

MCO - WORKSHOP

INSPIRATION & MEDIA TECH 2023

Get a front row insight in products and technologies with new and innovative solutions. MCO and TV 2 Fyn in collaboration with Amagi and AWS invite you to a full day workshop with the ambition of providing you with insights and tools that makes it possible for you to work smarter. The speakers are from innovative media tech companies that will shape the future of our industry. Join us on May 30th for a day with inspiration and networking.

TV 2 FYN, OLFERT FISCHERS VEJ 31,
5220 ODENSE SØ, DK

TUESDAY MAY 30TH 2023 09:00 - 17:00

PRICE: FREE (LIMITED SEATS)

MAKING IT POSSIBLE:



[REGISTER HERE](#)

9:00 - 9:30 AM

REGISTRATION & LIGHT BREAKFAST

The Inspiration & Media Tech 2023 is moderated by Michael Jensen, head of technology, production and innovation, TV 2 Fyn.

9:30 - 10:00 AM

GRAPHICS AND OVERLAYS IN THE CLOUD

By Gabriel Baños, CEO & Founder, Flowics
How do you optimize your graphics across your platforms from any location? Flowics presents the most comprehensive cloud-based platform powering remote and in-studio production of live graphics and interactive content for linear and digital broadcasters.



10:00 - 10:30 AM

HOW TO MAKE EVERY STORY COUNT

By Erik van Heeswijk, Co Founder & CEO, SmartOcto
Make your news stories more relevant, impactful, and profitable. SmartOcto introduces an analytics system that connects you to your audience through smart tips and suggestions in your editorial system. Get from data to action easily - that's analytics made easy.

10:30 - 11:00 AM

REMASTER YOUR VIDEOS

By Jon Frydensbjerg, CTO, Pixop
Today's viewers demand the highest video quality, so remastering is a crucial step when monetizing your archives. Jon Frydensbjerg will present Pixop's automated AI and ML filters that helps you remaster your digital masters from SD all the way to UHD 8K.

11:00 - 11:15 AM

COFFEE & NETWORKING

11:15 AM - 11:45 PM

INNOVATION THROUGH COLLABORATION

By Sarah Geeroms, Innovative & strategic partnerships - Head of FMH, Future Media Hubs
Be a part of innovation through collaboration and sharing of knowledge. Sarah Geeroms will present how Future Media Hubs accelerates the development of the media industry and its local ecosystem through partnerships between public and commercial media.



SIDE 2



31 MAY - 1 JUNE 2023
MEDIA CITY ODENSE
**MEDIATECH
FESTIVAL**

11:45 AM - 12:15 PM

BUT, WHAT ABOUT THE SET DESIGN?

By John Murphy, Creative Director, BBC Sport. Jim Mann, Creative Director, Lightwell. Toby Kalitowski, Creative Director, BK Projects

As remote production and virtual studio technology advances at a pace it is very easy to jump in to a project and forget about the key aspect which is the studio design. How do you consider the collaborations, workflows and creative thinking once the technology for your virtual studio has been made. The team of John, Toby and Jim have worked as a collaboration creating virtual studios for BBC Sport on major events such as World Cups, Olympics and many other events over the last 6 years.

12:15 - 1:00 PM

LUNCH & NETWORKING

1:00 - 1:30 PM

HOW TO BEAT THE FACEBOOK ALGORITHM

By Christian Jørgensen, Regional Director, Echobox

Echobox is the only Social Media Publishing Platform which reverse engineers Facebook algorithms. 1500 media publishing groups worldwide already benefit from this. We'll reveal 3 Facebook algorithm secrets.

1:30 - 2:00 PM

DESIGNER ROBOTS AND AI-DRIVEN CAMERA SHOTS

By Sven Magnus Skaar Jakobsen, Head of Sales, Electric Friends

Designer robots that can be part of your studio design, increasing the flexibility of your studios, allowing you to use the full studio. AI-automated camera shots driven by AC2PTZ that improves your workflow and simplifies your productions.

2:00 - 2:30 PM

SIRIUS PROGRAM SCHEDULING

By Kasper Skov Hansen, Full Stack Developer, TV 2 Fyn

Make flow planning for linear TV channels simple. Get an insight in TV 2 Fyn's flow planning system starting at the big transmission plan with different scenarios, timeslots for programs, trailers, and right down to a fully fledged playlist with secondary events and following reports.

2:30 - 3:00 PM

NEXT GENERATION OF VIDEO EDITING

By Helge Høibraaten, Co Founder & Co CEO, Cuttingroom

Lift your video editing and publishing tool into the cloud. Cuttingroom presents a cloud-native cutting and editing tool that makes it possible to edit from everywhere, both live streams, files from multiple sources, graphics, as well as it publishes easily and quickly on multiple destinations - including social media.

3:00 - 3:30 PM

UNIFIED CLOUD WORKFLOW FOR TV & OTT

By Simon Clarke, Account Director, EMEA and David Walker, Director of Systems Engineering EMEA, Amagi

Witness a live onsite demo of cloud-based channel operations and discover how to set up the architecture to secure a fast and optimized workflow. Stay ahead of the game with the latest industry trends in cloud Payout and FAST. (free ad-supported streaming TV)

3:30 - 4:15 PM

HOW TO WIN ELECTIONS!

By Fadi Radi, Creative Consultant

Meet award-winning Creative Director Fadi Radi talking about insights on creating winning election graphics for major broadcasters like CBS News, MBC, and Al Arabiya. Fadi will share his process of success in developing interactive and on air graphic campaigns that deliver results.

4:15 - 4:30 PM

COFFE & NETWORKING

4:30-5:00 PM

WHY THE CLOUD MATTERS IN JOURNALISM

By Bård Espen Hansen, VP of Product Marketing, 7Mountains

Improve your storytelling. Bård, a broadcast and digital newsroom professional, recognizes the innovation in technology but sees no change in the basis of how reporters work. Dina, Mimir and Everviz leverage the cloud to create an efficient ecosystem for media houses and pave the way for new ways of storytelling.

5:00 PM

DRINKS & NETWORKING



MAKING IT POSSIBLE:



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