

CONFERENCE PROGRAM

#SVGIP

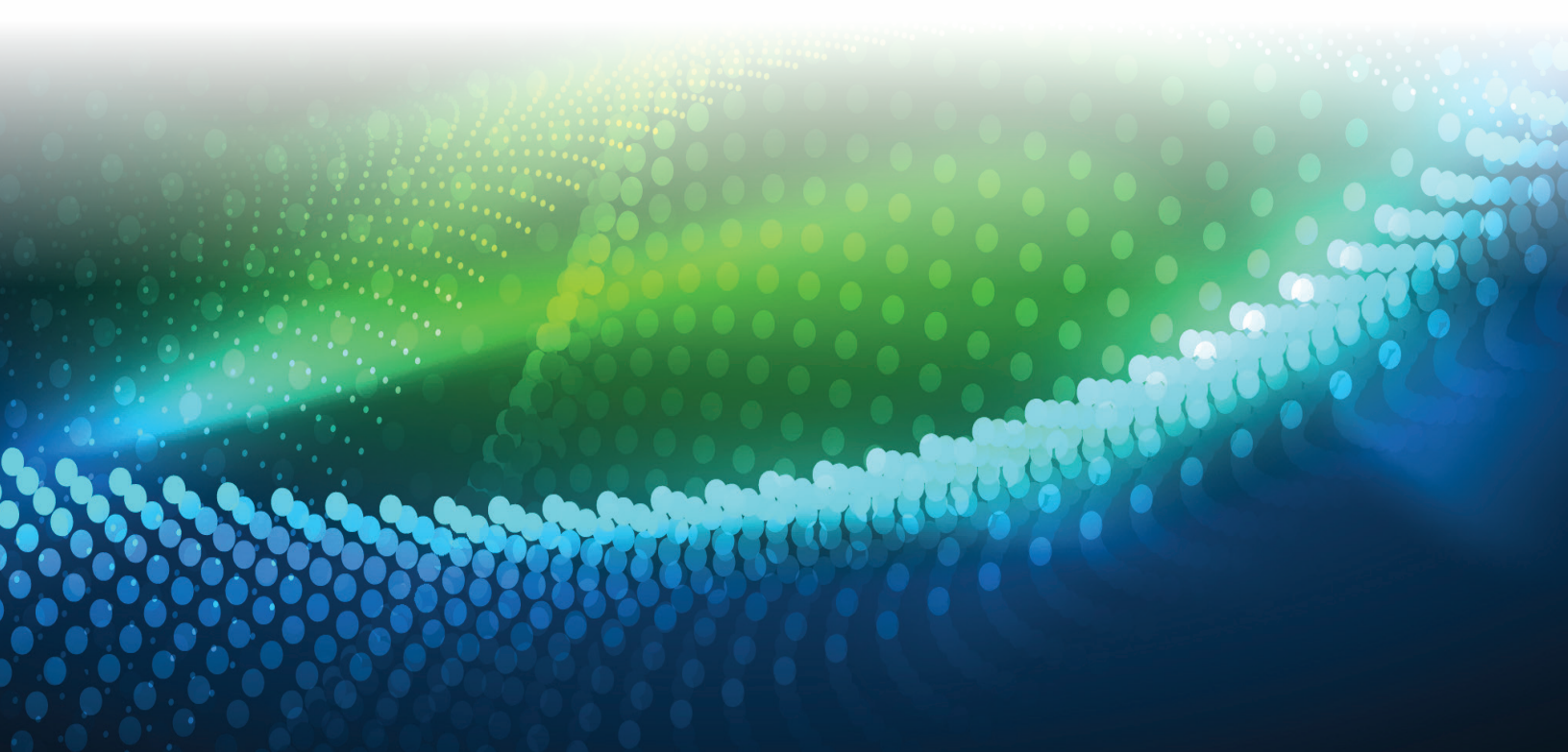
SVG

IP PRODUCTION

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SPORTS PRODUCTION 3.0



NEP Australia's Andrews Hub

NETWORK MONITORING 3.0

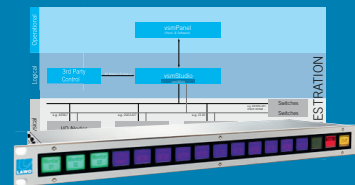


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Lawo SMART

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4K

9:00 a.m. Registration Opens

10:00 – 10:45 a.m. The Transformative Nature of IP

IP is about more than just replacing baseband audio and video signals with packets. It holds the potential to transform storytelling by building in new creative flexibility and freedom. Experts sound off on how IP will offer new ways to deliver personalized content, maximize video and audio assets, and more.

