

ORCHESTRATION FOR CONTENT PRODUCTION

Our panel will demonstrate how orchestration, collection, and analysis solutions of workflow metadata enable companies to gain efficiency, improving the management of all available resources in the production chain (Supply Chain Management).

Chair: Carlos Cauvilla, Operations Technology Director, SBT | SET Advisor

- **WHEN WILL AV1 BE READY FOR ADOPTION IN LATIN AMERICA? ALREADY?!**

Speaker: Simon Eldridge, Chief Product Officer at SDVI

- **SOLVING THE PROBLEM OF PRODUCTION PLANNING AND EFFICIENT METADATA EXCHANGE**

Speaker: Gabriel Ricardo Hahmann, Senior Business Development Director LATAM at MEDIAGENIX

From production planning to the accurate exchange of content metadata, broadcasters and producers struggle to ensure that metadata is properly collected throughout the production lifecycle and delivered efficiently to viewers. We will demonstrate how this workflow can be simplified and collaborative among entities and production teams, maximizing resources and bringing significant efficiencies to the content supply chain.

- **AI AND CONTENT PRODUCTION**

Speaker: David Kaszycki, Co-Founder and CEO of Beam Dynamics
Data and AI is changing the way that content is produced across the globe, yet most organizations are not prepared to properly capture, standardize and link their data to realize the benefits. This talk will show how major production companies are leveraging their existing data to gain increases in performance and a significant reduction of production expenses.



Carlos Cauvilla, Operations Technology Director, SBT | SET Advisor

Director of Technology and Operations at SBT, Engineer with an MBA in Business and Information Technology. Cycling close to the mountains is my way of freeing up space to absorb new ..



Simon Eldridge, Chief Product Officer at SDVI

For 20 years in both Europe and North America, Simon has built an extensive track record of creating and managing successful product lines in management roles at leading providers in the media and entertainment space, most recently as director of product management. products, workflow and manageability at Harmonic. In this role, Simon oversaw Harmonic's broad portfolio of software applications for media and workflow management for production, broadcast and distribution. Previously, Eldridge worked at Omneon, where he managed the software portfolio and relationships with third-party OEM partners. Prior to joining Omneon in 2006, Eldridge managed the digital asset management product line of Harris Broadcast and Encoda Systems, both through their acquisition of Arkemedia Technologies, which he co-founded in the UK in 1999. His extensive experience and Eldridge's skills in technology and marketing provide him with a unique industry awareness. Eldridge obtained a bachelor's degree with honors in marketing design from Southampton Solent University in the United Kingdom.



Gabriel Ricardo Hahmann, Senior Business Development Director LATAM at MEDIAGENIX

With experience in the technology, media and entertainment market, Gabriel was responsible for pre-sales and business development for Latin America over the last 20 years, supporting strategy and growth of telecommunications and digital security companies. Since 2021 Gabriel has been responsible for Business Development for MEDIAGENIX in Latin America.



David Kaszycki, Co-Founder and CEO of Beam Dynamics

Founded Beam Dynamics in 2020. · Received Pilot Innovation Award by NAB in 2021. · Previously founded two digital media companies. · Was Strategic Account Manager at Videndum and Global Account Manager at LG Electronics.