

MediaTech Festival 2022

THURSDAY FULL PROGRAM

●	8:30-9.30 AM	REGISTRATION & COFFEE	
●	9:30-10.30 AM	KEYNOTE BY LARS TVEDE, CHIEF INVESTMENT OFFICER AT ATLAS GLOBAL MACRO, & CLAUS BRIX, CEO AT SUPERTRENDS AG. A LOOK INTO THE CRYSTAL BALL: THE NEXT BIG SUPERTRENDS	MAIN STAGE
●	10.30-10.45 AM	SHORT BREAK	MAIN STAGE
●	10.45-11.30 AM	EMBRACING THE FUTURE WITH AI IN THE NEWSROOM - 3 CASES BY CLAES HOLGER DE VREESE, DDC, JENS KAAS BENNER, ALEXANDRA INSTITUTTET & KASPER LINDSKOW, EB	MAIN STAGE
●	11.30-12.00 AM	KEYNOTE BY HENRIK TEISBÆK, CO-FOUNDER & CEO, VEO. HOW TO FILM 1 MILLION FOOTBALL MATCHES. THE STORY OF VEO	MAIN STAGE
●	12.00-12.30 PM	KEYNOTE BY ANDREAS MARKMANN, EDITOR IN CHIEF, MARKEDSFØRING. 9 ETHICAL PRINCIPLES IN AUTOMATION (ROBOT JOURNALISM) - THE ECO SYSTEM	MAIN STAGE
●	12.30-1.15 PM	LUNCH & NETWORKING	
●	1.15-2.00 PM	KEYNOTE BY YUSUF OMAR, CO-FOUNDER OF SEEN. THE FUTURE OF STORYTELLING	MAIN STAGE
●	2.00-2.15 PM	SHORT BREAK	
●	2.15-3.00 PM	KEYNOTE BY FADI RADI, HEAD OF CREATIVES, AL ARABIYAH. TV GRAPHICS OF TOMORROW	MAIN STAGE
●	3.00-3.30 PM	KEYNOTE BY BJØRN MYREZE, CEO AND FOUNDER, MYREZE. THE FUTURE OF BROADCAST.	MAIN STAGE
●	2.00-2.30 PM	5000 HOURS OF REMOTE PRODUCTION DURING THE PANDEMIC BY ADDE GRANBERG, CTO, SVT	THEATER STAGE
●	2.30-3.00 PM	FAST TRACK: THE METAVERSE VS. THE MEDIA BY SOFIE HVITVED, COPENHAGEN INSTITUTE FOR FUTURES STUDIES.	THEATER STAGE
●	3.00-3.30 PM	BALANCED COMPUTING FOR LIVE DISTRIBUTED PRODUCTION BY LAURENT PETIT, SVP PRODUCTS & SOLUTIONS AT EVS	THEATER STAGE
●	3.30-4.00 PM	COFFEE & NETWORKING	
●	4.00-4.30 PM	KEYNOTE BY KELD REINICKE, MEDIA ADVISOR, KERE MEDIA. STREAMING WARS	MAIN STAGE
●	4.30-5.30 PM	PITCH EVENT - HOSTED BY FUTURE MEDIA HUBS	MAIN STAGE
●	4.00-4.30 PM	BUILDING A HOUSE FOR 24/7 STREAMING ON TWITCH BY EIRIK SOLHEIM, PROJECT MANAGER, NORWEGIAN BROADCAST CORPORATION	THEATER STAGE
●	4.30-5.30 PM	DEVELOPING MEDIA SERVICES IN A SERVERLESS WORLD BY ANDERS NILSSON, SENIOR SOLUTIONS ARCHITECT, AWS	THEATER STAGE
●	5.30-? PM	DRINKS & NETWORKING	