MODERATOR: Ken Kerschbaumer, SVG, Co-Executive Director, Editorial Services

PANELISTS:

Pamela Dittman, Evertz, Director of Customer Support, Live Sports Production
Johannes Kuhfuss, Lawo, Head of Product Management
Deon LeCointe, Sony Electronics, Senior Manager, Sports and IP Solutions
Scott Rothenberg, NEP, SVP, Technology and Asset Management
Jason Taubman, Game Creek Video, VP, Design and New Technology

10:45 – 11:00 a.m.

Aperi Case Study:

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IP-Centric Virtualized Remote Production – Real World Projects That Demonstrate Agility, Economics of True IP

Using real-world deployments as proof points, this presentation will explore the advantages of virtualizing hardware in native-IP workflows and will outline the benefits of remote 'clean' IP switching during live 4K and HD sports production.

PRESENTER: Joop Janssen, Aperi, CEO

11:00 – 11:30 a.m. Morning Keynote:

The State of the Standards

The SMPTE ST 2110 standard is still a work in progress, and other IP methods like ASPEN and NDI remain viable and in use. Learn the latest developments with respect to IP standards and what they mean to the way you work with IP packets.

PRESENTER: Matthew Goldman, SMPTE, President, and Ericsson, SVP, Technology, TV and Media

11:30 – 12:00 p.m. Networking Break

12:00 – 12:45 p.m.

The Right Route:

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Tips on the Transition to IP Routing

How do the various IP router options stack up? NAB 2018 saw a number of new developments related to IP routers. Attend this informative session to learn about what is new in IP routing, control systems, and more.

MODERATOR: Ken Kerschbaumer, SVG, Co-Executive Director, Editorial Services

PANELISTS:

Ammar Latif, Cisco Systems, Technical Solutions Architect
Fernando Solanes, Evertz, Director, Solutions Engineering and IP Technologies
James Stellflug, EVS, VP, Product Marketing

12:45 – 1:00 p.m.

EVS Case Study:

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NEP Australia – IP ST 2110 Centralized Production

An overview of how NEP's HUB facility in Australia is on-air with ST 2110 and built on IT switches for the facility and workflows.

PRESENTER: Scott Rothenberg, NEP, SVP, Technology and Asset Management

1:00 – 2:00 p.m. Lunch

2:00 – 2:45 p.m.

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Virtualization, SaaS, and the Future of Production

The transition to IP packets is giving rise to a new era of production-equipment design, deployment, and integration. One area is the move to virtual machines, with dedicated hardware and software systems giving way to programmable CPUs, software licenses, and more. How are manufacturers getting ready?

MODERATOR: Gary Olson, GH0 Group, Managing Director

PANELISTS:

Saurabh Gupta, Google Cloud, Customer Engineer
Mark Hilton, Grass Valley, VP, Live Production Products
Joop Janssen, Aperi, CEO
Grant Nodine, NHL, SVP, Technology
Brian Olson, NewTek, VP, Product Management
Jonathan Solomon, Aspera (an IBM Company), Strategic Initiative Engineer, FASPStream

2:45 – 3:00 p.m.

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Nevion Case Study:

From Top Soccer League With Global Following to Danish Horse-Racing: Lessons for IP Sports Production

This presentation will focus on a project for the world's most successful soccer league, and will highlight some of the business demands of big sports coverage and the impact on the IP network. The presentation will also pull in smaller-scale examples to show that lessons for IP sports production can be learnt at every level.

PRESENTER: Andy Rayner, Nevion, Chief Technologist

3:00 – 3:30 p.m. Networking Break

3:30 – 4:15 p.m. Network Security: Tips and Techniques

The move to IP networks requires a commitment to network security, disciplined best practices, and more to ensure that malware, phishing attacks, and other dangers don't jeopardize the show. Learn how to make sure your network is as secure as it needs to be.

MODERATOR: Karen Hogan Ketchum, SVG, Senior Editor

PANELISTS:

Vaishali Ghiya, Juniper Networks, Field CTO, WW Security Sales
Shane Keats, Akamai, Director, Global Industry Marketing, Media and Entertainment
Michael Korten, Cisco Systems, Cyber Security Sales Practice Leader

4:15 – 5:00 p.m. At-Home Production: What's Next?

