

DATA+AI SUMMIT 2022

ORGANIZED BY  databricks



Communications, Media & Entertainment Guide to Data + AI Summit

JUNE 27-30 2022 | MOSCONE CENTER & VIRTUAL

The Future of Communications, Media & Entertainment Is Open With Data and AI at Its Core

Welcome!

You're invited to open your world to the new innovations at Data + AI Summit 2022. It's great to be back in person at the Moscone Center at our biggest event to date. This year's hybrid conference is packed with best practices, usable examples, hands-on demos and customer stories to help you make the most of the Databricks Lakehouse for Media & Entertainment Services to achieve your business goals.

Earlier this year, we launched Lakehouse for Media & Entertainment to enable organizations across the media ecosystem to deliver better outcomes for consumers, advertisers, partners and employees with the power of data and AI. To continue the momentum of gathering all your data, analytics and AI on one platform, our goal today is to help you on your journey to data and AI-driven innovation.

This Communications, Media & Entertainment Guide to Data + AI Summit is designed to help you get the most from your experience. We have organized a stellar lineup of sessions with industry leaders including Adobe, Acxiom, Condé Nast, Discovery, LaLiga, WarnerMedia and many more. We are also featuring a series of interactive solution demos to help you get started innovating with AI.

Take the time to network in person or through the virtual platform and ask any Databricks team members, aka Bricksters, questions — we are excited to help you! And be sure to check out the [full agenda](#) for the most up-to-date information.

We look forward to a compelling week of data and AI with you!



STEVE SOBEL

RVP and Global Industry Leader, Communications, Media & Entertainment

**DAIS 2021 (VIRTUAL)
HIGHLIGHTS:**

<p>100K+ PARTICIPANTS</p>	<p>200+ SPEAKERS</p>
<p>160 COUNTRIES</p>	
<p>This year we are going BIG with industries!</p>	
<p> RETAIL & CONSUMER GOODS</p>	<p> FINANCIAL SERVICES</p>
<p> HEALTHCARE & LIFE SCIENCES</p>	<p> MANUFACTURING</p>
<p> MEDIA & ENTERTAINMENT</p>	<p> PUBLIC SECTOR</p>

The largest data and AI conference you can't afford to miss!

HYBRID, JUNE 27-30, 2022

Attend virtually for free, or join us live
at the Moscone Center in San Francisco

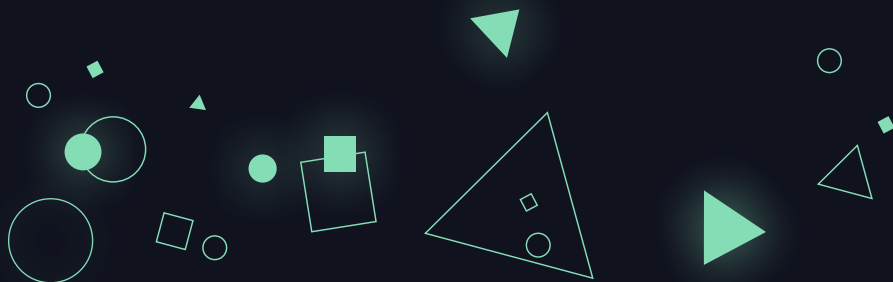
Register Now

Data + AI Summit is the global event for the data community, where practitioners, leaders and visionaries come together to shape the future of data and AI. This guide outlines specific tracks relevant to Communications, Media & Entertainment that you may be interested in. Get ready for four days packed with keynotes by industry visionaries, technical sessions, hands-on training and networking opportunities.

Data + AI Summit is hybrid this year
— and it's easy to register [here](#).

