**Owners & Associations**

**IABM: Seeing clearly in the cloud — strategies for business transformation**
Morwen Williams, Head of UK Operations - BBC News
Tim Shoulders, President - Grass Valley, a Belden Brand
Bhavik Vyas, Head of M&E Global Partnerships and Alliance - Amazon Web Services (AWS)

**Hisilicon Conference**
10:45 - 11:45
Sponsored Content E102

**Defining a new chapter of ultimate video experience with 8K + AI**
Veni Shone, President - Hisilicon (Shanghai) Technologies
Marvin He, GM of Video Product - Huawei
Sunny Niu, Deputy Secretary-General - AVS Industrial Alliance
Steeve Huin, Vice President of Strategic Partnerships, Business Development and Marketing - Irdeto

**The Intel Visual Cloud Conference**
13:35 - 14:00
Sponsored Content E102

**Accelerating opportunities through market transformation**
Ioannis Katsavounidis, Facebook

**The Intel Visual Cloud Conference**
14:00 - 14:30
Sponsored Content E102

**Visual Cloud: From passive media consumption to intelligent visual experiences**
Lynn Comp, Vice President, Data Center Group (DCG) & General Manager, Visual Cloud Division (VCD) - Intel Corporation

**The Intel Visual Cloud Conference**
14:30 - 15:15
Sponsored Content E102

**Realising the future of AV1: Video and visual cloud**
Ioannis Katsavounidis - Facebook
Anne Aaron, Director of Encoding Technologies - Netflix
Yu Yang, Technical Director of Live Broadcasting - Tencent Cloud
Chairperson: Jill Boyce, Fellow & Chief Media Architect - Intel Corporation

**Are you ready for intelligent visual experiences?**
Will Law, Chief Architect, Media Cloud Engineering - Akamai Technologies
Remi Beaudouin, Chief Strategy Officer - ATEME
Alex Giladi, Distinguished Architect - Comcast
Chair: Lynn Comp, Vice President, Data Center Group (DCG) & General Manager, Visual Cloud Division (VCD) - Intel Corporation

**The Intel Visual Cloud Conference**
15:30 - 16:15
Sponsored Content E102

**Leadership through focus: User experience and open source innovation**
Glenn Gainor, Head of Physical Production, Sony Pictures Screen Gems & President - Sony Innovation Studios Inc.

**The Intel Visual Cloud Conference**
17:00 - 17:25
Sponsored Content E102

**IBC2019 journey for Software Seekers**
Big Screen
09:30 - 10:20
Auditorium
Black Mirror: getting the look
Alex Gascoigne, Colorist - Technicolor
London Colorists

Lounge Talks
10:45 - 11:15
Forum Lounge
Tech Talk: From television to the seamless and personalised web: an Indian ethnographic study
Neha Hooda, Executive Producer VFX I Doctoral Candidate - University of Debrecen, Hungary

Big Screen
12.00 - 13.15
Auditorium
ASC 100 YEARS: Ground-breaking cinematography behind Lion King
Stijn Van der Veken, Cinematographer
Caleb Deschanel, Cinematographer
Robert Legato, Visual Effects Supervisor
Kees Van Oostrum, Cinematographer, President - ASC
Chair: Carolyn Giardina, Technology Editor - The Hollywood Reporter

CE Hub Theatre - Hall 14
14:30 - 14:50
Personalisation in the era of TV digitalisation
Johan Bolin, Chief product and technology officer - Edgeware

Lounge Talk networking drinks
17:15 - 18:15
Forum Lounge

CE Hub Theatre - Hall 14
10:00 - 10:20
Camera Automation on Entertainment Shows
Per Zachariassen, CEO - CuePilot