Networks continue to expand their reliance on production systems located far from the venue and the onsite team. Experts take to the stage to discuss their experiences to date, the limitations, the opportunities, and more.

MODERATOR: Jason Dachman, SVG, Chief Editor

PANELISTS:

Brad Cheney, Fox Sports, VP, Field Operations and Engineering
Robert Erickson, Grass Valley, IP Evangelist, Americas
Joshua Liemer, VISTA Worldlink, EVP
Richard Wolf, The Switch, EVP, Marketing and Corporate Communications

5:00 – 6:00 p.m. Networking Cocktail Reception

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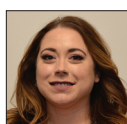
BRAD CHENEY, Fox Sports, VP, Field Operations and Engineering

Cheney manages technical and operational planning for golf, baseball, and college sports along with advanced-technology projects for Fox Sports Media Group. He is a leader in new technology approaches, including IP-based live-production and postproduction centers, IP over RF, UHD, HDR, and UAS. His work includes innovative production approaches and executions for in-ground audio, robotic cameras, and home-run productions. Cheney is a six-time Emmy winner and previously worked for MLB Network, *Late Show With David Letterman*, Game Creek Video, and Cox Sports.



JASON DACHMAN, SVG, Chief Editor

Dachman oversees all aspects of SVG's North American editorial operations, including the daily SVG Insider newsletter and SVG's annual print publications. A member of the SVG team since 2009, he also serves as program director for SVG's Sports Content Management & Storage (SCMS) Forum, Sports Graphics Forum, and TransPORT event.



PAMELA DITTMAN, Evertz, Director of Customer Support, Live Sports Production

Dittman joined Evertz in 2006 and has excelled through many roles within the company. Currently, she oversees live sports deployments. Prior to her current role, she was a senior systems engineering project manager where she managed deployments for major IP and baseband routing systems. Dittman has successfully deployed more than 30 mobile units and has supported high-profile events such as the Super Bowl, the Masters, PGA Championships, MLB All-Star Games, the Olympics, and U.S. Open Golf.



ROBERT ERICKSON, Grass Valley, IP Evangelist, Americas

A member of the Grass Valley team since 2008, Erickson has more than 17 years of experience in the broadcast and IT markets, with previous roles covering systems engineering, television-station management, broadcast-network design, and RF transmission systems. In his current role, he is a participant in the Alliance for IP Media Solutions (AIMS) and advocates for proper implementation of current and emerging broadcast standards on live-production equipment. He spends much of his time engaging with customers to educate them on emerging IP technologies and trains internal staff on how IP technology drives different system designs.



VAISHALI GHIYA, Juniper Networks, Field CTO, WW Security Sales

Ghiya has 20+ years of experience in cloud, security, and networking sales, as well as product management, marketing, strategic alliances, and engineering capacities. She manages a large team of senior employees worldwide and works with C-level executives. Ghiya is responsible for WW security go-to market strategy and sales, along with driving innovative security and SD-WAN solutions in the field and partner ecosystems globally for enterprise and telco/SP customers.



MATTHEW GOLDMAN, SMPTE, President, and Ericsson, SVP, Technology, TV and Media

Goldman is focused on video-processing and media-delivery solutions. He has been actively involved in development of digital television systems since 1992. A prominent participant in the Moving Picture Experts Group, he helped create the MPEG-2 systems and DSM-CC standards. He continues to be influential in industry organizations: the Society of Motion Picture and Television Engineers (SMPTE), the Alliance of IP Media Solutions (AIMS), the Ultra HD Forum, the Digital Video Broadcasting project, the Advanced Television Systems Committee, and the Society of Cable Telecommunications Engineers.



SAURABH GUPTA, Google Cloud, Customer Engineer

Gupta helps major customers adopt and leverage Google Cloud for their streaming, business, and other applications, using core infrastructure, managed services, ML APIs, and professional services. Prior to joining Google, he was with various startups

as founding CTO helping build mobile apps and platforms that also heavily used Google technologies.