Top 5 reasons to attend DAIS

- 1 Capture best practices and hear from thought leaders at Adobe, Acxiom, Condé Nast, Discovery, LaLiga, WarnerMedia and more who have built competitive differentiation with data and AI
- 2 Gain insight into practical applications of consumer personalization, moving beyond a cookieless world, and the evolving role of data and AI in a direct-to-consumer market
- 3 Discover how the Lakehouse for Media & Entertainment is empowering teams to drive more actionable insights and build competitive differentiation
- 4 Grow your network with leaders and practitioners in data and AI
- 5 Stop by our Communications, Media & Entertainment Lounge to meet Databricks team members and learn about our partners who are powering the Databricks ecosystem



Create Your Own Experience

We hope you enjoy the program we've put together for Communications, Media & Entertainment professionals — content is curated and presented by leading experts in the industry.

This guide is designed to help Communications, Media & Entertainment attendees plan their experience and identify events of interest. It is intended to complement the full Data + AI Summit [website](#) and in-app experience.



1 INDUSTRY FORUM

Learn from the most innovative industry leaders with keynotes and panel discussions from some of the biggest global brands

2 BREAKOUT SESSIONS

Deep dive into specific topics and technical sessions with a leading expert from your field who has tackled the data and AI problems you are looking to solve

3 INTERACTIVE DEMOS

Join an interactive Solution Accelerator demo for popular Communications, Media & Entertainment use cases and sessions with our data and AI experts

4 INDUSTRY LOUNGE

Connect with Databricks Communications, Media & Entertainment experts, partners, technical leaders and other attendees in our dedicated lounge space for networking

All Things Communications, Media & Entertainment at Summit

Use this section to schedule and design your Summit experience around Communications, Media & Entertainment and our **industry forum, breakout sessions, interactive demos** and **networking lounge**.

Mainstage Keynotes

Don't miss these featured Communications, Media & Entertainment customers.



DAVID WEINSTEIN, Vice President of Engineering, Adobe

Communications, Media & Entertainment Networking Lounge

TUESDAY, JUNE 28 | 10:00 AM - 9:00 PM PT

WEDNESDAY, JUNE 29 | 10:00 AM - 7:00 PM PT

LOCATION: EXPO LEVEL 1, OUTSIDE MAIN HALL

Communications, Media & Entertainment Forum

WEDNESDAY, JUNE 29 | 3:30 - 5:00 PM PT

LOCATION: MOSCONE SOUTH, ROOM 304

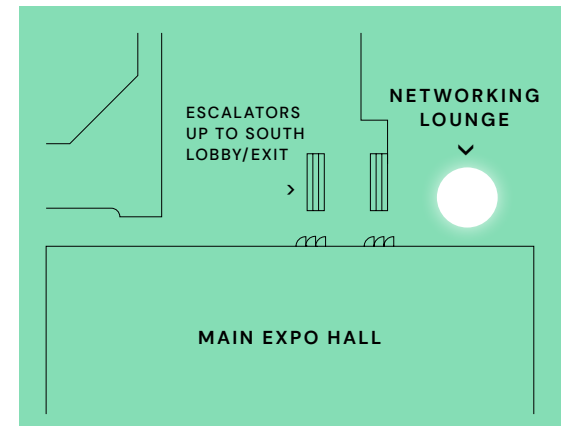
The Future of Communications, Media & Entertainment Is Open With Data and AI at Its Core

FEATURED SPEAKERS:

- STEVE SOBEL, Global Industry Leader, Media & Entertainment, Databricks
- DUAN PENG, SVP, Global Data & AI, WarnerMedia Direct-to-Consumer
- MARTIN MA, Group VP, Engineering, Discovery
- RAFAEL ZAMBRANO LÓPEZ, Head of Data Science, LaLiga
- BHAVNA GODHANIA, Senior Director, Strategic Partnerships, Acxiom
- MICHAEL STUART, VP, Marketing Science, Condé Nast
- BIN MU, VP, Data and Analytics, Adobe



Connect with Databricks Communications, Media & Entertainment experts, partners, technical leaders and other attendees in our dedicated lounge space for informal discussions and networking. Learn about how Databricks and our partners collaborate with industry leaders to innovate and transform operations with data and AI across the industry.



