DATA+AI SUMMIT

BY databricks

Communications, Media & Entertainment Guide to Data + AI Summit

SAN FRANCISCO, JUNE 26-29, 2023

The Next Generation of AI in Communications, Media & Entertainment

Welcome!

You're invited to open your world to the new innovations at Data + AI Summit 2023. It's great to be back at the Moscone Center, San Francisco, at our biggest event to date.

We are thrilled to announce that Satya Nadella, CEO of Microsoft, and Eric Schmidt, former CEO of Google, will be our esteemed keynote speakers at Summit. Their presentations will focus on the latest innovations, impact and future of AI, ML and large language models (LLMs).

Discover how the Lakehouse for Communications, Media & Entertainment helps organizations make their customer engagement more effective, employees more productive, operations more efficient, and products and services more desirable. As we continue to build upon this momentum, we're excited to see the data-driven innovation from across the industry powering every aspect of business.

This Communications, Media & Entertainment Guide to Data + AI Summit is designed to help you get the most from your experience. We have organized an outstanding lineup of sessions, featuring industry leaders from Adobe, Acxiom, Condé Nast, Comcast Effectv, Disney, Fanduel, NY Jets, Mojang Studios, Paramount, Rogers Communications, Tabcorp, Texas Rangers, Warner Bros. Discovery, Verizon and many more. We are also featuring a series of interactive solution demos to help you get started and accelerate innovation with data and AI.

Take the time to network with industry experts. 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, analytics and AI with you!

STEVE SOBEL

RVP and Global Industry Leader, Communications, Media & Entertainment

HIGHLIGHTS

100K+
PARTICIPANTS

200+
SPEAKERS

160
COUNTRIES

This year we are going BIG with industries!

RETAIL AND CONSUMER GOODS	FINANCIAL SERVICES
HEALTHCARE AND LIFE SCIENCES	MANUFACTURING AND ENERGY
COMMUNICATIONS, MEDIA & ENTERTAINMENT	PUBLIC SECTOR

Data + AI Summit 2023

SAN FRANCISCO, JUNE 26–29, 2023

Join us live at the Moscone Center

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, analytics 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.

**It's easy to register for Data + AI Summit —
just sign up here.**

Top 5 reasons to join our Communications, Media & Entertainment Forum and breakout sessions at Data + AI Summit:

1 Capture best practices and hear from thought leaders at Adobe, Acxiom, Mojang Studios, Paramount, Rogers Communications, Tabcorp and more who have built competitive differentiation with data and AI

2 Gain insights into practical applications behind the next generation of customer experiences, including data clean rooms, customer insights, customer data platforms (CDPs), real-time personalization, and the evolving role of data and AI in a direct-to-consumer market

3 Discover how the Lakehouse for Communications, Media & Entertainment is empowering teams across the industry to drive more actionable insights and build competitive differentiation

4 Grow your network with leaders and practitioners in data, analytics 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 in Communications, Media & Entertainment with keynotes and presentations from some of the biggest global brands including Adobe, Acxiom, Mojang Studios, Paramount, Rogers Communications and Tabcorp

2 BREAKOUT SESSIONS

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

3 INTERACTIVE DEMOS

Engage in interactive Solution Accelerator demos for critical use cases across Communications, Media & Entertainment including Telco LTV, Media Mix Modeling, Video Game Analytics, Responsible Gaming and more!

4 INDUSTRY LOUNGE

Connect with Databricks experts in Communications, Media & Entertainment, alongside industry 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**.

Technical Demos in Our Industry Lounge

Stop by the Industry Lounge to experience interactive Solution Accelerator demos. Looking to talk to an expert? We've got industry deep dives on Wednesday and Thursday.

GAME ANALYTICS AND RESPONSIBLE GAMING
Wednesday, June 28 | 11:30 AM–5:30 PM PT

TELCO NETWORK ANALYTICS AND ADVERTISING MEDIA MIX MODELING
Thursday, June 29 | 11:30 AM–5:30 PM PT

Communications, Media & Entertainment Forum

WEDNESDAY, JUNE 28 | 3:30 – 6:00 PM PT

LOCATION: MOSCONE SOUTH, HALL D

The Next Generation of AI in Communications, Media & Entertainment

FEATURED SPEAKERS:

