

**CHAN
GING**

THE *Technology
Conference*

*Babelsberg
2014*

**PIC
LURE**

WELCOME



ting, Animation, VFX, Virtual Backlot, Set Construction & Decoration, Workflows, Delivery or state-of-the-art distribution technologies – the conference will offer exciting and practical tools for your productions. On the second conference day, we invite you to attend inspiring keynotes and panel discussions – at the highest international level. Join us as we look forward to hearing field reports from the USA, Canada, Great Britain, France, Hungary, Switzerland, The Netherlands and Germany.

CHANGING THE PICTURE is more than the name of our technology conference on November 19 and 20, 2014 in Babelsberg. The current technological change in film and television through to IT-based production methods and workflows goes hand in hand with a radical transition in working processes and business models. The challenges are enormous. This is precisely the reason – and we are convinced of this – why there is a need for guidance and an exchange for all of us. This is something that *CHANGING THE PICTURE* wants to provide. At least as much as one can achieve in two days.

Thus, the approach of the Babelsberg conference is to present information about current technological developments in film and television in as practical a way as possible. Media practitioners present media practitioners with their solutions for the daily routine, media practitioners discuss present and future technological perspectives with their media practitioner colleagues on an international level.

We are pleased that we can offer an excellent programme to you as a participant of the *CHANGING THE PICTURE* conference. Spend the first conference day in 12 workspaces having »hands on« experience of the latest technological solutions for data-based processed from the whole production chain. It doesn't matter whether it is Screenwri-

As the organiser of *CHANGING THE PICTURE*, transfer media was only able to stage this conference thanks to the support of many partners. Our thanks go, in particular, to all of the media companies based in Babelsberg and, as coordinator, our partner media.connect as well as the great partners Creatives Loop and The Marketing Catalysts.

We would also like to express our heartfelt thanks to the Federal State of Brandenburg for the financial support that made the organisation of this conference possible in the first place. We were particularly pleased to have received such a great commitment from here for this venture.

With this in mind, we would also like to thank the Brandenburg Ministry for Economic and European Affairs, the Investitionsbank Brandenburg, the Brandenburg Economic Development Board (ZAB) and medienboard berlin-brandenburg as well as Potsdam's Chamber of Industry and Commerce for their generous support.

Let's all now look forward to two exciting days, many conversations and good networking in Babelsberg!

Yours sincerely

Peter Effenberg
transfer media

Organizer

transfer | media

Partner and Sponsors



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DIGITAL
PRODUCTION

PROGRAM

WEDNESDAY, NOVEMBER 19th 2014

09.30

HOSTS: Horizon 2020 | Elevator Pitch – Digital Media Projects

Horizon 2020 is Europe's biggest funding program for research and innovation. The Cluster ICT, Media and Creative Industries and the Enterprise Europe Network Berlin-Brandenburg invite companies, clusters and research organizations to pitch innovative project ideas in the workshop HORIZON 2020 Elevator Pitch – Digital Media Projects. www.zab-brandenburg.de.

– fx.Center –

12.00

Registration

fx.Center

13.00

Babelsberg: One Square Kilometre Innovation: The Vision of Linked Film & TV

ERNST FEILER, *Head of Technology UFA Serial Drama – Potsdam, Germany*

– Rotor Film Cinema, Keynote –

14.00

Workspaces, Session 1 – 3 (each 60 minutes)

CHANGING THE PICTURE is proud to present 12 unique Workspaces showcasing the work and know-how of Babelsberg-based companies »on the lot«. Parallel sessions take place at 14:00, 15:30 and 17:00. All attendees will have the opportunity to experience three workspaces.

