



Guide to Artificial Intelligence at the 2024 NAB Show

The information and the web links included in this document will update as new announcements are posted. Updated March 25, 2024

General Media Contact: [Elizabeth Donatelli](#)
Media Partner Contact: [Laura Riggs](#)

To request speaker interviews, high resolution photos of speakers or supporting information contact [Laura Riggs](#) or [Elizabeth Donatelli](#).

Press Release: [NAB Show Unveils the Future as Artificial Intelligence Revolutionizes Broadcast, Media and Entertainment Industry](#)

General Quotes on AI for Press Use

Use as is or shorten as needed.

NAB Show Executive Quote

"NAB Show is the perfect forum for discussion and debate about AI – with the best and brightest in the business. The 2024 Show offers attendees a front-row seat to explore the transformative power of AI in our industry. With more than 100 sessions featuring AI, each attendee will find topics relevant to their work."

Chris Brown

Executive Vice President and Managing Director
NAB Global Connections and Events

Also see this link to [Everything AI at NAB Show](#)

On the Show Floor

Show floor requires an Exhibits Pass for attendee entrance. Offer your readers a FREE Exhibits Pass using code [MP07](#). This code does not expire.

Please use this copy when presenting discount code: Use code [MP07](#) for a **FREE Exhibits Pass and 10% off*** when you add more than one conference! **Not to be combined with any other offer.*

Credentialed media has full access to everything happening on the [show floor](#).

Exhibitors

See Exhibitor news briefing schedule [here](#).

Search AI/machine learning Exhibitors in [Create](#), [Connect](#) and [Capitalize](#).

Explore AI on the Show Floor

Places where you will find AI as a topic on the show floor:

- [Create Zone](#)
- [Connect Zone](#)
- [Capitalize Zone](#)
- [NABiQ](#)
- [Show Floor Tours](#)
- [Creator Lab](#)
- [Main Stage](#)
- [AWS Theater](#)

Selected Sessions

Click on speaker name for link to bio

[Create Zone](#)

[Located on the Show Floor in South Hall Upper](#)

[Extra! Extra! AI to Stand Trial for Crimes Against Creativity!](#)

Speakers:

- Mahmoud Al-Ken, *Senior Producer*, Al Jazeera Media Network
- Megan Chao, *VP, Development and Production*, Birman Productions, Inc.
- Irad Eyal, *Founder*, Quickture and Haymaker West

Tuesday, April 16

[Ask Me Anything: AI Post Production Workflow Experts Tell All](#)

Speakers:

- Austin Case, *Director of Engineering*, Strada
- Michael Cioni, *CEO, Co-Founder*, Strada
- Pinar Seyhan Demirdag, *Co-Founder & CEO*, Cuerbic
- Paul Trillo, *Director*, Trillo Films Inc
- Dado Valentic, *CEO*, Colourlab AI
- Nicki Sun, *Host + Creative Director*, Nicki Sun Media

Sunday, April 14

[AI in the Newsroom: The Good, Bad, and What's Ahead for the Industry](#)

Speakers:

- Scott Ehrlich, *CIO*, Sinclair
- Christina Hartman, *VP, News Standards and Editorial Operations*, Scripps News
- Mohamed Moawad, *Managing Editor*, Al Jazeera Channel
- Scott Zabieski, *Chief Content Officer*, Channel 1
- Judy Parnall, *Head of Standards & Industry*, BBC

Tuesday, April 16

[How is Generative AI and Utility AI Impacting Entertainment Media Today?](#)

Speaker: Michael Cioni, *CEO, Co-Founder*, Strada

Sunday, April 14

[AI & Audio for Podcasting](#)

Speaker: Gary Levitt, *Co-Founder*, Future Moments

Monday, April 15

[Connect Zone](#)

[Located on the show floor in the West Hall](#)

[Leveraging the Power of Generative AI to Deliver Personalized Content at Scale](#)

Speakers:

- Charles Duncan, *Chief Creative Technologist - Optikka*, Magnifi
- Daniel Evans, *Sr. Vice-President Sales*, Magnifi

Monday, April 15

[Capitalize Zone](#)

[Located on the show floor in the West Hall](#)

