

APPLIED AI SUMMIT

Monday 21 October – MIP Innovation Lab

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 “The Future of Media: Generative AI’s Transformation of Content Workflows”

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”

Ft. **Marianne Carpentier**, Director of Emerging Technologies for Production & Distribution, **Group TF1-Newen Studios**; **Johann Choron**, Strategic Partnerships, Head of Gen AI for Media & Entertainment, **Google** and **Damien Viel**, Chief Digital & Marketing Officer, **Banijay Entertainment**

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

Ft. **Tom Ara**, Partner and Global Co-Chair of Media, Sport and Entertainment, **DLA Piper** and **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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14.00 – 15.30

Part II. Roundtables

14.00 – 14.30

Doors Open - Welcome Coffee

14.30 – 14.40

« Creativity & AI: How soon is now? Are we ready to embrace the potential of AI in our creative industries? »

Presented by **Mark Endemaño**, Partner & Managing Director, **AlixPartners**

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

✎ **Léo Haidar**, Counsel, DLA Piper & **David Markman**, Partner, DLA Piper

✎ **Catherine Warren**, President, FanTrust & **Rémi Tereszkiwicz**, CEO, Betaseries

✎ **Benjamin Field**, Executive Producer, Deep Fusion Films Ltd

15.30 – 16.00

Networking Break

16.00 – 16.45

Part III. Innovation Showcase

16.00 – 16.15

« First AI that can automatically translate emotion in video »

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

16.15 – 16.30

« 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**