MARK HILTON, Grass Valley, VP, Live Production Products

In his current position, Hilton oversees marketing and engineering of cameras, production switchers, and replay systems. Previously, he ran the Strategic Marketing group for Grass Valley Networking Products. He had rejoined Grass Valley to lead the newly created product group resulting from Belden's acquisition of Grass Valley and its integration with the former Miranda core products. Hilton is responsible for product strategy, roadmaps, detailed product definition, R&D, and the general success of this segment of the business.



JOOP JANSSEN, Aperi, CEO

Janssen has more than 25 years of experience in creating value in the high-tech media, broadcast, professional-video, audio, and telco industries. He currently leads Aperi, a provider of live IP Media Function Virtualization (MFV) solutions for the broadcast-media industry. He is also the senior principal of Yoap Holding and is involved in business angel investments and board-level advisory across various industries. Prior to Aperi, Janssen served as president and chief executive officer of EVS and as chairman of Dyvi Live.



SHANE KEATS, Akamai, Director, Global Industry Marketing, Media and Entertainment

Keats focuses on how OTT is transforming the media landscape. Previously, he ran product and corporate marketing for DataXu, a programmatic-advertising company that was named a leader in Forrester's most recent WAVE report. Keats has also held senior sales and marketing positions at SiteAdvisor, a consumer-security company acquired by McAfee, and Oddcast, a New York City-based company that builds user-generated media tools for such companies as Disney, MTV, and Universal Music Group.



KEN KERSCHBAUMER, SVG, Co-Executive Director, Editorial Services

A co-founder, with Paul Gallo and Marty Porter, of SVG in 2005, Kerschbaumer has been writing about how sports networks and leagues use video and audio technology to deliver a quality TV experience since 1991. He began his career at *Television Broadcast* magazine before joining Cahners, where he was founding editor of *Digital Broadcasting* magazine. In 2000, he joined *Broadcasting & Cable* magazine as senior editor of technology, covering all aspects of broadcasting, cable, and internet content creation and distribution.



KAREN HOGAN KETCHUM, SVG, Senior Editor

Hogan Ketchum manages and edits SVG's print publications, including the semiannual *SportsTech Journal*, the annual *Mobile Sports Production Yearbook*, and all event print programs. She drives the company's Venue Initiative, writing about the sports-venue-production industry and serving as program director for the annual Sports Venue Production Summit and Sports Venue Production Seminars. In addition, she is director of SVGW (formerly WSMI), SVG's women's networking group.



MICHAEL KORTEN, Cisco Systems, Cyber Security Practice Leader

In his current role, Korten is responsible for security products and services within Cisco's Global Service Provider Media Operation. After 21 years of providing network-security best practices and solutions to many Fortune 500 companies, he joined Cisco Systems as a security practice leader in 2003. He has worked with and created strong relationships with clients from numerous industries — financial, healthcare, insurance, legal, media — and government agencies.



JOHANNES KUHFUSS, Lawo, Head of Product Management

Kuhfuss has been in the broadcast industry since 2001, starting out in customer support and system planning before making the move to product and technology management. Since then, he has served the broadcast industry in a variety of roles, including technical product manager, product owner, and chief technology manager. Kuhfuss is deeply

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knowledgeable of IP networking technology and Scrum development methodology. He is driving coordination of technology between Lawo's product lines and the convergence of audio/video and networking. Furthermore, he leads the product-management teams of all Lawo product lines.



AMMAR LATIF, Cisco Systems, Technical Solutions Architect

Latif's current focus is on virtualization and IP-enabled cloud architectures for digital media workflows. He has also supported a number of large service provider networks in North America with a focus on advanced IP routing technologies.



DEON LECOINTE, Sony Electronics, Senior Manager, Sports and IP Solutions

LeCointe oversees all sales and marketing activities for sports-video production, which includes sports networks, production trucks, sports venues, professional leagues, and collegiate conferences. In

addition, he manages Sony's NMI IP for production technology and the PWS-4500 production and replay server. LeCointe joined Sony in 2007 and has worked in a number of roles related to postproduction workflow technologies, A/V codecs and compression, IP video transmission, 4K production, product switchers, and content-management systems for broadcast and news.



JOSHUA LIEMER, VISTA Worldlink, EVP

Liemer spearheads VISTA Worldlink's emerging technology department, providing internet broadcasting, IP transportation, and digital archiving. He is also responsible for expanding VISTA's production offerings, providing both REMI/at-home and traditional

onsite-production packages. Liemer's team of producers manages more than 500 REMI events annually and additionally provides downstream global production services for more than 1,000 events. He was recently responsible for rebranding VISTA Worldlink, bridging technical expertise with creative storytelling.



