

PROGRAM

MCO MEDIATECH FESTIVAL 2024

EVERYTHING IS CONNECTED

THIS YEARS HOSTS: MARIE HØST AND LASSE CHARLEY PEDERSEN

MARCH 19-21, 2024
MEDIA CITY ODENSE
MEDIATECH
FESTIVAL

TUESDAY PROGRAM

19 MARCH 2024

PRE-EVENT: MEDIA TECH INNOVATION DAY

*An event tailored for MediaTech professionals and content-creating journalists –
your gateway to tomorrow's tools*

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|--|-----------|--|-----------|
| • 9.15–9.30 AM
Registration & Coffee | | • 1.00–1.30 PM
How to become a Blinxxer?
Fadi Radi, Chief Creative Officer, Blinx | AWS STAGE |
| • 9.30–10.00 AM
Leveraging AI in media with the power of Low-Code
Roman Holzhausen, CTO, Qibb | AWS STAGE | • 1.30–2.00 PM
Building a futureproof media facility
Ole Johan Skogheim, CTO, Mediability | AWS STAGE |
| • 10.00–10.30 AM
Breaking the Mold: Video-AI for the Newsroom
Olcay Buyan, CEO and founder, television.ai | AWS STAGE | • 2.00–2.30 PM
Change management and moving from old style of
broadcast to new world of media production
Hossein Sharif, Director, As If Pictures | AWS STAGE |
| • 10.30–10.45 AM
Coffee Break and Networking | | • 2.30–3.00 PM
Coffee Break and Networking | |
| • 10.45–11.15 AM
The future of storytelling by turning cameras into
software
Håkon Espeland, Co-Founders and CEO, Muybridge | AWS STAGE | • 3.00–3.30 PM
The gallery is dead. Long live the gallery!
Aaron Nuytemans, Head of Growth, Tinkerlist | AWS STAGE |
| • 11.15–11.45 AM
Charts for live video and digital outputs
Mark MacDonald, Head of customer success, Everviz | AWS STAGE | • 3.30–4.15 PM
Tooling, Transformation or Trouble? – AI in the
Newsroom
Laura Ellis, Head of Technology Forecasting, BBC | AWS STAGE |
| • 11.45–12.30 PM
Lunch and Networking | | • 4.15–5.00 PM
The impossible projects
Bjørn Myreze, CEO & Founder, MYREZE | AWS STAGE |
| • 12.30–1.00 PM
LIVE subtitling in small languages with automatic
speech recognition
Frederik Haarslev, Applied Scientist & Lars Damgaard
Nielsen, CEO, MediaCatch | AWS STAGE | • 5.00–5.45 PM
UnReal Graphics at BBC Sport
John Murphy, Creative Director, BBC Sport | AWS STAGE |
| | | • 5.45–7.00 PM
Cocktails & Networking | |

[READ MORE ABOUT THE SPEAKERS HERE](#)

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FESTIVAL

WEDNESDAY PROGRAM

20 MARCH 2024

FESTIVAL DAY 1

[READ MORE ABOUT THE SPEAKERS HERE](#)