Breakout Sessions

We have a [full agenda of Communications, Media & Entertainment](#) talks taking place at Data + AI Summit. See which ones best fit what you're looking for — or explore a new area of interest.

Communications, Media & Entertainment Agenda at a Glance

TUESDAY, JUNE 28				
TIME	TYPE	TITLE	SPEAKER	COMPANY
10:00 AM PT - 9:00 PM PT COMMUNICATIONS, MEDIA & ENTERTAINMENT INDUSTRY LOUNGE				
12:20-12:40 PM PT	INTERACTIVE DEMO	Real-Time Bidding	LAYLA YANG Industry Vertical Lead SA – Communications, Media & Entertainment	Databricks
2:05 PM PT	BREAKOUT SESSION	Building and Managing a Platform for 13+ PB Delta Lake and Thousands of Users – AT&T Story	PRAVEEN VEMULAPALLI	AT&T
3:35-3:55 PM PT	INTERACTIVE DEMO	Stadium Analytics	MAX WITTENBERG Industry Vertical Solution Architect – Sports	Databricks
4:00 PM PT	BREAKOUT SESSION	Ensuring Correct Distributed Writes to Delta Lake in Rust With Formal Verification	QP HOU	Neuralink
5:30 PM PT	BREAKOUT SESSION	Technical and Tactical Football Analysis Through Data	RAFAEL ZAMBRANO	LaLiga Tech
WEDNESDAY, JUNE 29				
10:00 AM PT - 7:00 PM PT COMMUNICATIONS, MEDIA & ENTERTAINMENT INDUSTRY LOUNGE				
10:45 AM PT	BREAKOUT SESSION	Beyond Daily Batch Processing: Operational Trade-Offs of Microbatch, Incremental and Real-Time Processing for Your ETLs (and Your Team's Sanity)	VALERIE BURCHBY	Netflix

WEDNESDAY, JUNE 29				
TIME	TYPE	TITLE	SPEAKER	COMPANY
11:30 AM PT	BREAKOUT SESSION	Streaming Data Into Delta Lake With Rust and Kafka	CHRISTIAN WILLIAMS	Scribd
12:20-12:40 PM PT	INTERACTIVE DEMO	Mitigating Toxicity	DUNCAN DAVIS Industry Vertical Solution Architect – Gaming	Databricks
3:35-3:55 PM PT	INTERACTIVE DEMO	Multi-Touch Attribution	DEBU SINHA Senior Solution Architect	Databricks
3:30-5:00 PM PT	COMMUNICATIONS, MEDIA & ENTERTAINMENT FORUM	The Future of Communications, Media & Entertainment Is Open With Data and AI at Its Core	Multiple	Multiple
THURSDAY, JUNE 30				
8:30 AM PT	BREAKOUT SESSION	Building Recommendation Systems Using Graph Neural Networks	SWAMY SRIHARSHA	Condé Nast
9:15 AM PT	BREAKOUT SESSION	Tools for Assisted Spark Version Migrations, From 2.1 to 3.2+	HOLDEN KARAU	Netflix
11:30 AM PT	BREAKOUT SESSION	Real-Time Cost Reduction Monitoring and Alerting	OFER OHANA & DAVID SELLAM	Huuuge Games
3:35-3:55 PM PT	INTERACTIVE DEMO	Rapidly Deploy Data Into Value-at-Risk Models	Multiple	Avanade

Ask an expert

If you'd like to learn more as a follow-up to any of the sessions, please reach out to your account manager to coordinate a meeting with:

- Communications, Media & Entertainment leaders and subject matter experts
- Technical experts of data in Communications, Media & Entertainment
- Solution architects who have helped hundreds of customers

Learn more about Lakehouse for Media & Entertainment at dbricks.co/CME

Register Now