- 01 Storytelling / Live-Animation
- 02 VFX Environment Creation
- 03 Virtual Backlot
- 04 Art Department digital lab
- 05 Studio Babelsberg – Full Service Provider
- 06 Cinema of the Future
- 07 Linked Production Workflows
- 08 Next Generation TV
- 09 Delivery & Distribution Technologies
- 10 Content Search and Discovery
- 11 Interactive Video Advertising
- 12 MIZ_Innovationspace

18.00

Get-Together & Networking Drinks

– fx.Center –

THURSDAY, NOVEMBER 20TH 2014

10.00

It always starts with a great Story

KATE ROWLAND, *Founder & Creative Director, BBC Writersroom – London, UK*

At the Core of all Production is a great story. This Fireside Chat discusses the work of the BBC Writersroom and their endless search to champion the best new writing talent. It also emphasises the innovative narrative techniques being used to differentiate successful high-end series and to engage wider international audiences. We will discover what is really defining Storytelling today, how we discover and consume it tomorrow, and what differentiates a great narrative. This Session also takes a look at the impact of Technology development right at the start of the Creative Process.

– *Rotor Film Cinema, Fireside Chat* –

Moderator: Scott Roxborough, Hollywood Reporter – Cologne, Germany

10.45

Tech Tools rocking the Production Workflow

MARK KENNEDY, *Co-Founder & CEO, Celtx – St. John's, Canada*

GÁBOR KERTAI, *Founder & CTO, Production Minds – Budapest, Hungary*

YANNIC HIEBER, *Founder, Keksfabrik – Munich, Germany*

EDDI WEINWURM, *CEO, FlavoursSys – Berlin, Germany*

This session explores the next generation collaborative tools for scriptwriting, film set, video-editing and video production workflows. Market-leading experts and award winning developers discuss future trends and developments, and give case studies demonstrating solutions from pre through to post production.

– *Rotor Film Cinema, Panel discussion and Case Studies* –

Moderator: Kate Bulkley, Business Journalist – London, UK

11.45

Creative Workflow in Feature Film Production: an International Perspective

MICHAEL CIONI, *CEO, Light Iron – Los Angeles, USA*

Michael Cioni is the CEO of Light Iron, Hollywood's leading 4K feature film post house. Michael will lead a discussion about alternative technological trends that are forging new territory for filmmakers. Michael will use examples from 3 feature films including »Focus« (Will Smith, Margo Robbie), »Gone Girl« (Ben Affleck, Rosamund Pike) and »Father's and Daughters« (Russell Crowe, Amanda Seyfried), which deployed unique and revolutionary workflows.

– *Rotor Film Cinema, Case Study* –

Moderator: Scott Roxborough, Hollywood Reporter – Cologne, Germany

12.30

Lunch Break & Networking

– *fx.Center* –

14.00

Engagement beyond the Picture: Crisscrossing Web, TV, Games and Social Media

ALEXANDER MAZZARA, *Co-Founder and CEO, joiz Group – Zurich, Switzerland*

JEROEN DOUCET, *Managing Director, Coming Next TV – Amsterdam, Netherlands*

In this Fireside Chat, two Visionaries talk about how to engage audiences through second screen activities, games and social. The focus is on the strategic and commercial aspects including monetization, data capture, e-commerce and content discovery.

– *Rotor Film Cinema, Fireside Chat* –

Moderator: Kate Bulkley, Business Journalist – London, UK

14.45

Finding what I'm looking for: The Quest for the Perfect Result

RHODES MASON, *SVP Business Development, Internet Video Archive IVA – New Jersey, USA*

INGKE WEIMERT, *Head of Moviepilot DE – Berlin, Germany*

CLAUDIA LINDNER, *Sales & Business Development Manager, Tweek TV – Berlin, Germany*

DR. HARALD SACK, *Senior Researcher, HPI – Potsdam, Germany*

This Panel Discussion with International Players revolutionising Content Search & Discovery explores various modern ways to discover, consume, share and store content. How to get the content I want on any device, whenever I want, and from where do I source it?

– *Rotor Film Cinema, Panel Discussion* –

Moderator: Scott Roxborough, Hollywood Reporter – Cologne, Germany

15.45

Shaping a new Wave of Growth in the Film, TV and Entertainment Industry

RODOLPHE BUET, *CEO, Studiocanal Germany – Berlin, Germany*

As an international, vertical-integrated company, Studiocanal encompasses content development, production and distribution. Rodolphe Buet will share how the company is meeting the challenges of the digital age.

