MIPCOM CANNES UNLOCKING AI SUMMIT

TUESDAY, 17 OCTOBER

Cannes Palais des Festivals, MIP Lab

Presented by **Kati Bremme**, Head of Innovation, **France Télévisions**

AGENDA

08.15 – 08.45   Welcome Coffee

08.45 – 09.00   INTRODUCTION - The Dawn of a New World

Inspirational Opening Speech, addressed by Artist & Creative Technologist **Ross Goodwin**

How Generative AI is affecting TV & Entertainment? by **Edmund Ludlow,** Senior Media Analyst, **Omdia**

09.00 – 10.10   AI SUMMIT PART I. IMMERSIVE SHOWCASE - Harnessing the Power of AI

09.00 - 09.25 Discover AI-driven tools tackling the biggest challenges facing production companies today

Empowering Gut Feeling with AI: Next Generation Storytelling,
Presented by **Sami Arpa**, CEO, **Largo.ai**

Revolutionizing Video Post-Production using GenAI on TV and Movies,
Presented by **Olivier Reynaud**, CEO, co-founder, **Aive**

09.25 - 09.50 Hear from Google: Generative AI solutions for Media & Entertainment

Presented by **Anshul Kapoor,** Head of Media Broadcasting Solutions, **Google Cloud, Google**

09.50 - 10.10 AI-generated Video Content: Creativity at Risk?

In conversation with **Benjamin Field**, Producer, **Deep Fusion Films** & **Ross Goodwin,** Artist

10.10 – 11.00   AI SUMMIT PART II. LEGAL & ETHICAL CHALLENGES - How to regulate AI?

Moderated by Dr **Mathilde Pavis,** Lawyer & Consultant, **Pavis Consultancy**

10.10 – 10.35 AI Regulations: Global Legal Outlook & Multilateral Conversations

Building a Trustworthy, Lawful, and Efficient Framework
Presented by **Dragos Tudorache,** MEP, **European Parliament** & Vice-President, **Renew Europe Group**

10.35 - 10.55 Content Creation & Intellectual Property: TV Executives in the Eye of the Storm

Calling the Industry for Collective Responsibility
Presented by **Nicolas Gaudemet,** Chief AI Officer, **OnePoint**

10.55 – 11.00   THANK YOU

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