BIN MU, VP, Data and Analytics, Adobe

FRANCISCO RIUS, Head of Data Science and Data Engineering, Minecraft

DAVID SKINNER, Chief Strategy Officer, Acxiom

MATT McKENZIE, General Manager Technology — Data and Corporate, Tabcorp

STEPHEN SHELTON, VP of Business Intelligence, Pluto TV | Paramount

STEVE SOBEL, RVP, Global Industry Leader, Communications, Media & Entertainment

Adobe   ACXIOM   MOJANG STUDIOS   Tabcorp   pluto tv   Paramount

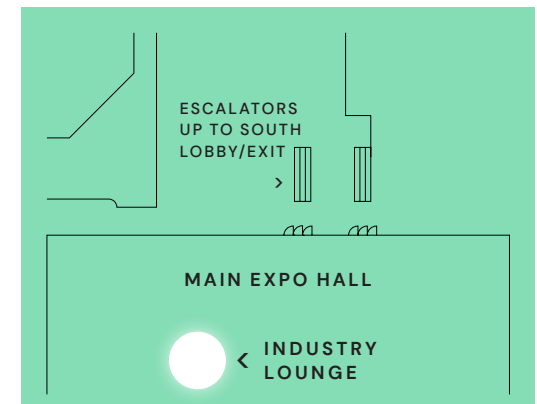## Communications, Media & Entertainment Lounge

TUESDAY, JUNE 27 | 5:00 - 7:30 PM PT

WEDNESDAY, JUNE 28 | 11:30 AM - 5:30 PM PT

THURSDAY, JUNE 29 | 11:30 AM - 5:30 PM PT

LOCATION: DATA + AI SUMMIT EXPO FLOOR, MOSCONE SOUTH

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.

ESCALATORS UP TO SOUTH LOBBY/EXIT

MAIN EXPO HALL

INDUSTRY LOUNGE

Breakout Sessions

We have a full agenda of Communications, Media & Entertainment talks taking place at Data + AI Summit. See which ones are the best fit for you.

Communications, Media & Entertainment Sessions at a Glance

TYPE	TITLE	SPEAKER	COMPANY
LIGHTNING TALK	Accelerating the Development of Viewership Personas With a Unified Feature Store	MALAV SHAH Senior Data Scientist TAYLOR HOSBACH Data Scientist	DIRECTV
BREAKOUT SESSION	Ad Measurement: From Impressions to Attribution	DEREK SUGDEN Ad Measurement Lead, Measurement and Attribution JOE WALSH Director of Measurement and Attribution	Effectv
LIGHTNING TALK	AI to FI With Databricks	ALAIN BRIANCON VP Data Science Profiles by Kantar	Kantar Group
BREAKOUT SESSION	Bringing Data In-House. Behind the New York Jets' Winning Game Plan to Create a Data Lakehouse on Databricks	PAUL MARSH Senior Director Application Development	New York Jets
BREAKOUT SESSION	Building and Managing a Data Platform for 13PB+ Delta Lake and Thousands of Users: AT&T's Story	PRAVEEN VEMULAPALLI Director — Technology	AT&T
BREAKOUT SESSION	Clean Room Primer: Using Clean Rooms on Databricks to Utilize More and Better Data in Your BI, ML and Beyond	ANIL PULIYERIL Senior Architect MATTHEW KARASICK Chief Product Officer	Habu
BREAKOUT SESSION	Data Caching Strategies for Data Analytics and AI	BEINAN WANG Senior Staff Software Engineer CHUNXU TANG Research Scientist	Alluxio
BREAKOUT SESSION	Data Extraction and Sharing via the Delta Sharing Protocol: Overfetching, Underfetching, and Other Lessons and Tips for Development Learned While Building the Delta Sharing Excel Add-in	ROGER DUNN Co-founder, CTO	Exponam
BREAKOUT SESSION	Data Globalization at Condé Nast Using Delta Sharing	ZACHARY BANNOR Data Engineering Manager	Condé Nast
BREAKOUT SESSION	Data Interoperability Across Clouds and Regions	ANTOINE CASTEX Group Data Architect	L'Oréal

TYPE	TITLE	SPEAKER	COMPANY
BREAKOUT SESSION	Data Quality: Fast and Slow	DILLON BOSTWICK Senior Solutions Architect	Databricks
BREAKOUT SESSION	Data Sharing and Beyond With Delta Sharing	MILOS COLIC Tech Lead EMEA Public Sector, Senior Solutions Architect VUONG NGUYEN Senior Solutions Architect	Databricks
BREAKOUT SESSION	Deep Dive Into the New Features of Apache Spark™ 3.4	XIAO LI Director of Engineering	Databricks
BREAKOUT SESSION	Deploying the Lakehouse to Improve the Viewer Experience on Discovery+	DEEPA PARANJPE Director of Engineering	Warner Bros. Discovery
BREAKOUT SESSION	Embrace First-Party Data Collaboration to Lower Acquisition Costs With Look-Alike Audiences in Media Clean Rooms	JORDAN PECK Principal Technical Account Manager	Snowplow
BREAKOUT SESSION	Experience the New Era of Data and AI: Taking Bold Steps	DATIN TS. HABSAH BINTI NORDIN Chief Data Officer	PETRONAS
BREAKOUT SESSION	Extending Lakehouse Architecture With Collaborative Identity	ERIN BOELKENS VP of Product SHAWN GILLERAN Principal Cloud Solutions Lead	LiveRamp
LIGHTNING TALK	From Snowflake to Enterprise-Scale Apache Spark™	NIC JANSMA Senior Principal Lead Software Engineer AMIR SKOVRONIK Distinguished Software Engineer	Akamai
BREAKOUT SESSION	How Comcast Effectv Drives Data Observability With Databricks and Monte Carlo	LIOR GAVISH CTO and Co-founder ROBINSON CREIGHTON Senior Principal Analyst, Enterprise Data Ops	Monte Carlo Data Comcast
BREAKOUT SESSION	How Rec Room Processes Billions of Events per Day With Databricks and RudderStack	LEWIS MBAE Head of Customer Engineering ALBERT HU Senior Analytics Engineer	RudderStack