– *Rotor Film Cinema, Keynote* –

16.30

Final Keynote

MITCH SINGER, *President, Digital Entertainment Content Ecosystem – Los Angeles, USA*

– *Rotor Film Cinema* –

17.15

Conference Close

SPEAKER

Rodolphe Buet

CEO, *Studiocanal Germany* – Berlin, Germany

Thursday, November 20th, 15.45 – 16.30, Rotor Film Cinema

Shaping a new wave of growth in the Film, TV and entertainment industry

Rodolphe Buet was appointed CEO of *Studiocanal Germany* on January 1st, 2012. Before that, from January 1st, 2009, until January 12th, 2012, he was Executive Vice-President in charge of the International Distribution and Business Development. Before joining *Studiocanal* in January 2005 as Sales and Marketing Director, Rodolphe Buet devoted an important part of his career to the music industry (*WARNER, EMI, BMG* and *FNAC*).

Studiocanal is one of Europe's leading companies in the market for co-production, acquisition and distribution of international feature films on all types of media: cinemas, video, broadcasting and video on demand.



www.studiocanal.de

Kate Bulkley

Business Journalist – London, UK

Thursday, November 20th, 10.45 – 11.45, Rotor Film Cinema

Tech Tools Rocking the Production Workflow

and 14.00 – 14.45, Rotor Film Cinema

Engagement beyond the Picture: Crisscrossing Web, TV, Games and Social

An award-winning business journalist both on camera and in print, Kate contributes to national UK newspapers and also writes regularly for specialist publications, including *DTVE* (formerly *Cable & Satellite Europe*), *Hollywood Reporter* and *Broadcast Magazine* in the UK.

An American, Kate has lived and worked in London since 1990, first as International Editor for pay TV title *Cable World magazine*; then as Media Editor for *European Business News*, a 24-hour, pan-European channel, owned by Dow Jones & Co., where she created and co-presented the award-winning, daily half-hour media show called *Media Report*. From 1998 to 2001, Kate was on-screen Media and Telecommunications Editor at *CNBC Europe*, a co-venture between NBC and Dow Jones & Co.

Kate began her journalism career at *CNN* in Washington, DC and subsequently worked in radio and in print in Colorado where she was senior reporter at *The Denver Business Journal*. Kate has a master's degree in international economics and politics from the Paul Nitze School of Advanced International Studies (part of Johns Hopkins University in Maryland), and an undergraduate degree in Modern European Studies from Smith College, Northampton, Massachusetts.



Twitter:
#katecomments

Michael Cioni

CEO, *Light Iron* – Los Angeles, USA

Thursday, November 20th, 11.45 – 12.30, Rotor Film Cinema

Inside Ender's Game: Enhancing the Creative Process

With over 200 Digital Intermediate Supervisor credits in the past decade, Michael Cioni's passion for digital cinema has brought a modern shape to the rapidly changing media ecosystem. Michael founded *Light Iron* in 2009 and has led the company to quickly become the most disruptive group in the digital marketplace – pushing the boundaries of 4K post production, mobilized post production, cloud-based collaboration and progressive file-based workflows. In just 5 short years, *Light Iron's* work can be seen on the set and the big screen on 75 features annually. Their software has more than 4,000 users worldwide, and their name is synonymous with a forward-thinking approach to content creation.



www.lightiron.com

Jeroen Doucet

Managing Director and Co-founder, *ComingNextTV* – Amsterdam, Netherlands

Thursday, November 20th, 14.00 – 14.45, Rotor Film Cinema

Engagement beyond the Picture: crisscrossing Web, TV, Games and Social

Jeroen Doucet is MD and co-founder of *ComingNextTV*, the strategy and concept unit of *Ex Machina Group*, which has successfully launched more than 50 second screen apps in 14 territories worldwide. Broadcasters and production companies across the globe rely on his expertise to create next generation television content, including second screen, social TV, transmedia and multi screen. Prior to founding *ComingNextTV*, Jeroen went back and forth between television and digital media. He was as a director at Dutch public broadcaster *VARA* and set up the listings cooperation between *NPO, SBS, RTL* and *Red Bee*. On the digital side he worked for clients like *Red Bull, KPN, Zonnet* and *Startpagina*. Over the years, Jeroen has become an authority on digital media and television. He is a frequently asked speaker inspiring the audience on the opportunities of combining the reach and impact of television, with the power of individual interactivity.