[Harnessing AI-Driven Storytelling For Efficiencies in Content Creation](#)

Speakers:

- Jean-Daniel LeRoy, *PlaybookXR*, Co-founder
- Alex Porter, *CEO*, Mod Tech Labs
- Michaela Ternasky Holland, *Emmy Award-Winning Immersive Director*
- Rachel Joy Victor, *Co-Founder*, FBRC.AI

Monday, April 15

[The Case For Digital Humans](#)

Speakers:

- Will Driscoll, *Co-Founder and CEO*, Wild Capture
- Fay Wells, *Head of Partner Marketing*, Soul Machines
- Jeff Taylor, *Senior Global Brand Partnerships*, TechCrunch

Wednesday, April 17

Speaker Quote:

“Professional and independent content creators are at the precipice of a dramatic shift in the way the traditional media model operates, and much like how reality TV once set fire to everything we thought we knew about entertaining content, so will what’s next: personalized, interactive AI. The democratization of AI tools has made it easier than ever to not only curate highly personalized content and sophisticated interactional capabilities, but also produce, scale, and monetize this work at levels once inaccessible to those outside of the multi-million dollar studios. At NAB, I’m looking forward to highlighting the opportunities this paradigm shift presents.”

Fay Wells

Head of Partner Marketing

Soul Machines

[NABiQ](#)

This year’s theme: Embracing the Future of AI.

An in-person brainstorm series that is structured like a hackathon, participants form small groups, tackling specific challenges and presenting their innovative solutions for challenges around the curated content, [Create](#), [Connect](#) and [Capitalize](#). Join the [NABiQ channel](#) on NAB Amplify to stay connected to the challenges and watch the [2023 NABiQ pitch videos](#).

Sunday, April 14

Monday, April 15

Tuesday, April 16

[Creator Lab](#)

[Best AI Tools for Creators](#)

Speakers:

- Dylan Jorgensen, *Curious Future*, Curious Productions
- Renee Teeley, *Strategic Partnerships*, Changer
- Jim Louderback, *Editor and Publisher*, Inside the Creator Economy

Sunday, April 14

[Exploring Media Accessibility Trends: Innovations in Captioning Technology and the Surge in AI Solutions](#)

Speakers:

- Claire Brown, *Vice President of Strategic Sales*, VITAC
- David Landsberg, *David Landsberg, Vice President of Products*, Verbit
- James MacPherson, *Vice President, Strategic Sales*, VITAC

Monday, April 15

[Main Stage](#)

[Located on the show floor in Central Hall](#)

[AI in Media and Entertainment](#)

Speakers:

- Renard Jenkins, *President*, I2A2; SMPTE
- Hao Li, *CEO & Co-Founder*, Pinscreen
- Alejandro Matamala Ortiz, *Co-Founder*, Runway
- Sam Matheny, *Executive Vice President and Chief Technology Officer*, National Association of Broadcasters
- Shira Lazar, *Founder/CEO*, What's Trending (Host)

Sunday, April 14

[NAB Show Welcome](#)

See [Press Release](#)

Speakers:

- Ameca: An autonomously AI-powered humanoid robot
- Daniel Anstandig, *CEO and co-founder*, Futuri Media
- Curtis LeGeyt, *President and CEO*, National Association of Broadcasters
- Perry Sook, *Chairman and CEO*, Nexstar Media Group, Inc.
- Adrienne Bankert, *Special Projects Anchor*, NewsNation
- Shira Lazar, *Founder/CEO*, What's Trending (Host)

Monday, April 15

[How Generative AI is Changing the Game](#)

Speakers

- Aaron Amendolia, *Deputy CIO*, National Football League
- Scott Gutterman, *Senior Vice President Digital Operations*, PGA Tour
- Matt Wood, *VP, Artificial Intelligence Products*, Amazon Web Services
- Kaylee Hartung, *Sideline Reporter*, TNF on Prime
- Shira Lazar, *Founder/CEO*, What's Trending (Host)

Monday, April 15

[Show Floor Tours](#)

See [link above](#) for information on all Show Floor Tours and tour schedule.

