
TECHNOLOGY PATHFINDERS

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Invitation to the Technology Pathfinders Executive Forum

Re-thinking the media supply chain: IP workflows and content distribution

6th September, 6-7.30pm followed by drinks and networking, at One Alfred Place, London WC1E 7EB

The Technology Pathfinders Forum – a networking group for broadcast executives interested in innovations and future trends in operations and technology – would like to invite you to an exclusive executive forum. We are hosting a panel discussion exploring how advances in IP technology are disrupting the traditional media supply chain.

From production to distribution, new ways to deliver content are driving efficiencies and cost savings. IP workflows allow content to be brought to market faster by simplifying pre-broadcast processes, while content delivered over the internet can reach consumers in places that traditional broadcast cannot – and offer them a more personalised on-demand experience.

For audiences, the most notable impact has been rapid growth in the range of ways to consume video content. Behind the scenes, however, broadcasters are continuing to experience a fundamental shift in the way that content is created, stored, processed and delivered. That has made the barriers to entry for content production and distribution lower than ever – fostering innovation across the industry.

How has IP technology changed the face of broadcasting over the last 2-3 years? What have been the major challenges broadcasters have had to battle with? Where are the greatest opportunities to reduce costs and improve quality of experience? What will the value chain look like in the future?

The panel of experts seeking to answer such questions will include:

- **Andy Munro**, Senior Product Manager, **Arqiva**
- **Mark Harrison**, Managing Director, **Digital Production Partnership**
- **Martin Richards**, Senior Design Engineer, **Sky**
- **Simon Dore**, Chief Operating Officer, **GoMedia**

To confirm your attendance at this invite-only Technology Pathfinders event, **please RSVP on [our Eventbrite page](#)**. Any **queries can be addressed to pathfinders@mtmlondon.com**. The event will commence promptly at **6pm, running through to 7.30pm**, followed by drinks and networking at the bar. This **event is free and invite-only** and limited to 80 senior executives from the broadcasting and media industries.

Kind regards,

Jon Watts, Managing Partner – MTM

Remi Abayomi, Co-Founder and Director – Tezemo