www.comingnext.tv

Ernst Feiler

Head of Technology, *UFA Serial Drama* – Potsdam, Germany

Wednesday, November 19th, 13.00 – 13.45, Rotor Film Cinema / Opening Keynote

Babelsberg. One Squarekilometre Innovation: The Vision of Linked Film & TV

Ernst Feiler graduated in 1981, qualified as a video technician from the School of Broadcast Engineering in Nuernberg, Germany.

After several years as a video technician in public television, Ernst studied »direction and dramaturgy« at *dffb* (German Film and Television Academy). He then progressed to fulfill roles as a producer, lecturer and supervisor of post-production in digital media.

With previous employment experience in the expansion and construction of a major German engineering service provider, Ernst eventually joined *UFA Serial Drama*, the leading producer of daily drama in Europe. Here, Ernst is generally responsible for the integration of new technologies and distribution platforms in the industrial series production process. *UFA Serial Drama*, Ernst developed and initiated the introduction of a pure IT-based HD workflow as well as the production support and cloud-based streaming service, *ScreenerONE*.



www.UFA.de

Yannic Hieber

Founder, Keksfabrik – Munich, Germany

Thursday, November 20th, 10.45 – 11.45, Rotor Film Cinema

Tech Tools rocking the Production Workflow

Yannic Hieber is Dipl.-Ing. (FH) for Media Technology and worked as editorial journalist and director for TV production companies like *Constantin Entertainment* and *Janus TV*. In 2011 he founded the »Keksfabrik« together with two fellow students. From different point of views the three founders realized, that the communication between Filmset and editing is in great need of improvement and started to make an end to this with their tool »easySCOTT«.

In early 2013 the first version of their comprehensive on set metadata management solution was live in field and now raises more and more attraction to TV producers and post production companies.



www.easyscott.com

Mark Kennedy

Co-Founder & CEO, Celtx, St. Johns – Newfoundland, Canada

Thursday, November 20th, 10.45 – 11.45, Rotor Film Cinema

Tech Tools rocking the Production Workflow

Mark Kennedy has a legal, science, and business background. After working as a field chemist and teaching chemistry at a local high school, Mark became a lawyer specializing in commercial litigation. In late 2000, Mark together with Chad House co-founded a software development company they named *Greyfirst Corp.*

Mark and Chad decided that they wanted to make software for creative people and began establishing *Celtx* as a global brand for technology used by the media creation industry.

Celtx is the world's first, complete, end-to-end solution for media production and collaboration. It is used by millions of media creators working in 34 languages in 200 countries.



www.celtx.com

Gábor Kertai

CTO, Production Minds – Budapest, Hungary

Thursday, November 20th, 10.45 – 11.45, Rotor Film Cinema

Tech Tools rocking the Production Workflow

Gábor started his career in IT and soon became the Lead Engineer and Director of Technology at *Uproar*, a leading online entertainment destination, providing online games and shows. He later became a founder of *LogMein*, a remote access service provider, today a publically listed company on *Nasdaq* (LOGM). During the last twelve years Gábor continued his career in film production working in many roles from creative editor, post production supervisor and producer on both non-fiction and feature productions. It was during this time that Gábor realized the need of a one stop pre production platform and started at the *Production Minds Platform*, a cloud-based creative collaboration tool for the pre-production of scripted film/video content where he is Chief Technology Officer.



