

TechnoArt LIVE 2019 announces startup competition for media and entertainment tech solutions



Tel Aviv, Oct 30, 2019 (Issuewire.com) - The TechnoArt LIVE international conference for Art, Media and Entertainment Technology will take place at the Tel Aviv Museum of Art in Israel on November 10th, 2019.

Announced keynotes include Francois Pachet, director of the Spotify Creator Technology Research Lab; Kyle Wright, Director of Digital at the Schubert Foundation; Ulrich Säuberlich, Managing Director at AKQA; and Tristan Jehan, Founder of The Echos Nest and Head of Research and Innovation at Spotify.

TechnoArt LIVE is taking place this year for the third time, powered by TechnoArt.org - the first Art Technology Incubator in the world.

TechnoArt, the leading Incubator for Art, Media and Entertainment Technology in the world, has announced that the TechnoArt LIVE 2019 conference will take place on November 10th, 2019 at the Tel Aviv Museum of Art in Israel.

TechnoArt LIVE, the leading technology conference of its kind, will include panels, discussions and presentations by top industry leaders in the music, media and entertainment industries.

The conference will focus on the challenges the industry faces in an era of rapid technological innovation, a vision for the future, and new opportunities available to the artists community as a result. From creating AI-driven innovation and content to advertising through the newly emerging channels of media and entertainment to new forms of artistic content from gaming to AR/VR, and more.

The conference will host the leading Investors and VCs in the space from Nielsen innovation, JVP, Viola Innovation and carduman capital. Announced speakers include Francois Pachet, director of the Spotify Creator Technology Research Lab, Kyle Wright, Director of Digital at Schubert foundation, Ulrich Säuberlich, Managing Director at AKQA and Tristan Jehan, Founder of The Echos Nest and Head of Research and Innovation at Spotify. Additional guests will include head of Universal Israel, Ronnie Braun, General Manager of I AM+, Noam Fine and other more.

The TechnoArt LIVE startup gallery will present the most innovative startup companies offering new products for the industry. Participating startups at the TechnoArt startup competition will have the chance to win a fully sponsored roadshow to meet selected investors. The startup competition will take place in the afternoon, and among the judges will be Wright, Braun, Pachet and TechnoArt founder Shani Peled. The winning venture will be provided with round trip to the US to meet with the top investors and media companies in the world (@30K in value).

About TechnoArt:

TechnoArt is the leading Incubator for the media, art and entertainment industries. It was founded by socialterminals CEO Shani Peled, who serves as a mentor for the ventures alongside music producer and former president of Columbia records Steve Greenberg, Charles Renfro, Ronnie Braun, Claude Brightman and prominent artists, investors and industry leaders from around the world. TechnoArt's objective is to invest in and develop technological solutions for the art world that can provide new business models to support the industry and the artist community.

See Agenda below

8:30 – 9:30 AM – Morning Coffee & Early Birds' Networking

9:30 – 10:00 AM – Conference Kick-Off

Mrs. Tania Coen-Uzzielli – Director of Tel Aviv Museum of Art

TechnoArt Presentation

10 AM // **Creation redefined – Scientist, Composer and Director of the Spotify Creator Technology Research Lab – Francois Pachet** discusses the future of the content as AI and data science redefines creativity.

10:35 AM// **The Producer of hit show Narcos introduces its new venture**

Fire side chat with Andres Calderon and JuanMa Rowland about their new short-form video streaming platform and the future of the industry.

11:15 AM // [**Artificial Intelligence – Driving richer experiences**](#)

Artificial Intelligence has redefined the M&E industry through personalization, targeted advertising, and

content production. Anyone with abundant media assets can easily churn out more revenue or cut costs, while simplifying operations.

Advance frameworks that simulate perception and emotion drive predictive algorithms that shape everything: from deciding which content to produce, how to best market it, all through how to drive engagement and royalties.

Voice and facial recognition application integrated into advanced robotics are also transforming the way we interact in the virtual world, creating a richer experience tailored to our needs and enhancing our digital journey.

This panel will address the new ways A.I. can drive the industry forward, from data analysis, content synthesis and novel applications. We'll discuss how the future of M&E might look like as technology is working to simulate "real life", while touching on some of the regulatory and even moral dilemmas we are forced to address.

Moderator: Tristan Jehan – Head of research and innovation at Spottily

12:15 PM// [Your Ad will start in 3..2..1 – Forming a deeper connection](#)

VOD, live streaming, audio streaming and podcasts are all transforming the audience experience with digital media; Providing access to valuable insights that optimize advertisers' ability to target their consumers.

This panel will discuss the new marketing methods available to brands and advertisers through the new entertainment mediums and best practices.

How to build the right strategy and form a deeper connection with consumers across their digital journey.

Moderator: Assaf Sagy – Commercial Lead, SnapChat

1 PM// Lunch

Starting 1:30 PM\\[Up-close and Personal](#)

Round table discussions over lunch with representatives from the top media and entertainment companies in the world. Looking to find new investment opportunities and form collaborations. >>>>
[Click here to Register](#)

2 PM \\ [Rewriting the Script For Entertainment Investment](#)

The industry is heavily investing in content producing startups. Latest M&A trends suggest that creativity, talent and engaging content has become strong drivers in the VC community.

Moreover, more and more investors are now focused on talents first and foremost, starting with the funds that make direct investments in people.

This panel will address recent exits in the industry, the core technology behind content platforms and what the determining factor in a startup's ability to raise and its execution strategy in the evolving space.

2:45 PM\\The future of LIVE Entertainment

Head of Innovation at the Schubert Foundation, Kyle Wright will discuss the future of live entertainment in a \$60 Billion industry. And share the story of the largest organization in the world focused on preserving a legacy and forming its future at the same time.

3:30 PM\\ [Media Most Innovative Startups](#)

Curating the most innovative Tech Startups in the Media space, TechnoArt will present the ones that have the highest potential for growth in 2019.

Coming out of Israel, These pre-selected ventures will have the opportunity to pitch their product to the top media companies and investors in the world looking to get the endorsement of at least 3 Board members for the chance to win a trip to NYC and LA, meetings with the top executives in the M&E space and more.

5 PM\\[Peace Through Media and Innovation](#)

In addition to informing people, media can shape and spread values, defuse tensions, and counter hate-speech. By investigating pressing issues, exposing malfeasance and distributing an array of opinions, media can help people question established ideas and reflect on pressing issues.

But the way information is distributed can also cause conflicts to escalate and be manipulated by those in power. Join us as we discuss how journalism and mass media impact societies – playing a key role in positive social and political transformations but also fueling stigmas and stereotypes and contributing to violence and conflict.

Moderator: Dan Perry – Former editor of Associated Press in Europe, Africa and the Middle East

More information can be found here: www.TechnoArt.live



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