

Interactive Entertainment and Media Summit: Global Perspectives on AI and Other Innovations and Trends Driving the Industry Renaissance

07.10.2024

Wednesday, July 10, 2024

Panel Discussions

4:00 p.m. - 6:00 p.m.

Cocktail Reception

6:00 p.m. - 8:00 p.m.

Location

Hard Rock Hotel

159 W 48th St.

New York, NY 10036

[Website](#) | [Directions](#)

Our panel discussion will be at NYY Events Room on the ground floor of the hotel, followed by our rooftop reception at RT60, South Terrace.

Drinks and heavy hors d'oeuvres will be served.

Questions or to register, please contact Maricela Slota.

Please join Taylor Wessing and Sheppard Mullin for an informative summit on July 10, 2024.

Panel 1: AI in Media & Entertainment: Risks, Rewards, and Global Perspectives

This panel brings together preeminent legal and business executives from key industry verticals, including music, television, gaming, publishing and more. Panelists will delve into risk mitigation strategies employed to harness the transformative power of AI, while exploring how AI can create novel monetization opportunities and reshape content creation, distribution, and consumer interaction for their respective organizations. Additionally, the discussion will highlight the complexities of navigating highly variable and complex regulatory landscapes across the globe, examining how different regions approach AI regulation, IP rights management, compliance and enforcement.

Panelists:

- **Amanda Greenfield**, *Senior Vice President, Global Partnerships and Strategy*, News Corp
- **Becca Baneman**, *Global Head of Litigation*, Advance Media
- **Carletta Higginson**, *EVP and Chief Digital Officer*, Warner Music Group
- **Adam Rendle**, *Partner, Copyright and Media*, Taylor Wessing
- **Dan Schnapp (moderator)**, *Partner, Entertainment, Technology and Advertising Practice, Artificial Intelligence Team Leader, Interactive Media Team Leader, Co-Leader of the Music Practice*, Sheppard Mullin

Quick Counsel: Speed-Networking with Legal Experts

During this break, attendees will have the opportunity to sit down with various subject matter experts and ask targeted questions on a range of legal topics. Maximize your time and gain invaluable insights from multiple professionals in a dynamic and interactive setting.

Panel 2: Fireside Chat: Leading the Charge for the Future of Media and Entertainment

Join a candid and insightful fireside chat featuring high-profile general counsel and C-suite leaders from the media and entertainment industries. This conversation will tackle the pressing issues of today, including regulatory compliance, intellectual property rights management, and the challenges posed by rapid technological change. Hear firsthand how these leaders are steering their companies through a rapidly evolving market, offering actionable strategies and insights to help your business thrive.

Panelists:

- **Michele Newman**, *Chief Financial Officer*, 101 Studios
- **Elizabeth Matthews**, *Chief Executive Officer*, ASCAP
- **Brian Leung**, *General Counsel*, Vox Media
- **Jessica Wengler**, *Assistant General Counsel, Operations and Compliance*, Equinox
- **Jeff Hartwig**, *SVP, General Counsel and Corporate Secretary*, Dotdash Meredith
- **Alexis Robinson (moderator)**, *Partner & Leader of the Entertainment, Technology and Advertising Practice, and Co-Leader of the Music Practice*, Sheppard Mullin

MCLE

New York

This program has been approved in accordance with the requirements of the New York State Continuing Legal Education Board for a maximum of 2 credit hours which may be applied toward the Areas of Professional Practice requirement, and is suitable for both transitional and non-transitional attorneys.

This event is co-sponsored by **Taylor Wessing**. Taylor Wessing is a global law firm that serves the world's most innovative people and businesses. Deeply embedded within the technology, media & communications (TMC), life sciences & healthcare, private wealth and real estate, energy & infrastructure sectors, we work closely together with our clients to crack complex problems, enabling ideas and aspirations to thrive. With a team of 1,200 lawyers working across 28 offices in 17 countries, we challenge expectation and create extraordinary results.

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[Click here for more information on Sheppard Mullin's AI Team.](#)

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Practice Areas

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Industries

Artificial Intelligence

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Music