GRANT NODINE, NHL, SVP, Technology

Nodine started his career working as a systems librarian at Editel. He moved on to working as a web developer on such sites as Rodale Press's MensHealth.com. He later co-founded a web-development firm called Mercury Seven, working as the firm's chief technologist.

In 1999, Nodine arrived at the NHL, where he has been involved in building a technology infrastructure that supports NHL.com and all of the 30 teams' websites, numerous systems to produce and deliver streaming media, and many other large technology implementations.



BRIAN OLSON, NewTek, VP, Product Management

Olson joined NewTek in 2016 to lead strategic development for new and existing product lines, guiding and designing the next generation of products that transform the video industry. Previously, he was director of marketing, product management,

and business development for XPression at Ross Video and was responsible for global product strategy, product marketing, and business development for the XPression line of 3D motion-graphics systems. Olson was the driving force behind Ross's entry into the virtual-set and augmented-reality space as well.



GARY OLSON, GH0 Group, Managing Director

Olson is an IP-broadcast designer, project executive, author, and trainer on media technology. An advisor specializing in the transition of traditional-media technology, workflows, and business processes to computer-based IP and file technologies and workflows, he

focuses on the adaptation of organizational structure, staffing models, and workflows to implement digital-media technology. He has substantial experience working with project sponsors and stakeholders to help them understand the changes associated with digital-media platforms and file-based workflows.



ANDY RAYNER, Nevion, Chief Technologist

In his current role for a year, Rayner is based in the UK. Before joining Nevion in 2011, he spent 22 years heading BT's broadcast-technology center. He is a director of the Video Service Forum (VSF) and an active contributor to the definition of industry

standards, most recently on SMPTE ST 2110.



SCOTT ROTHENBERG, NEP, SVP, Technology and Asset Management

Rothenberg focuses on understanding and matching client needs with NEP's technical capabilities and capacity. Working across all NEP divisions, he ensures that the right equipment is always in

the right place and that NEP is always working to develop technical solutions to meet emerging needs. In addition, he is responsible for improving NEP's internal operations and processes, working with key vendors to source and develop specialized equipment.



JONATHAN SOLOMON, Aspera (an IBM Company), Strategic Initiative Engineer, FASPStream

Solomon joined Aspera in 2014, bringing more than 20 years of system design, administration, and project-management experience in media and entertainment. His vast experience in broadcast

and IP allows him to routinely bridge the two worlds. Career highlights include architecting the WWE OTT Network, dark-fiber-network design, and project design and management for several multimillion-dollar broadcast facilities. Prior to joining Aspera, he was a senior engineering project manager at WWE and director of engineering for Mid-Atlantic Sports Network.



JAMES STELLPFLUG, EVS, VP, Product Marketing

Stellpflug has more than two decades of industry experience, including facility design and integration, mobile satellite communication, and mobile TV production. He has overseen several major technology transitions, including migrations from analog

to digital, SD to HD, and more recently from linear to cloud and VOD distribution. Stellpflug has designed and operated production trucks and has consulted on development of early NLE news-editing platforms. He has been with EVS Broadcast Equipment since 2000, serving in various roles from technical-operations management and program management to his current role as global VP of product marketing.



JASON TAUBMAN, Game Creek Video, VP, Design and New Technology

Taubman spearheads Game Creek Video's innovative efforts in truck design and helps service the company's vast profile of high-profile sports clients, including ABC, CBS, ESPN, Fox, HBO, NBC,

MLB, NBA, YES Network, USA Network, NFL Network, and Winnercomm. Prior to joining Game Creek in 1999, he was an engineer-in-charge for National Mobile Television and VTE Mobile Television Productions.



RICHARD WOLF, The Switch, EVP, Marketing and Corporate Communications

Wolf's impressive career has spanned almost four decades. Prior to joining The Switch in January 2014, he spent 33 years at ABC

Television Network, serving as VP of telecommunications and affiliate support. At ABC, he was responsible for all technical, operational, and management systems associated with the distribution of the network to its 240 affiliates. He was also in charge of the contribution process associated with the gathering of video/audio content for network programming, including ABC Daytime, ABC Entertainment, and ESPN on ABC.

