

11:30 AM-1:30 PM Registration, Networking & Lunch

1:30-1:40 PM **Welcome to MediaNEXT**

1:40 PM-2:25 PM **TransPerfect Media Technology Spotlight**

Join TransPerfect Media's CTO, Paulette Pantoja, for an inside look at the innovations shaping the company's future.

2:25-2:55 PM **Seedance 2.5: AI, Creativity & the Future of Production**

John Paul Giancarlo gives us the ByteDance perspective on AI, creativity and the future of production.

2:55-3:35 PM **Beyond Post-Editors: Why Media Translators Matter More Than Ever in an AI World**

Alberto De La Puente Nieto, VP WW Localisation at NBC Universal explores the importance of effective localization quality management beyond traditional linguistic QC.

3:35-3:45 PM Coffee Break

3:45-4:15 PM **Riding the Wave: In conversation with Ulli Stroef and Danilo Pejaković**

Ulli Stroef and Danilo Pejaković from Toon2Tango and Leonine Studios talk about working with the automation wave impacting the industry in this session.

4:15-4:45 PM **The next version of us**

Gemma O'Kane and Ty Trainer discuss how AI is changing what we do, and what we can become.

4:45-5:15 PM **AI: The Optimization Paradox**

Hear from Marianne Carpentier, Former TF1, on balancing the paradox that comes with optimization.

5:10-5:50 PM **On Our Radar: Emerging Technology in Media**

Panel discussion with Tom Batchelor: Batch Collective, Aaron Bhugobaun: Latent Aurum / The Global Creative Security Community, Eric Heath: The Pokémon Company, Gemma O'Kane: TransPerfect Media.

5:50-6:00 PM **Closing Remarks Day One**

6:00-8:00 PM Post-Event Networking Cocktail Reception



These sessions will take place in **Olivier & Burton 2<sup>nd</sup> Floor**

9:00-9:45 AM Doors Open, Coffee & Networking

9:45-10:30 AM **Beyond Intelligence**

Matt Hauser, Chief Experience Officer, TransPerfect

Artificial intelligence has rapidly shifted from a novelty into an everyday baseline, but true competitive advantage lies in what you build on top of that technology. Discover how TransPerfect's continuous evolution can help turn new capabilities into strategic outcomes for what's NEXT.

10:30-11:45 AM

**KEYNOTE**

**Unreasonable Brands: How to Build a Brand Centered on Unreasonable Hospitality**

Will Guidara, New York Times bestselling author of Unreasonable Hospitality and former co-owner of Eleven Madison Park, will show how making people feel valued turned a restaurant into the best in the world, and how that same thinking builds brands people stay loyal to.

11:45-12:45 PM

**Lunch**

12:45-1:15 PM

**Case Study: All3Media International Digital Media Services**

Claire Feeney, Technical Operations Director at All3Media shares how her team has scaled digital media operations in this fireside chat.

1:15-1:45 PM

**Emerging Markets as the Future of Global Entertainment**

Ram Veerapaneni, Chairman and Managing Director at Mango Mass Media explores how content travels across languages, platforms, and borders.

1:45-2:15 PM

**The Vertical Entertainment Boom: Trends, Formats, and Content that Travels**

Sachin Singh, CEO and Head of Kuku TV, shares a practical playbook for scaling vertical micro-dramas for global audiences.

2:15-2:50 PM

**The Future of VFX Workflows: Collaboration & AI**

Case study presented by Beatrice Bauwens, TransPerfect, and Marc Jouveneau, from Excuse my French, on how specific projects combined leading production technologies, AI, and human expertise to streamline content creation and VFX workflows.

2:50-3:00 PM

**Closing remarks**