Lounge Talks
12:00 - 12:30
Forum Lounge
Tech Talk: Personalised content: The next driver of sustained trends in fitness technology
In the multi-billion-dollar fitness industry, personalised content will be required to drive product innovation forward.
Scott Campbell, Strategy Consultant - Accenture
Gregory Shaw, Manager – Accenture Strategy, Communications, Media and Technology - Accenture
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
<th>Speakers/Details</th>
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<tbody>
<tr>
<td>10:15 - 10:45</td>
<td>Autonomous vehicles: Social disruption for good</td>
<td>Forum</td>
<td>Chair: Fabian Birgfeld - W12 Studios</td>
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<tr>
<td>12:30 - 13:15</td>
<td>Convention Keynote</td>
<td>Auditorium</td>
<td>Andy Serkis, Director, Producer &amp; Actor</td>
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<td>Hear from Andy Serkis known to play ground-breaking characters</td>
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<td>including Gollum from Lord of the Rings, Caesar from Rise of the Planet of the</td>
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<td>Apes and King Kong.</td>
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<td>Chair: Carolyn Giardina, Technology Editor - The Hollywood Reporter</td>
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<tr>
<td>16:00 - 16:30</td>
<td>Lounge Talks</td>
<td>Forum</td>
<td>What Caught My Eye - Creating disruption</td>
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<td>Finding the coolest tools for content creation and production on the</td>
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<td>Join them to hear how storytelling and the creative process is changing, and</td>
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<td>IBC show floor, a guest expert and camera crew tour the halls and</td>
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<td>to guide your own visit to the IBC exhibition.</td>
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<td>share their pick of the products.</td>
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<td>18.30</td>
<td>Awards Ceremony</td>
<td>Auditorium</td>
<td>Celebrating Industry Excellence</td>
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<td>The IBC Awards recognise the personalities and organisations</td>
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<td>making exceptional contributions to our industry.</td>
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<td>09:45 - 10:45</td>
<td>Big Screen</td>
<td>Auditorium</td>
<td>Toy Story: reviving, restoring and re-imagining, in association with SMPTE</td>
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<td>Cynthia Slavens, Director – Studio Mastering &amp; Operations - Pixar</td>
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<td>Nuno Fonseca, CEO - Sound Particles</td>
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<td>Eric Pearson - Pixar</td>
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<td>Tormod Ringnes, Sound Designer</td>
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<td>11:05 - 11:50</td>
<td>The new sound of Hollywood, in association with SMPTE</td>
<td>Auditorium</td>
<td>The Audience Experience: advances in screen &amp; assistive device technology, in</td>
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<td>Nuno Fonseca, CEO - Sound Particles</td>
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<td>association with SMPTE</td>
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<td>Tormod Ringnes, Sound Designer</td>
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<td>Dominic Glynn, Senior Scientist - Pixar</td>
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<td>12:10 - 13:10</td>
<td>The Big Screen</td>
<td>Auditorium</td>
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<td>14:30 - 15:00</td>
<td>Lounge Talks</td>
<td>Forum</td>
<td>What Caught My Eye - Engaging consumer experiences</td>
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<td>With the consumer at the heart of the broadcast and media industry,</td>
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<td>discover the products, platforms, user interfaces and devices that are</td>
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<td>discover the products, platforms, user interfaces and devices</td>
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<td>transforming the consumer experience. A guest expert highlights their favourite</td>
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<td>that are transforming the consumer experience. A guest expert</td>
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<td>finds on the IBC show floor, with video and discussion explaining why they are</td>
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<td>highlights their favourite finds on the IBC show floor, with video</td>
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<td>crucial to reaching audiences.</td>
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<td>and discussion explaining why they are crucial to reaching audiences.</td>
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Don’t forget to find time to visit the many other feature areas at IBC2019.

The Architecture-matched HbbTV 2 Solution on Android TV
Xinwen Xue, VP Product Management - SERAPHIC Information Technology (Shanghai) Co. Ltd

An introduction to app development
Elias Pérez Carrera, CEO - Quobis
Gregory Trzonkowski, VP Customer Solutions - Better Software Group
Alberto Mari, Director of Sales - Applicaster

CE Hub Theatre - Hall 14
11:00 - 11:45
Securing content to protect revenues and the eco-system
Jürgen Jõgeva, Director - Axinom Products - Axinom
Olga Kornienko, COO - EZDRM
Orly Amsalem, Senior Product Manager, Security - Synamedia

CE Hub Theatre - Hall 14
12:30 - 12:50

CE Hub Theatre - Hall 14
13:00 - 13:45

CB Hub Theatre - Hall 14
11:00 - 11:45

CE Hub Theatre - Hall 14
12:30 - 12:50

CE Hub Theatre - Hall 14
13:00 - 13:45

Don’t forget to find time to visit the many other feature areas at IBC2019.

IBC Exhibition
13 - 17 September
Where People Connect And Ideas Emerge
Explore 15 halls featuring more than 1,700 exhibitors showcasing the latest tech.

Future Zone
13 - 17 September
Hall 8
Seeing The Future Now
Visit the Future Zone to see the very latest ideas, innovations and concept technologies
Looking to arrange a lunch meeting? Amsterdam RAI has some of the best restaurants, cafes and tasty snack bars for you to enjoy during IBC.

Including:
• The Beach • The Roast Room • First Floor Restaurant
• Grand Café • Holland Restaurant • Café Amsterdam