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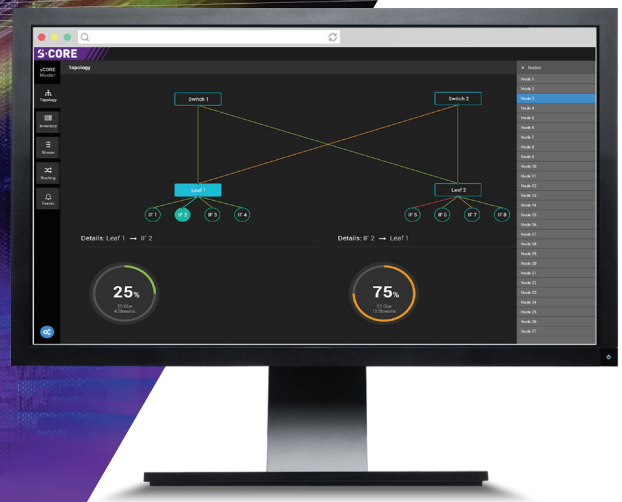
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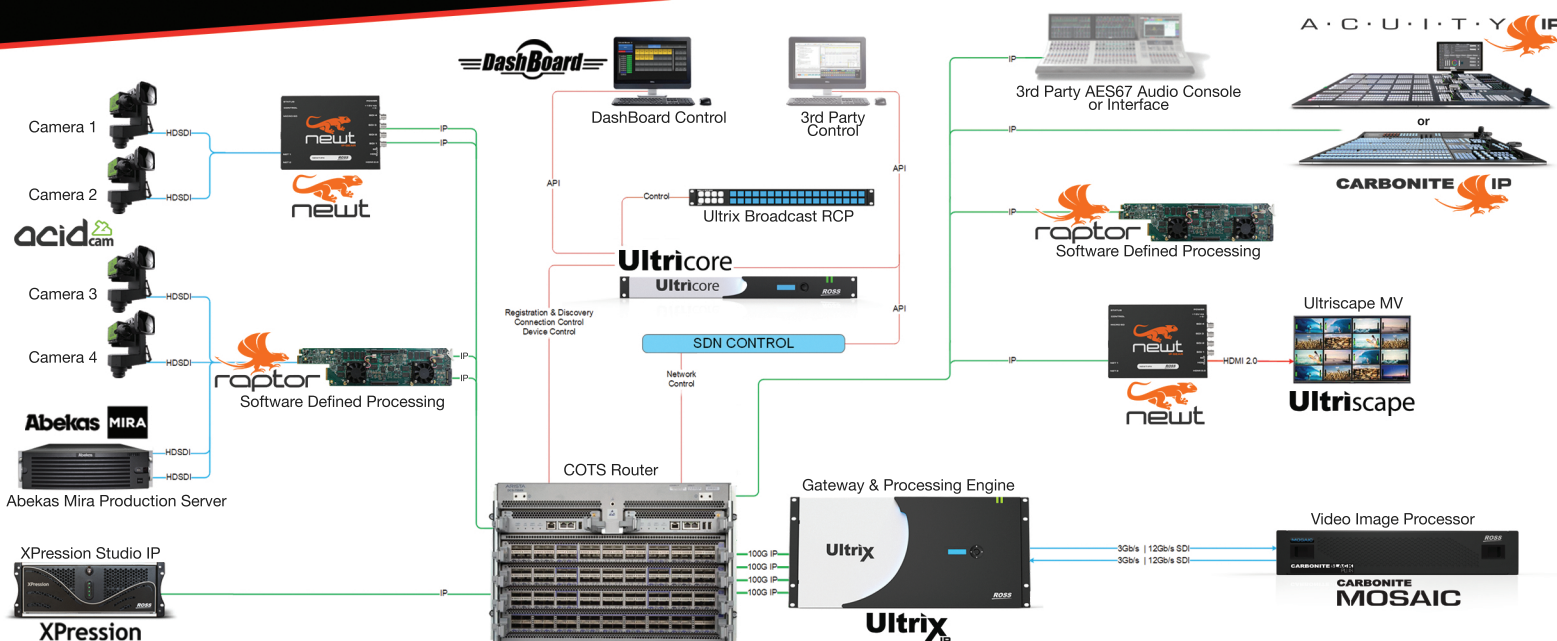


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