[AI and Machine Learning Show Floor Tour](#)

This one-hour tour dives deeper into how AI is reinventing the production workflow across current and emerging media and entertainment disciplines. As audiences look for interactive, immersive, and responsive experiences that personalize their narrative, AI offers creators the ability to build centralized storyworlds that enable seamless experience creation across multiple platforms. This tour will offer attendees a primer on the technical aspects of AI, emerging production workflows, and new content formats focused on the backbone of tooling for new content production pipelines.

Tour Guides:

- Rachel Joy Victor, *Co-Founder*, FBRC.AI
- Bryndan D. Moore, *Producer, The Black Futurist Podcast*, The Black Futurist

AI and Machine Learning Tour, produced by StoryTech (a longtime NAB SHOW partner), is being executed by Rachel Joy Victor, co-founder of FBRC.ai, a company focused on bringing together academia, tech, and the industry to create the future of content production, centered on AI-supported tools, workflows, and content.

Evolution of the TV/Video Landscape Show Floor Tour

This tour will focus on the most noteworthy technological trends driving the evolution of today's TV/video landscape towards its innovation-laden future - including the already industry-altering capabilities of AI and machine learning. Thematic focus areas will include broadcast & streaming distribution, video content creation & production, delivery latency, interactivity & personalization, measurement & data analytics, viewer guidance & navigation, TV/video operating systems, and more! This tour is designed for attendees interested in:

- Streaming: Evolving FAST, SVOD and AVOD business models/impact on consumer markets.
- Live Event Broadcasting Solutions
- Workflow Evolution: The transition to IP workflows, particularly SMPTE 2110.
- Advertising: The impact of OTT/streaming ad models and opportunities for companies to monetize via community/fandom outreach.
- Content Models: Examining the continued development of cause-oriented and direct-to consumer content and their revenue ceilings.

Tour Guide: Tim Hanlon, Founder and CEO, The Vertere Group, LLC

Tour Guide Quote:

"The future of television and video is deeply rooted in the advancements promised by AI and machine learning - especially in elemental industry functions like content ideation & development, programming distribution, audio & video editing, content metadata & library intelligence, and consumer-oriented guidance & personalization. Our show floor journeys will be keenly focused on what, where and how AI and its related innovations are primed to impact the TV/video production process."

Tim Hanlon

Founder and CEO

The Vertere Group, LLC

Data Gets Smarter Show Floor Tour

This tour will focus on how AI-enhanced data is improving efficiencies in the media and entertainment value chain and delivering valuable insights. From how content is created, consumed, and personalized to impacting the entire production pipeline through predictive and generative AI, look for implementation solutions that create efficiencies and help optimize operations of traditional production pipelines. This tour is designed for attendees interested in:

- Artificial Intelligence Applications in Media and Entertainment
- Data and Analytics: Use of data and analytics to inform business strategy.
- Content Security/Preservation: Use of technology to make content accessible for future generations, while protecting it from various risks and threats.

Tour Guide: Bryndan D. Moore, *Producer, The Black Futurist Podcast*, The Black Futurist

Tour Producer Quote:

"Artificial Intelligence is more of an evolution than a revolution, a horizontal series of solutions and technology that will be cutting across every media and entertainment trend and vertical, creating opportunities for more efficient production modalities, more directed audience content solutions, and exciting tool sets for creators to get to their visions more effectively. The NAB Show Floor will deliver on showcasing this horizontal layer by laying out the year ahead for all media and entertainment professionals. "

Lori H. Schwartz
CEO and Founder
StoryTech

Conferences, Workshops & Selected Sessions

Entrance requires paid registration for attendees. Credentialed media has access to conferences and sessions except where noted.

See all information outlined below online [here](#). 124 Sessions and events focus on Artificial Intelligence as a topic.

Conferences where you will find AI as a topic:

- [AI Workshops](#)
- [Core Education Collection: Create Series](#)
- [Broadcast Engineering and IT Conference \(BEIT\)](#)
- [Core Education Collection: Capitalize Series](#)
- [NAB Diversity Symposium](#)
- [Post Production World](#)
- [Programming Everywhere](#)
- [Streaming Summit](#)

See all 2024 NAB Show speakers and panelists [here](#).

