



BITS BY THE BAY

2026

Peter Wharton



Scholarship Fund

May 20, 2026

Day 1 - Morning Session

The Impact of Artificial Intelligence on Media

9AM-12:30PM

Presentation 1 - AI in Live Production - Yes, It's Real

9:15AM / 35 min



JIM DOYLE - presenter

VICE PRESIDENT OF CREATIVE SERVICES FOR ROSS VIDEO

Description:

There has been a lot of hype around AI over recent years — but what is actually working in production today, and what value does it deliver? This session cuts through the noise with concrete examples: robotic cameras using facial and body recognition to track talent autonomously, AI-augmented telestration responding in real time, and systems that interpret what on-air talent is saying to trigger graphics and control switching. Closes with a forward look at agentic AI and live production control.