

Surf on Production Trends!

Paris, October 24, 2019 – **The technological blocks used in the content production chain often transform into interaction, with possibilities that evolve more and more rapidly... Architecture, storage, standards and interoperability... It is easy to get lost!**

The annual SATIS rendez-vous provides an opportunity to review the latest trends in the audiovisual, broadcast and cinema worlds with professionals who have already experienced standards and solutions presented. It's a chance to clarify your own vision regarding developments of the sector....

The Trend in Production conference series hosts a series of round tables and creative and techno workshops designed to answer the major questions that we ask (or should ask) on a daily basis and that often remain unanswered due to lack of time or contacts....

Surf on Trends... Discover the program!

Wednesday, November 6 - KEYNOTE:

- **Business intelligence: how does data influence our production methods?** - AGORA 2 – 2:00 / 2:30

The media sector is an extremely competitive and ever-changing world in which one consumers have more and more choice through the explosion of content offerings and platforms. Improving and personalizing the user experience through data uses in our strategy for creating, producing, acquiring and distributing content, and more generally in all our internal operations... With the launch of its second digital shift towards business intelligence, GMTFO is initiating a paradigm shift where informed and informed, data-driven decision-making is essential to constantly stand out and reinvent itself, and thus better target customer needs and expectations.

GMTFO has the ability to read trends and adjust accordingly. It knows how to integrate change while maintaining its specificity and its Digital, Educational and Francophone positioning.

What production solutions and enterprise systems do we need to implement to support a data driven strategy, and best support employees in this new digital and experiential shift?

Moderator: Eric Minoli

Wednesday, November 6 - Workshop:

- **Update on audio standards** - Techno Workshops – 12:00 / 1:00

Between AES, EBU and SMPTE, standards and work around audio are evolving... An update on the work in progress in international standardization organizations and a reminder of the main guidelines is required!

Animator: Benoît Stefani

- **Color grading - one session with Isabelle Barrière** - Creative Workshops – 12:00 / 1:00

An experienced colorist gives practical, technical and artistic advice... A workshop for all those who want to discover the backstage of a color grading and those who want to talk to a professional, to learn or get informed...

Animator: Isabelle Barrière

Tuesday, November 5 - Panels:

- **How to store and share audiovisual content intelligently** - AGORA 1 – 10:30 / 11:30

It is essential to have a storage and archiving policy for its content, whether on local storage, in the Cloud with management and indexing tools based on artificial intelligence. What are the relevant solutions in relation to its needs and at what cost of use? Who should I contact for this type of project?

Moderator: Stephan Faudeux

- **My TV in the Cloud** - THEMA 3 – 10:30 / 11:30

Moderator: Marc Bourhis

- **Audio workflow over IP** - THEMA 1 – 12:00 / 1:00

Audio over IP radically changes workflows. To understand developments and discover changes in working methods, a technical director of the laboratory and video post-production and a technical director of broadcast testify. Integration, cabling, challenges, network administration, security, new possibilities, what does this still recent technology change in the daily operation of audio and video workrooms and in post-production jobs?

Moderator: Benoit Stefani

- **Producing for TV and VOD: simplify delivery and reduce costs thanks to MFI** - AGORA 2 – 3:00 / 4:00

Delivering a film or series can be a puzzle because each request is different.

The Interoperable Master Format (IMF) is intended to simplify this step. What is the situation after 5 years of existence of this format? Users testify about the relevance and limitations of the MFI, which is also a vector of savings!

Moderator: François Abbe

- **Changes in the architecture of the chains** - THEMA 2 - 3:00 / 4:00

Network video in production, cloud and virtualization, 5G, AI are technological innovations that are the subject of multiple experiments in TV channels. Technical directors and video service providers will share their vision of development and how they are gradually changing the way content are produced and broadcasted...

Moderator: Pierre Antoine Taufour

The conference program is online > <https://buff.ly/32n6MEM>

Visitor registration is open and admission is free!

SATIS - SCREEN4ALL in short...

- **A 5000 m² exhibition - 3 Halls, more than 150 exhibitors and partners...**

Our partners 2019 > <https://buff.ly/2ZJnaO3>

- **The 360 Film Festival fourth edition, a showcase for immersive contents (85 contents presented in 2018)**

The Festival takes a new turn by rewarding the Technique, usually forgotten of the Festivals dedicated to immersive formats.

Discover the 360 Film Festival in detail > <https://buff.ly/2NM0wSE>

- **More than 50 conferences and Keynotes with the following key topics:**

Production Trend - Production & Live - Production Optimization - Breakthrough Innovation (5G, 8k, Blockchain, IA...) - Immersive Formats - Audiovisual Integration - Audio – Images

>> Topics covered in 2019: IP Workflows & New Uses • Creation & Technology • Contents: Monetization Financing • Blockchain • New Cloud Applications • Social Networks • 5G • Artificial Intelligence & Media • 4k • 8k: Very High Resolutions • Hf in Shooting (Picture And Sound) • Live Event • Content Protection • Crowdfunding • Immersive Universe: Vr. Ar. • Mapping • Collaborative and Interactive Collaboration • Unified Communication • Digital Signage • New Screens • 3D Engine Real Time • LED Lighting • Intelligent Storage • Volumetric Video

...With **200 speakers** representing the entire audiovisual value chain!

DATES AND LOCATION: November 5 and 6, 2019 - Docks of Paris, La Plaine Saint-Denis

Sign up today to receive all the news about the show!

Free accreditation (for professionals only)

<http://www.satis-expo.com/en/>

*** About Génération Numérique**

Founded in 2014, Génération Numérique is a 360 agency which offers information services to professionals in the film, television and new media industries. The company publishes two BtoB magazines: Mediakwest and Sonovision. To strengthen this information ecosystem, Génération Numérique acquired the SATIS and merged the tradeshow with Screen4ALL, the Forum for Innovative Technologies for Film, Television and New Media. Génération Numérique was born from the passion of its founders for creation and innovation and the will to share with the progress of an audiovisual ecosystem in constant evolution.

**** Screen4All is organized with the support of the Seine-Saint-Denis district, the Plaine Commune area, The CNC and the Pole Media Grand Paris.**

Follow the SATIS and Screen4ALL on social networks ...

Facebook : [Satisexpo](#) / [Screen4All](#)

Twitter : [@satisexpo](#) / [@Screen4allforum](#)

LinkedIn : Groupes [Satis Expo](#) et [Screen4all](#)

#SATIS #SCREEN4ALL #360FILMFESTIVAL

Press contact

Sébastien Lefebvre – sebastien@genum.fr - +331 76 64 16 11

-

Alice Bonhomme – alice@genum.fr - +331 76 64 16 12