Selected Sessions

Click on speaker name for link to bio.

AI Workshops

AI Broadcast TV: Revolutionizing Broadcasting

Speaker: Luisa Winters, *Artist/Musician/Pilot/Editor/3D Animator/Graphic Designer*, Independent Artist

Wednesday, April 17

AI VFX & MOTION: Crafting Visual Wonders with AI

Speaker: Eran Stern, *Motion Designer*, SternFX

Wednesday, April 17

Core Education Collection: Create Series

AI Revolution in Entertainment: One Year On...

Speakers:

- Bill Baggelaar, *Independent Consultant*, Media Technology
- Rick Hack, *Head of Media & Entertainment Partnerships*, Intel Corp

- Melody Hildebrandt, *Chief Technology Officer*, FOX
- Scott Rose, *Chief Technology Officer*, VSI

Sunday, April 14

Speaker Quote

Use or shorten as needed

“There are several things impacting the industry right now: changing business models, changing revenue models and a rapid increase in the pace of technological innovation, driven by Generative AI.

First, I think the community needs to come together to tackle some of the bigger-picture problems, like how we can adapt our workforce and workflows to the new realities. Whenever we have come together to build the future we want, as an industry, rather than have it thrust upon us, we have been successful. Education, collaboration, partnering, standards, and common practices will all help to bring companies and people along the journey.”

Bill Baggelaar

Independent Consultant

Media Technology

[Unscripted Evolution: How AI is Reshaping Reality TV and Documentaries](#)

Speakers:

- Andy Beach, *Chief Technology Officer, Media and Entertainment*, Microsoft
- Megan Chao, *VP, Development and Production*, Birman Productions, Inc.
- Irad Eyal, *Founder*, Quickture and Haymaker West
- Oz Krakowski, *Chief Business Development Officer*, Deepdub

Monday, April 15

Speaker Quote:

Use or shorten as needed

“Artificial intelligence has certainly been front and center for us working in various facets of media, and it has evolved at an accelerated pace. The emergence of so many technologies, programs, and plug-ins have emerged to capitalize on streamlining and maximizing efficiencies in our workflows, but the long term impacts have yet to be studied or seen.

For documentaries, the ethics surrounding AI and its usage tolerances really challenges the basis of our work. We have an unspoken agreement with our audiences that the projects we create and publish have been vetted for accuracy, in facts and portrayals. We are contributors to the historical record. When documentarians begin to engage generative AI in the creation of their projects, without appropriate disclosures or transparency about their practices, we start to erode at that audience trust. This becomes even more problematic when machines are learning from this published material, using inaccurate content to generate more content.

Yes, while entertainment value is a key performance indicator in our work, for documentary and nonfiction program creators, programmers and distributors, we have the added and ultimate responsibility for protecting the craft from this threat to our human record. If we think that social media is responsible for the proliferation of fake news, imagine how generated AI content will throw additional fuel on the fire. As generative AI becomes more sophisticated, it will become harder to distinguish fact from fiction.

Additionally, we've been seeing an overall contraction in the marketplace, leading to layoffs, smaller budgets for projects, leaner production and post production teams, and fewer opportunities. This has opened the door for the deployment of artificial intelligence by companies who are looking for cost savings and task efficiencies, and I think the implications have yet to be fully understood or clearly defined."

Megan Chao

VP, Development and Production

Birman Productions, Inc.

[The Next Business Model For Hollywood](#)

Speakers:

- Andrea Berry, *Head of Business Development*, Theta Labs
- John Canning, *Director of Developer Relations – Creators*, AMD
- Ira Rubenstein, *Chief Digital and Marketing Officer*, PBS
- Greg Selkoe, *Co-Founder and CEO*, XSET
- Seth Shapiro, *Partner*, Alpha Transform Holdings

Tuesday, April 16

Speaker Quote:

"AI is catalyzing a seismic shift in Hollywood's creative landscape, democratizing the process from concept to monetization. Technologies like text-to-video text-to-3D are not just tools; they're redefining storytelling, enabling all creators to bring their visions to life in unimaginable ways. This isn't about replacing artists but expanding their capabilities, emerging platforms like Theta Edge Cloud make the creative process more accessible and level the playing field. As we navigate this evolution, it's clear that embracing change is not just advisable but essential for anyone in the entertainment industry looking to thrive in this new era. At Theta, we see this not just as a trend but as a pivotal shift towards a more inclusive and diverse media ecosystem."