www.productionminds.com

Claudia Lindner

Sales & Business Development Manager, Tweek TV – Berlin, Germany

Thursday, November 20th, 14.45 – 15.45, Rotor Film Cinema

Finding what I'm looking for: The Quest for the Perfect Result

Claudia Lindner is a Sales & Business Development Manager at *Tweek*. Following her degree in Business Administration, Lindner worked for several start ups in the tech industry. With several years of experience working in international teams and abroad, she is now responsible for acquiring international partners and resellers for *Tweek's* B2B recommendation and personalization technology. In 2011, German technology start-up *Tweek* was founded in Berlin. After releasing its *Tweek* iOS app, a discovery component for iPad and iPhone in 2012, *Tweek* also introduced two cloud-based API services for B2B clients in June 2013.



www.tweek.tv

Rhodes Mason

SVP Business Development, Internet Video Archive – New Jersey, USA

Thursday, November 20th, 14.45 – 15.45, Rotor Film Cinema

Finding what I'm looking for: The Quest for the Perfect Result

Rhodes Mason is in charge of *IVA's* new client acquisition as well as content acquisition. Since coming to *IVA*, the world's largest online trailer service, distributing promotional content online for movies, TV shows and video games, Mason has been instrumental in helping the company to hit new sales plateaus; he has opened up many new markets, including internet connected devices, digital retailers, mobile, and international. His background in sales and marketing includes stints at major ad agencies, record labels, and has worked on a number of film and music video productions. He is a member of *Digital Hollywood's Connected TV Advisory Board*, and is a frequent speaker and moderator at industry events. Rhodes is a Philadelphia native, with a BA in Communications from Temple University.



www.InternetVideoArchive.com

Alexander Mazzara

CO-Founder and CEO, joiz Group – Zürich, Switzerland

Thursday, November 20th, 14.00 – 14.45, Rotor Film Cinema

Engagement beyond the Picture: crisscrossing Web, TV, Games and Social

Alexander Mazzara is the CEO and co-founder of *joiz*, the Social-TV channel headquartered in Zurich. *joiz* has been on air in Switzerland since 2011, *joiz* Germany since August 2013. Before *joiz*, Alexander worked for 10 years as program developer, producer and project leader in various departments at Schweizer Fernsehen, the biggest television broadcaster in Switzerland. He also helped establish the business magazine *ECO*. Prior to this, he took part in the launch of the Swiss regional programs of *RTL* and *Pro7*, was a leading music editor at Swiss music television in Swizz and operated as a freelance journalist for, among others, German television stations *ZDF* and *ARD*. Alexander Mazzara holds a diploma in engineering as well as a post-graduate diploma in journalism.



www.joiz.com
www.joiz.de
www.joiz.ch

Kate Rowland

Founder and Creative Director, BBC Writersroom – London, UK

Thursday, November 20th, 10.00 – 10.45, Rotor Film Cinema

It always starts with a great Story

Kate Rowland, the BBC's Creative Director, New Writing, heads *BBC Writersroom* which she created. Unique in broadcasting it champions and develops talented writers for television, radio and film across Drama, Comedy and Children's programmes. She created the *TV Drama Writers' Festival* and helps lead on *Diversity for BBC Television*. Kate was Head of *BBC Radio Drama* and an award winning theatre director, founding *AlteredStates Theatre*. Executive Producer for *Cineast* and *Bollywood Shorts*, she has worked with many writers including Lee Hall, Jack Thorne, Roy Williams, Mark Ravenhill and Jeanette Winterson. Currently developing a 24 digital drama for *The Space*.



www.bbc.co.uk/writersroom/

Scott Roxborough

European News Editor, *The Hollywood Reporter* – Cologne, Germany

Thursday, November 20th, 10.00 – 10.45, Rotor Film Cinema

It always starts with a great Story

and 14.45 – 15.45, Rotor Film Cinema

Finding what I'm looking for: The Quest for the perfect Result

Scott Roxborough is the European News Editor at leading U.S. entertainment industry magazine *The Hollywood Reporter*. He has been reporting on the German and European film and television industries for more than a decade.

