

# APPLIED AI SUMMIT

Monday 21 October - MIPCOM CANNES DAY 1

MIP Innovation Lab - Palais des Festivals P-1

10.15 – 12.00

Part I. Conferences

**10.15 – 10.20**      **“Welcome Words”**

by Jonathan Verk, coFounder & CEO, Social Department (MC)

**10.20 – 10.40**      **“Future of Content”**

Thought leading keynote by Emily Golden, Head of Growth Marketing, Runway

**10.45 – 11.00**      **“The Emerging State of Generative AI in TV & Entertainment”**

Presented by Audrey Schomer, Media Analyst & Research Editor, Variety Intelligence Platform

**11.00 – 11.30**      **“The New Profit Engine: Revolutionizing Entertainment Profitability”**

Featuring Marianne Carpentier, Chief Innovation Officer, NEWEN STUDIOS, Damien Viel, Chief Digital & Marketing Officer, Banijay Entertainment & Johann Choron, Strategic Partnerships, Head of Gen AI for Media & Entertainment, Google

**11.30 – 12.00**      **“The Essentials for Navigating Entertainment's AI Legal Labyrinth”**

Featuring Tom Ara, Partner and Global Co-Chair of Media, Sport and Entertainment, DLA Piper & Frank Valentin, Partner and Global Co-Chair of Media, Sport and Entertainment, DLA Piper. Followed by Q&A with Dave Davis, CEO, Calliope Networks.

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## Monday 21 October - MIPCOM CANNES DAY 1

14.00 – 15.30

### Part II. Roundtables

14.00 – 14.30

Doors Open - Welcome Coffee

14.30 – 14.40

Intro Presentation

**14.40 – 15.30**

### **Roundtable Discussions**

Expert-led conversations, hosted by:

⌘ Sami Arpa, CEO, Largo.ai

⌘ Christian Knaebel, Managing Director, Global Media Consult

⌘ Dave Davis, CEO, Calliope Networks

⌘ Olivier Reynaud, CEO, co-founder, Aive

⌘ Léo Haidar, Counsel, DLA Piper & David Markman, Partner, Co-Chair, Entertainment Transactions Practice, DLA Piper

⌘ Catherine Warren, Founder and President, FanTrust Entertainment & Rémi Tereszkievicz, CEO, BetaSeries

15.30 – 16.00

### Networking Break

16.00 – 16.45

### Part III. Innovation Showcase

**16.00 – 16.10**

### **« First AI that can automatically translate emotion in video »**

Live Demo presented by Jesse Shemen, Co-founder & CEO, Papercup

**16.10 – 16.25**

### **« From Audience to Player: The Dawn of Interactive Streaming »**

Live Demo presented by Devo Harris, Founder & CEO, Adventr

**16.30 – 16.45**

### **« Revolutionizing Entertainment Marketing with Vertical AI »**

Live Demo presented by Jonathan Verk, coFounder & CEO, Social Department