Andrea Berry

Head of Business Development

Theta Labs

[SMPTE's Future of Cinema: Emerging projection technologies and the Role of SMPTE Standards Supporting Upcoming Advancements](#)

Speakers:

- David Grindle, *Executive Director*, SMPTE
- Dan Huerta, *Vice President of Studio Relations and Technology Insights*, Barco
- Renard Jenkins, *President*, I2A2; SMPTE
- Andy Maltz, *Principal*, General Intelligence
- Joachim Zell, *Head of HDR Content Workflow*, Barco
- Michael Zink, *VP Education*, SMPTE
- Richard Welsh, *Senior Vice President of Innovation*, Deluxe

Saturday, April 12

[SMPTE's Future of Cinema: In-depth look at MSG Sphere Capture Technology](#)

Speakers:

- Andrew Shulkind, *SVP Capture & Innovation*, MSG Sphere Studios
- Richard Welsh, *Senior Vice President of Innovation*, Deluxe

Saturday, April 13

[Broadcast Engineering and IT Conference \(BEIT\)](#)

[BEIT Opening Keynote](#)

Generative AI for Content Production: From Storytelling to Visual Effects, AI Lip Sync, and Beyond

Keynote Speaker: Hao Li, *CEO & Co-Founder*, Pinscreen

Saturday, April 13

[See Press Release](#)

[Application of Large Language Models \(LLM\) in Media](#)

Speakers:

- Punyabrota Dasgupta, *Principal Solutions Architect*, AWS India
- Maheshwaran G, *Principal Solutions Architect*, AWS India
- Shailendra Mathur, *Vice President and Chief Architect*, Avid Technology
- Naveen Narayanan, *Senior Director, Product Innovation and Strategy*, Quickplay
- Sherri Powers, *Chief Engineer*, Beasley Media Group

Saturday, April 13

[Generative AI for Media](#)

Speakers:

- Randy Fayan, *Sr. Director of Engineering*, Avid Technology
- Dan Goman, *CEO*, Ateliere Creative Technologies
- Jesse Pitt, *Specialist Leader*, Deloitte
- Ling Ling Sun, *CTO*, Nebraska Public Media

Sunday, April 14

[Examining AI in Media Uses Cases](#)

Speakers:

- Loic Barbou, *Head of Technology*, Bloomberg Media
- Paul Briscoe, *Chief Architect*, TAG Video Systems
- Renard Jenkins, *President*, SMPTE
- Chris Lennon, *Office of the CTO: Director, Standards Strategy*, Ross Video
- Angshuman Patra, *CEO*, NStarX Inc.
- Jason Ornellas, *Regional Director of Technology*, Bonneville International

Monday, April 15

[Core Education Collection: Capitalize Series](#)

[AI Strategies for Sales, Marketing and Operations - How to Leverage AI to Increase Revenue and Improve Efficiencies](#)

Speakers:

- Kathy Eagle, *Kathy Eagle is President of TopLine*, Futuri Media
- Andrew Finlayson, *EVP Digital Media Strategies AI*, SmithGeiger Group
- Sarah Foss, *Chief Technology Officer*, Audacy
- Mary Rogers, *Senior Vice President of Sales*, Futuri Media

Tuesday, April 16

Speaker Quote:

Clearly, Generative AI is a game changer for media companies, from removing friction in the content development process to proactive health-energy management of our distribution and

transmission systems. While technology improves our productivity, people are the heart and soul of good content. As a content company, we know AI will accelerate our ability to deliver outstanding content and amazing listener experiences.

