9:20 – 10:40 | Room 11 | Wednesday – Aug.28

INNOVATION AND DISRUPTIVE TECHNOLOGIES

ARTIFICIAL INTELLIGENCE FOR AV PRODUCTION

We live in the information age. Data volume is growing exponentially and we are expected to have more than 16 zetabytes of data (16 trillion gigabytes) by 2020. In this new era, devices are increasingly getting more connected and sensors are generating continuous streams of data. Artificial intelligence technologies, especially Deep Learning, have prepared to handle unprecedented data volumes and made room for incredible applications with images, audio, and video. In this panel we will address current and futuristic applications of artificial intelligence in content production, what are their implications on the companies, ethical issues, and how to get prepared for the future.

Chair: Daniel Monteiro - R&D Manager - TV Globo

- **THE USE OF ARTIFICIAL INTELLIGENCE TO BOOST CONTENT PRODUCTION: GLOBO CASE STUDIES**
  Speaker: **Cassius Rodrigo** - R&D Supervisor, TV Globo
  Nowadays, many Artificial Intelligence (AI) applications exist around us and we use them normally without realizing them. AI is mostly perceived as a new tool capable of optimizing and enhancing processes through automation in ways that were unthinkable in the recent past. Advances in this area have enabled manufacturers and broadcasters to develop smarter tools and applications to drive the entire content lifecycle. In this talk, we present how the use of Deep Learning and NLG (Natural Language Generation) techniques are impacting the creation, productivity and delivery of multimedia content broadcast by TV Globo.

- **ML AND AI IN CONTENT PREPARATION**
  Speaker: **Nadine Krefetz - Consultant, Reality Software**
  This presentation is about what you need to know about using machine learning and artificial intelligence in content preparation. Are you thinking about automatic clip or full-text metadata creation? Why is training so important? Different tools have different strengths. Come find out about the questions you should ask when considering this for your workflow.

- **HOW ARTIFICIAL INTELLIGENCE CAN BE USED IN THE CREATIVE COMMUNICATION PROCESS**
  Speaker: **Paulo Henrique de Almeida - CEO - Casion Tech Goodies**
  Practical and real examples of the use of Artificial Intelligence and Big Data techniques in communication projects.
  We will know cases of use of these techniques in various moments of a project. from the generation of insight, content, personalization, humanization and understanding of information.

Chair: Daniel Monteiro - R&D Manager - TV Globo
Electronic Engineer by UFRJ and M.Sc in Digital Signal Processing by Coppe / UFRJ, having the area of video compression as a research topic. He has been working in the Research and Development / Innovation area of TV Globo's technology since 2000, where he currently serves as the sector manager. In 2002 he worked in the research center of Japanese TV NHK conducting research with the H.264 compression standard, in the occasion in the stage of standardization. Passionate about new technologies and innovation management, with many years of experience in software development, today leads a creative team that conducts research and projects mainly in the areas of signal processing, artificial intelligence, virtual reality, computing, electronics and IoT.

Cassius Rodrigo, R&D Supervisor, TV Globo
Cássius R. D. Estrada was born in Rio de Janeiro, Brazil. He received the Electronic and Computer Engineering degree from Federal University of Rio de Janeiro (URFJ), Brazil, in 2008, and the M.Sc. degree in Electrical Engineering from the Federal University of Rio de Janeiro (COPPE/UFRJ) in 2011. He was a TV Systems Researcher at Rede Globo between 2006 and 2015. He is currently Executive Supervisor of Exploratory Research at Rede Globo. He has experience in Electronic Engineering and Computer Science, with emphasis on Signal Processing, working mainly on the following topics: image processing, video coding, digital TV and video quality evaluation.

Nadine Krefetz - Consultant, Reality Software
Nadine Krefetz is a streaming media consultant and industry journalist. She works with companies to strategically plan how vendors and media companies can compete. She is originally from NYC, lived in Canada for 25 years and is now in Seattle, the city of two clouds (soon to be three, based on the title of the new Google building). Please reach out via Linkedin (https://www.linkedin.com/in/ nadinekrefetz) or read her articles on StreamingMedia.com (http://www.streamingmedia.com/ Authors/6837-Nadine-Krefetz.htm)

Paulo Henrique de Almeida - CEO - Casion Tech Goodies
Over 12 years working with technology for financial market, Paulo was responsible for creating mathematical models for managed portfolio analyzes and processing of investment fund quotas. Today, works on innovation, artificial intelligence and digital media performance for clients such as Heineken, Santander, Spotify, Catho, among others.