Topic: Leveraging Blockchain into a Media Supply Chain
Date: Tuesday, January 14, 2020
Time: 7:00pm (Free Pizza & Pop Dinner is provided at 6:30pm / No breaks)
Location: Rogers Communications Centre - Ryerson University
Room RCC-204 – 2nd floor, 80 Gould Street
Arranged By: Neal Bilow, Mansour Mahdavi
Sponsor: GrayMeta, Intelligent Metadata Solution, Los Angeles

This meeting is the exploration of Blockchain in the media supply chain and what we should all be thinking about when looking at technology, systems, and processes.

Blockchain technology may disrupt the media industry or it could be a good fit to it. The increasing lack of trust in social media platforms has all stakeholders concerned that their content is protected against piracy. Piracy is a key issue that Media and Entertainment industries can benefit from Blockchain technology. It is about rights management and content tracking across all platforms. It works as an automated transaction layer with an immutable content tracking system.

Should standard bodies and media associates create or support an open source Blockchain platform for media?

Please join us and hear from industries leaders to this technology. Become part of the conversation and become educated to the technology, Blockchain.

The following will present:

Renard Jenkins, Vice President, PBS Operations, Engineering & Distribution
Chi-Long Tsang, SVP and Principal Architect, Media Solutions, GrayMeta

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The SMPTE Board of Managers will meet in the Ryerson room RCC102 (street level) at 5 PM.

Pizza & Pop Dinner is provided at 6:30pm, there is no break between presentations

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