DAY 1, 19 JUNE, TUESDAY

3:30 pm **Latest Status of UMID and its Applications in File-based Workflow**

- The UMID (Unique Material IDentifier) is a SMPTE standard that globally uniquely identifies an AV material. Although more than a decade has passed since its initial standardization and its implementation as a mandatory component by AV products supporting MXF (Material Exchange Format) and AAF (Advanced Authoring Format) technologies, its originally intended use as a globally unique identifier to link AV material to its metadata has seldom been seen in practice.

- A new activity for the UMID applications has been established in the SMPTE standard community, where we will be initially studying the existing UMID applications to identify the UMID application principles and its best practices to be shared in the industry.

- In this presentation, we will report our latest activity for the UMID to be used as a media IT infrastructure for the File-based workflow.

Yoshiaki Shibata, *President and Chief Consultant*, **metaFrontier.jp, LLC**

4:00 pm **Focus on ERP Applied to the Media: "One Framework for All Your Business"**

- Single virtual database, integrating one consistent framework all the activities of the media company.

- People in different departments all see the same information and can update it real time without relying on periodic updates.

- Using standard information technology procedures.

Fabio Gattari, *President and Asia Pacific Sales*, **ETERE SRL**

4:30 pm *End of Conference Day One*

DAY 2, 20 JUNE, WEDNESDAY

Morning Plenary

9:00 am **Chairman's Opening Address**

James Neufeld, *Director of Marketing,* **never.no**

Social TV – The Intersection of Social Media and Broadcast Television (Industry Panel)

- Social media has a profound impact on nearly every facet of modern media, television is no exception. Social TV (the intersection of Social Media and TV) is a term we are hearing about more and more. What does it mean for broadcast professionals and what should you be focusing on as this trend emerges? This panel will focus on three core areas of Social TV.

- Social curation and story finding for newsrooms and journalists. Learn how social media has become a credible source of news gathering and storytelling.

- Social interaction. Hear how the biggest production and format companies in the world are leveraging social platforms to engage their audiences, allowing them to participate with content and brands.

- Social discovery. Learn how social media has become a powerful recommendation engine and drives higher tune in.

Moderator:

James Neufeld, *Director of Marketing,* **never.no**

Panellists:

- Arjen van Mierlo, *CEO of Asian Operations,* **Endemol Worldwide Brands**
- Mark Little, *Founder & CEO,* **Storyful**
- Tom Weiss, *Founder,* **TV Genius**

10:15 am *Morning Break and Refreshments*

Track 4:
Monetising Content on Multi-platforms

The session looks at new business models that are evolving with the change in technology and consumer demand. How these can be used for enriching the industry and the consumer experience and how industry can monetize contents on multi-platforms.

Chairman's Welcome Remarks

Rob van den Dam, *Global Communications Sector Leader IBV,* **IBM**

Monetising Content for Multi-platforms

10:45 am **The Connected Consumer Era has Arrived in the Marketplace**

- How the age of consumerism is driving consumers away from traditional advertising.

- How the development in the Asia-Pacific region compares to the other countries surveyed.

- Based on the results of survey:
  - How "living connected" is pervading our waking lives.
  - Digital viewing on demand is the new normal.
  - It's about connecting with people.
  - Connecting content is changing how media is consumed…and paid for.
  - Adoption distinctions between younger and older audiences are closing.

Rob van den Dam, *Global Communications Sector Leader IBV,* **IBM**

Programmes correct as at press time. The organisers reserve the right to amend the programme as deemed necessary without prior notice.