safeguarding intellectual property to nurturing talent relationships and optimizing production and marketing, experience firsthand how AI transforms the industry landscape. Join us for a captivating journey where finance meets innovation and discover how AI revolutionizes entertainment finance while unleashing unparalleled creativity and growth potential.

Nitin Chawla, Head of Finance, Strategy, & Operations, Warner Bros. Discovery



Altucher

3:15 – 3:30 p.m. The Future of Creativity

Author, podcaster and entrepreneur who also hosts "The James Altucher Show" offers conversational insights into where the media business is heading.

James Altucher, Investor, Writer, Podcaster, Entrepreneur

Carmi Zlotnik, President of Television, Legendary Entertainment



Zlotnik

3:30 – 4 p.m. NETWORKING BREAK



Kallel

4 – 4:30 p.m. EES AFTERNOON KEYNOTE: Enhancing Customer Experiences with AI

Discover the future of customer satisfaction through AI-driven experiences. Explore how cutting-edge artificial intelligence technologies are reshaping interactions, personalizing services, and anticipating needs like never before. Join us as we delve into the innovative technologies reshaping the landscape of customer engagement, ensuring unforgettable experiences that set your brand apart. Don't miss out on this opportunity to stay ahead of the curve and revolutionize your approach to customer relationships.

Fay Kallel, Director, Gen AI Innovation, Prime Video

Interviewed by: Eric Iverson, Chief Technology Officer, UTA



Iverson



Speed or Security?

With Fortinet, You Can Have Both.

The shift to Direct-to-Consumer platforms has made M&E companies popular targets for disruptive cyberattacks. With customer expectations that services “just work,” delivering anything less than high-quality, reliable streaming is unacceptable. But many vendors can’t securely scale to meet customer demand, turning off security controls in favor of speed.

Fortinet solves this problem with ultra-low latency next-generation firewalls. Our custom ASICs deliver up to 36x better performance than competitor firewalls. Now you can deliver fast and secure entertainment experiences. To learn more, visit www.fortinet.com/m&e

EES – AHMANSON BALLROOM



Hosanagar

4:30 – 5 p.m. Creatives Approach to Accepting AI

As more advanced technologies become easier to use, and increasingly available, how will this impact the true “creative” and how will his art evolve? This session presents viewpoints from artist, educator, and practitioner as an evolution no matter what craft.

Moderator: Carmi Zlotnik, President of Television, Legendary Entertainment

Panelists:

James Altucher, Investor, Writer, Podcaster, Entrepreneur

Kartik Hosanagar, John C Hower Professor, Wharton School at Penn & Founder, Jumpcut Media

Matt Panousis, Co-Founder & Chief Operating Officer, MARZ



Panousis



Ludovisi

5 – 5:30 p.m. Advances in AI for Marketing: Speed and Efficiency

Unlock the potential of AI-driven marketing with a focus on speed and efficiency. Explore how AI tools supercharge marketing efforts, delivering rapid insights, and optimizing campaigns with unmatched precision. Join us as we delve into the future of marketing, where AI-driven strategies propel brands to new heights of success at unprecedented speeds.

Claudio Ludovisi, Assistant Dean, Marketing, Strategy, & Corporate Relations, PGBS

Frederick Vallaey, Chief Executive Officer, Optmyzr



Vallaey



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WITH BELIEVES IN:

MAKING A DIFFERENCE

Lifting the aspirations and careers of one, raises all

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Celebrating and respecting our differences while making space where we can unleash our unique genius

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Exploring paths to fuel learning and growth

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Blazing new trails to confidence, courage, vision, and joy

THE PILLARS OF WITH

Where WiTH members get into action:

- **Professional Development** — leverage our resources to broaden our collective expertise
- **Mentoring and Networking** — connect, inspire, and encourage each other while fostering growth in our professional network
- **Community Engagement** — be avid ambassadors of technology by encouraging youth to pursue careers in our field

WITH EVENTS

The members of WiTH gather* at these events:



■ **WiTH Leadership Awards** — honoring contributors who serve as role models and mentors and who empower women to be bold leaders



■ **SoCal Women's Leadership Summit** — designed to inform and inspire members around issues vital to the community



■ **WiTH Workshops** — periodic educational and interactive events featuring keynote speakers and round table discussions with industry leaders

*In-person and online



For more information, visit withhollywood.org

WiTH is a 501(c)3 charitable organization



Aguilera

3:15 – 3:30 p.m. The Road to SoCal Women’s Leadership Summit

This session introduces the most recent nominees to the WiTH Foundation Board of Directors and launches the WiTH Leadership Awards and SoCal Women’s Leadership Summit. This amazing full-day event is co-located with the Infinity Festival and takes place on the 7th of November in Hollywood.