Scott Roxborough also works as a producer and on-air presenter for German international broadcaster *Deutsche Welle*, where he produces the monthly cinema magazine *Kino*. He has appeared as a commentator and pundit on such German broadcasters as *3Sat*, *ZDF*, *RTL* and *Sat.1*. His articles have appeared in publications including *The Independent* in London and Canada's *Globe and Mail*. Scott Roxborough lives in Cologne, Germany with his wife and two children.



www.hollywoodreporter.com

Dr. Harald Sack

Senior Researcher, HPI – Potsdam, Germany

Thursday, November 20th, 14.45 – 15.45 Uhr, Rotor Film Cinema

Finding what I'm looking for: The Quest for the Perfect Result

Dr. Harald Sack is a Senior Researcher at the *Hasso Plattner-Institute* for IT-Systems Engineering (HPI) at the University of Potsdam and head of the research group »Semantic Technologies and Multi-media Retrieval«. Together with the *German National Library of Science and Technology*, his research group has developed an academic semantic video search engine. He is co-initiator of the *dwerft* project that focusses on semantic data integration in the media value chain.

Dr. Harald Sack has published more than 100 scientific papers in international journals and conferences including several standard textbooks, two of which have also been translated to Chinese. He is co-founder of *yovisto GmbH*.



www.hpi.de

Mitch Singer

President, Digital Entertainment Content Ecosystem – Los Angeles, USA

Thursday, November 20th, 16.30 – 17.15, Rotor Film Cinema

Final Keynote

Mitch Singer is an entertainment and technology veteran having served in senior management roles that cross business units and technology teams in the entertainment sector.

His background is unique in that he served a lengthy tenure at a major Hollywood studio. Formerly Chief Digital Strategy Officer at *Sony Pictures*, Singer originally joined the studio in 1990 as Counsel in the *Litigation Group*.

Over the years, Singer has been a board member of *Motion Picture Laboratories*, *DVD CCA*, *Entertainment Technology Center USC*, the *HDBaseT Alliance* as well as the *HQME* (»High Quality Mobile Experience«) *Steering Committee*. He also was appointed to the copyright committee for *The National Academies' Board of Science, Technology, and Economic Policy* (STEP).

Currently, he serves as President of *DECE*, the 75-member, cross-industry consortium behind *UltraViolet*, the effort to create open standards and digital rights portability for digital entertainment distribution.

Singer was featured in *The Hollywood Reporter's* 2012 Digital Power 50, the 2012 and 2011 *Home Media Magazine Annual Digital Drivers Issues*, and *Variety's Dealmakers Impact Report* 2011. In 2012 Singer was inducted into the *Variety Home Entertainment Hall of Fame*.



www.uvvu.com

Ingke Weimert

Head of *Moviepilot* Germany – Berlin, Germany

Thursday, November 20th, 14.45 – 15.45, Rotor Film Cinema

Finding what I'm looking for: The Quest for the Perfect Result

Ingke Weimert has been at *moviepilot*, the largest independent film and entertainment community in Germany, since 2009. She had built up the company's sales business and ensured profitability before taking over all of the German operations, *moviepilot.de*, in 2012 and coordinating the management team's move into internationalisation in the USA. Ingke Weimert hails from Bonn and previously worked for *ProSieben*, *Sat.1* and *NBC Universal Networks* in Munich.



www.moviepilot.de

Eddi Weinwurm

CEO, *FlavourSys* – Berlin, Germany

Thursday, November 20th, 10.45 – 11.45, Rotor Film Cinema

Tech Tools rocking the Production Workflow

Born in Vienna, Austria, studied computer science and philosophy. Since 1999 editor, reporter, duty, then managing editor, author, director and finally consultant at various TV stations.

Founder and CEO of *FlavourSys*. A company delivering innovative software products designed to improve the day-to-day workflow of any television or film post production company. *Strawberry*, *FlavourSys's* first released application, provides the industry with a unique approach that combines the benefits of collaborative editing with easy-to-use, yet complex media asset management features, all in one product.



www.flavoursys.com