- 8:30-9:00 AM
Registration & Coffee
- 9:00-9:20AM
Welcome & opening of the festival, Minister for Digitalization and Equality, Marie Bjerre AWS STAGE
- 9:20-9:30 AM
Welcome to Odense AWS STAGE
Anne Mejdal, advisor and board member in tech companies
- 9:30-10:15 AM
Setting a smart audience strategy via the user needs framework AWS STAGE
Sarah Marshall, VP, distribution and channel strategy | audience development, Condé Nast
- 10:15-10:45 AM
Apple Vision Pro: An introduction to the future of spatial computing AWS STAGE
Katrine Konyher, Partner and Head of XR Marketing, Khora
- 10:45-11:15 AM
Coffee Break and Networking
- 11:15-12:00 PM AWS STAGE
Media Trends
Lasse Charley Pedersen, Creative director, Sindri
- 12:00-12:45 PM AWS STAGE
NewsArcade - can journalism increase its youth appeal- and impact, through interactive news stories?
Hans Von Knut Skovfoged, PortaPlay.
- 11:15-12:45 PM STAGE 2
Workshop: Diversity
Morwen Williams, Director of Media Operations, BBC, & Lars Damgaard Nielsen, CEO, MediaCatch, & Stine Thorsgaard Kjær, Chief Innovation and Development Officer, & Zina Hameed, Journalist, & Mellissa Hussein, Author and podcast host, & Ahmed Omar, podcast host, TV2 Østjylland
- 12:45-1:30 PM
Lunch and Networking
- 1:30-2:15 PM AWS STAGE
The Collision of AI and Reality
Bo Bergstedt, Technology Strategist, TV 2 Danmark
- 2:15- 3:00 PM AWS STAGE
How do we fight disinformation in the biggest election year in history?
Thomas Albrechtsen, Founding partner, Common Consultancy
- 3:00-3:30 PM
Coffee Break and Networking
- 3:30-4:15 PM AWS STAGE
The impossible dream
Bjørn Myreze, CEO & founder, & Anja Helén Fagerli, International relations, Myreze
- 4:15-5:00 PM AWS STAGE
How to target a young audience
Fadi Radi, Chief Creative Officer, Blinx
- 5:00-6:00 PM
Cocktails & Networking
- 1:30-3:00 PM STAGE 2
Understanding the user and what to do
Lasse Charley Pedersen, Creative director, Sindri
- 3:30-4:15 PM STAGE 2
Generative AI - Use cases and Art of the Possible for Media and Entertainment
Jonas Sandberg Senior Solutions Architect & Hari Charan Ayada, Solutions Architect, AWS
- 4:15-5:00 PM STAGE 2
Redefining Reality: The Mechanics of Synthetic Content Creation
Bo Bergstedt, Technology Strategist, TV 2 Danmark

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THURSDAY PROGRAM

21 MARCH 2024

FESTIVAL DAY 2

[READ MORE ABOUT THE SPEAKERS HERE](#)

- 8:30-9:00 AM
Registration & Coffee

- 9:00-9:45 AM AWS STAGE
Artificial intelligence, real bias:
examining gender bias in AI
Shira Weinberg Harel, Product
and AI Consultant, Co-founder
at LeadWith

- 9:45-10:30 AM AWS STAGE
Sports & media brands entering
in the mobile gaming space.
Why and How?
Juan Fuentes Fernández,
Delegate to the Nordic
countries, LaLiga

- 10:30-11:00 AM
Coffee Break and Networking

- 11:00-11:45 AM AWS STAGE
Generating Change: What AI is
doing to journalism
Charlie Beckett, Professor
Polis, LSE

- 11:45-12:30 PM AWS STAGE
Flimmer: creating a new media
for kids
Rasmus Kolbe, Influencer &
CEO, & Maria Baagøe Bove,
COO, Flimmer

- 9:00-9:45 AM STAGE 2
MEMORISE: Developing
Interactive Visual User
Interfaces to Preserve
Memories on Nazi Persecution
Stefan Jänicke, Professor of
Data Science, SDU

- 9:45-10:30 AM STAGE 2
The Quantum Industrial
Revolution
Jørgen Ellegaard Andersen,
Professor, SDU

- 11:00-12:30 PM STAGE 2
New technologies and Start-up
sessions moderated by Future
Media Hub. Part 1

- 12:30-1:15 PM
Lunch and Networking

- 1:15-2:00 PM AWS STAGE
Market leadership and
commercial innovation –
how TV 2 is creating its own
path to a sustainable
business model in
streaming
Stig Møller Christensen, CCO,
TV 2 Danmark

- 2:00-2:45 PM AWS STAGE
Human Skills in the Age of AI:
Navigating Media and
Communication Landscapes
Nikolaj Birkjær Andersen
Business Manager, PhD, Danish
Technological Institute, &
Carsten Lysdal, Chief Editor,
Sjællandske Nyheder, & Jørn
Broch, News Director, JFM

- 2:45-3:30 PM AWS STAGE
How AI is transforming Novo
Nordisk drug discovery
Sune Klamer Jørgensen,
Director of DSI Executive
Office & EA to the SVP, Digital
Science & Innovation, R&ED,
Novo Nordisk

- 3:30-5:00 PM
Cocktails & Networking

- 1:15-2:45 PM STAGE 2
New technologies and Start-up
sessions moderated by Future
Media Hub. Part 2

- 2:45-3:30 PM STAGE 2
From TV Station to Media
House
Peter Zanchetta, CTO, TV 2
Nord & Adam Leah, Creative
Director, NxtEdition