Christina Aguilera, President, WiTH Foundation, and Vice President, Product, Enterprise Technology, Crunchyroll

Nadya Ichinomiya, Chair, WiTH Foundation, and Vice President, Head of Agile Transformation, Enablement, & Operations, Sony Pictures Entertainment

Nina Skorus-Neely, VP/Secretary, WiTH Foundation, and Industry Advisor, Microsoft



Ichinomiya



Skorus-Neely

3:30 – 4 p.m. NETWORKING BREAK

4 – 4:30 p.m. EES KEYNOTE: Enhancing Customer Experiences with AI (AHMANSON)



Bahmanpour

4:30 – 5 p.m. Shattering the Status Quo: AI-Powered Inclusive Innovation in TV Advertising

In this dynamic session, industry leaders and visionaries will explore groundbreaking strategies and creative approaches that challenge conventional norms in television advertising. Delving into the intersection of innovation, inclusivity, and AI technology, our panelists will share insights on how to captivate diverse audiences through forward-thinking initiatives. Discover how embracing diversity, equity, and inclusion can serve as catalysts for innovation in TV advertising, reshaping the landscape with cutting-edge AI applications. Don’t miss this opportunity to gain actionable insights and inspiration as we explore ways to break barriers, spark change, and redefine the narrative in reaching audiences through inclusive practices powered by AI.

Moderator: Filiz Bahmanpour, Board Member, WiTH Foundation

Panelists:

Halleh Kianfar, Inclusive Analytics & Contextual Video Data, Gracenote

Alena Morris, Sr. Director Product Marketing, PubMatic

David Thomson, Executive Global Product & Design Leadership, Momentum Design Lab & HTEC Group



Morris



Thomson



Kianfar

5 – 5:30 p.m. AI & Intellectual Property

Our panelists of legal and creative professionals will aim to provide the rundown of where we are, the gaps, and whether we can have a harmonious relationship with AI systems. By exploring the potential benefits and risks associated with AI in IP management, identifying innovative approaches to enhance IP protection, and legislation’s role in safeguarding and promoting the fair use of intellectual property.

Moderator: Rosemary Ampuero-Jacobs, Board Member, WiTH Foundation & Professional Development Alumni Advisor, New York University Foundation

Panelists:

Jeanette DePatie, Professional Techsplainer, Propellerhead-Inc

Luisa Huang, Chief Operating Officer & Co-Founder, Toonstar

Ghen Laraya Long, International Lawyer, Academy of Television Arts and Sciences



Ampuero-Jacobs



Huang



DePatie



Long

5:30 PM WiTH Closing Remarks



Leading the Future of Security in Media + Entertainment

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AHMANSON BALLROOM



Hollingsworth

5:30 – 6 p.m. HITS/EES CLOSING KEYNOTE: The Generative AI Revolution

Welcome to the dawn of the Generative AI Revolution, where creativity knows no limits and innovation knows no bounds. Join us as we unveil the extraordinary potential of Generative AI, where imagination meets technology to shape the future of design, art, entertainment, and beyond. Don't just witness the revolution — join this session to be a part of it!

Jen Hollingsworth, Chief Commercial Officer, Flawless

Daniel Pinar, Director of Business Development, Flawless



Pinar

6 p.m. HITS/EES Closing Remarks

Guy Finley, President + CEO, MESA

Claudio Ludovisi, Assistant Dean, Marketing, Strategy, & Corporate Relations, PGBS

6 – 7 p.m. NETWORKING RECEPTION



In Association with:



THURSDAY, NOV. 7, 2024

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