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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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

More to be announced

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

More to be announced

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