Communications, Media & Entertainment Sessions at a Glance

TYPE	TITLE	SPEAKER	COMPANY
BREAKOUT SESSION	How the Texas Rangers Revolutionized Baseball Analytics With a Modern Data Lakehouse	ALEXANDER BOOTH Assistant Director of Research and Development EDUARDO VASQUEZ Analytics Engineer	Texas Rangers Baseball Club
LIGHTNING TALK	How We Built a Unified Talent Solution Using Databricks Machine Learning	NITU NIVEDITA Managing Director	Accenture
BREAKOUT SESSION	Increasing Trust in Your Data: Enabling a Data Governance Program on Databricks Using Unity Catalog and ML-Driven MDM	MAGGIE DAVIS Principal, Data Engineering RISHA RAVINDRANATH Senior Manager, Data Governance	Slalom Comcast
BREAKOUT SESSION	Leveraging Product Thinking to Scale a Data Platform to a 400-Person (or More!) Data and Analytics Team	LUCAS DOS SANTOS CELESTINO Platform Product Manager MARIA DAIBERT Data Platform Product Manager	AB InBev
BREAKOUT SESSION	MLOps at Gucci: From Zero to Hero	ALESSANDRO GARAVAGLIA Lead ML Engineer MARIANNA CERVINO Global Data Scientist	Gucci
BREAKOUT SESSION	Monitoring Delta Live Tables	LUK VERHELST Data Architect (Consultant)	Volvo Group
BREAKOUT SESSION	Photon for Dummies: How Does This New Execution Engine Actually Work?	HOLLY SMITH Resident Solutions Architect	Databricks
BREAKOUT SESSION	Post-Merger: Implementing Unity Catalog Across Multiple Accounts	DEEPA PARANJPE Director of Engineering	Discovery
LIGHTNING TALK	Revolutionize Your Customer Engagement Strategy With First-Party Customer Data	YALI SASSOON CPO	Snowplow
BREAKOUT SESSION	Simplifying Real-Time Machine Learning: A Look at Feature Platforms and Modern Real-Time ML Architectures Using MLflow and Tecton	MIKE DEL BALSO Co-founder and CEO MORGAN HSU Director, Data and ML Engineering	Tecton FanDuel

TYPE	TITLE	SPEAKER	COMPANY
BREAKOUT SESSION	Sustainable Self-Service: A Journey Toward FinOps	BEN COPPERSMITH Senior Manager, Data Platform	Disney Streaming
LIGHTNING TALK	The Future of Data Orchestration: Asset-Based Orchestration	JONATHAN NEO Data Engineer	Canva
BREAKOUT SESSION	Unlocking the Value of Data Sharing in Financial Services With Lakehouse	SPENCER COOK Senior Solutions Architect, Financial Services	Databricks
BREAKOUT SESSION	Use Apache Spark™ From Anywhere: Remote Connectivity With Spark Connect	STEFANIA LEONE Senior Manager, Product Management MARTIN GRUND Senior Staff Software Engineer	Databricks
BREAKOUT SESSION	Using Cisco Spaces Firehose API as a Stream of Data for Real-Time Occupancy Modeling	CHRIS INKPEN Solutions Architect	Honeywell
BREAKOUT SESSION	Using NLP to Evaluate 100 Million Global Webpages Daily to Contextually Target Consumers	XUEFU WAN Senior Data Scientist MARK LEE Senior Specialist Solutions Architect	The Trade Desk Databricks
LIGHTNING TALK	Writing Data-Sharing Apps Using Node.Js and Delta Sharing	WILL GIRTEN Senior Specialist Solutions Architect	Databricks

The agenda for this Forum is subject to change. Session times and dates will be added soon. Please check back for more details.

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 data experts in Communications, Media & Entertainment
• Solution architects who have helped hundreds of customers

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

Register Now