Sarah Foss

Chief Technology Officer

Audacy

[AI Strategies for Programmers - How to Leverage AI to Create Winning Content](#)

Speakers:

- Andrew Finlayson, *EVP Digital Media Strategies AI*, SmithGeiger Group
- Tracy Gilliam, *Chief Strategy Officer*, Futuri Media
- Jay O'Connor, *President of Futuri TopicPulse*, Futuri Media
- Clay Walker, *VP of Content Operations*, Audacy

Sunday, April 14

[Small and Medium Market Radio Forum](#)

Roundtable: Practical AI Applications for Radio

See what your peers are doing to implement AI across their stations from content to creating more efficient operations and ad sales support, without having to break their budgets.

Speaker: Zack Zalon, *CEO*, Super Hi-Fi

Saturday, April 13

Speaker Quote:

Use or shorten as needed

"2024 will be the year where AI moves past just synthetic voices and into the mainstream of radio operations. And the result is going to be more efficiency for radio operators; less complexity for radio programmers; and better overall quality for radio listeners."

Zack Zalon

CEO

Super Hi-Fi

[NAB Diversity Symposium](#)

[Leveraging Generative AI for Diversity and Inclusion: Balancing Benefits and Risks](#)

Speakers:

- Daisy Mayorga, *Technologist and Co-Founder*, Yüda
- Noelle Rusell, *Founder and Chief AI Officer*, AI Leadership Institute
- Arun Sundararajan, *Global Expert in Technology and Business, Published Author and Professor*, New York University (NYU)

Sunday, April 14

[Programming Everywhere](#)

Located in Beethoven, Encore Hotel

[Using AI as a Creative Content Tool](#)

Speakers:

- Jon Accarrino, *Founder of Ordo Digital and Strategy Practice Leader*, STIRR
- Melody Hildebrandt, *Chief Technology Officer*, FOX
- Brian McNeill, *CPO and Founder*, Stringr

- Mike Palmer, *AVP, Advanced Technology/Media Management*, Sinclair
- Kurt Rao, *SVP and CTO*, Tegna
- Jeannie Walden, *CEO, Host*, Liftoff with Jeannie Walden
- Michael Depp, *Chief Content Officer and Editor*, NewsCheckMedia, TVNewsCheck

Sunday, April 14

Speaker Quote:

"This panel at NAB will discuss how AI is transforming content creation. Broadcasters like FOX are creating their own AI tools, while TEGNA uses private GPT models to avoid data leaks. AI is also making production more efficient, allowing, for example, the CMO of Rite Aid to use AI to manage both her corporate day job and a side gig as a TV talk show host."

Jon Accarrino

Founder of Ordo Digital and Strategy Practice Leader

STIRR

[Streaming Summit](#)

[Paramount Global. Keynote Fireside Chat: The Current and Future Trends of AI in Media](#)

Speakers:

- Phil Wiser, *EVP, CTO, Head of Multiplatform Operations*, Paramount Global
- Dan Rayburn, *Conference Chairman*, NAB Show Streaming Summit

Monday, April 15

AI Track

6 Sessions

- [Running OpenAI's Whisper Automatic Speech Recognition on a Live Video Transcoding Server](#)
- [How AI Can Maximize Video Capture and Production for Long Tail Sports Content](#)
- [The SMB Opportunity: How AI Creative is Unlocking New Ad Revenue](#)
- [Beyond the Hype: A Critical Look at AI in Video Streaming](#)
- [Applying AI/ML Techniques for Live Video Transcoding](#)
- [How Publishers are Maximizing Efficiency in Media and Content Supply Chains](#)

Speakers:

- Alex Liu, *Co-founder and COO*, NETINT Technologies
- Sean Varley, *Chief Evangelist, VP, Business Development*, Ampere
- David Shapiro, *North American President*, Pixellot
- Alex Persky-Stern, *CEO*, Waymark
- Jan Ozer, *Owner*, Streaming Learning Center
- Ramdas Satyan, *Senior Member of Technical Staff*, AMD

Monday, April 15

Speaker Quote:

"It's crucial to separate hype from reality, and it's vital to keep up with tools that can make the tech stack more efficient, offer better personalization and help deliver a better user experience with fewer bits. AI is a technology, not a stand-alone product, and the AI track at the Streaming Summit allows attendees to see how the AI tech functions within a larger video ecosystem of tools and platforms."

Dan Rayburn

Conference Chairman and Session Moderator

NAB Show Streaming Summit