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**Press Release: For Immediate Release**

**Creative excellence showcased at The Media Production & Technology Show 2024**

*The international event for the broadcast media, production and technology industry sets the agenda with an essential, packed and accessible programme of speakers, content, knowledge and surprises.*

**London, UK, 23 April 2024 –** [The Media Production & Technology Show](https://www.mediaproductionshow.com/) (MPTS), the UK's largest event for the broadcast media, production and technology industry, sets the agenda once again with a rich, diverse and powerful line up of speakers and content. With an even greater emphasis on emerging technologies, MPTS this year hosts a new AI Forum as well as the Media Technology Conference, in partnership with SMPTE UK. Running 15-16 May 2024 at Olympia London, the MPTS’ acclaimed free seminar programme features more than 250 speakers across eight theatres of keynote presentations, masterclasses, panel discussions and educational sessions.

Charlotte Wheeler, Event Director, said, *“The quality and range of our speaker programme is second to none and underlines the breadth and richness of the UK’s world class creative industries. The media professionals who have curated MPTS 2024 share your concerns and excitement for the industry’s future which we have reflected in an extended partnership with SMPTE to launch the Media Technology Conference as part of the Media Production & Technology Show. One technology stands out for its heated impact at this moment which the new AI Forum is designed to cooly unpack with rational strategies for your craft and business. There is so much to see, participate in and exchange with peers at MPTS. This is your platform and we cannot wait to see you there.”*

The unmissable **Opening Keynote** is a Director’s Masterclass featuring four directors with recent hit shows, including James Hawes (*Slow Horses*) and James Strong (*Mr Bates vs The Post Office*). Executive producer and author Sam McAlister gives us the low down on how Prince Andrew’s infamous interview with Newsnight was developed into Netflix feature *Scoop*. Natasha Bondy and the team behind ITV drama *Mr Bates vs The Post Office* deliver a production masterclass and historian and broadcaster Dan Snow tells us how he created the hugely successful History Hit podcast.

Four-time Winter Olympian and TV presenter Chemmy Alcott joins MPTS to discuss how sports broadcasting is driving positive environmental change as part of **BAFTA albert's** Sustainability Series**.** There’s a vital state of the nation concerning freelance talent led by BECTU, the Film & TV Charity and ScreenSkills.

Broadcaster Marcel Theroux joins MPTS to discuss his recent hit documentary *The Playboy Bunny Murders* as part of a wider look at the current landscape of factual programming at the **Production Theatre.** Also, in an exclusive 'In Conversation With' is Peter Ettedgui who will discuss his incredible body work, which includes Super/*Man: The Christopher Reeve Story*.Visitors will findfirst-hand accounts of techniques for making creative choices under pressure, with cinematographers Ashley Barron ASC, Evelin van Rei NSC and Alana Mejía González. Further expert views on the state of factual come from Windfall Films, Firecracker and Arrow Media to name a few.

Fresh from winning the Academy Award and Bafta for the sound design of *The Zone of Interest*, Johnnie Burn headlines/keynotes the **Audio Theatre** to talk about his unique approach to this remarkable film. Learn how the BBC/Glastonbury Festival team brings the sound, spirit and energy of this incredible festival to millions of people and go behind the scenes of Netflix’s ground-breaking documentary series *World War II: From The Frontlines*.

Renowned editor Paul Machliss (*Baby Driver*) shares insights into the craft and techniques of film editing in a fireside conversation at the **Post Production Theatre.** Here you can also learn from the award-winning Residence Pictures team about the unique ACES workflow behind BBC series *The Gallows Pole.* There are masterclasses on VFX and grading, featuring speakers from Picture Shop UK, Halo Post Production, Molinare, Ghost VFX and BlueBolt; plus take a closer look at text-to-video app Sora with UK Screen Alliance.

The **Virtual Production Theatre** shines a spotlight on everything you need to know about using virtual production in your work. Highlights include an exclusive look at the VP techniques used in disaster movie and survival thriller *No Way Up*, with Executive Producer Steve Jelley and in Apple TV+’s *Hijack*, with VP Supervisor Shannon Harvey.

The State of the Nation in **Broadcast Technology** will uncover the latest advancements in transmission and the integration of AI and machine learning in content creation and distribution, with speakers from IMG, Gravity Media and Picture Shop.*Broadcast Tech* interviews will shine a spotlight on the women who are pioneering innovative technologies in their organisations, including Zoe Kennedy (BBC) and Lowri Davies (Premier League Productions).*AV Magazine* hosts a session looking at the convergence of broadcast and AV.

Head to the **AI Forum** for expert guidance into how to turn AI to your advantage. Supported by up to the minute research from GlobalData, sessions here examine the impact of AI on the workforce, the new skills and training required to work in the business and case studies on AI in use in media. Director and producer HaZ Dulull presents essential advice on how indies can use Gen AI ethically and legally.

Bringing together senior technology leaders and experts in the field of broadcasting and innovation, the two-day **Media Technology Conference** Leaders Day is keynoted by Simon Farnsworth, CTO, ITV who will outline ITV’s transformation from traditional technology to a dynamic Digital Enablement Strategy. The current state of the broadcast industry is analysed by the BBC’s Mark Patrick and Channel 4’s Andy Bell in the session The Post-Transformation Era and there are in-depth explorations of Colour Science, Contribution and Distribution and AI for Media. Access on 15th May is by invitation only. Day two of the event on 16th May is open to all MPTS attendees.

Wheeler added, *“This is the only industry event where all the content is completely free to attend. That’s a principle we value because we believe that whether you are an award-winning EP, a seasoned freelancer or aspiring to break into the industry we can all learn from and support each other. We look forward to welcoming you all in May.”*

Full details about MPTS 2024 and the speaker programme can be found at [www.mediaproductionshow.com/programme](http://www.mediaproductionshow.com/programme)

Register for your free ticket at [www.mediaproductionshow.com](http://www.mediaproductionshow.com)

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**About The Media Production & Technology Show**

Launched in 2016, The Media Production & Technology Show has rapidly cemented its position as the UK's largest and must-attend event for the media and broadcast industries. Originally focused on the creative side of content production, the event has now evolved to explore the technological innovations which power the enviable content production output in the UK today.

The interactive exhibition and extensive free seminar programme cover all aspects of broadcast content creation and technology, including pre-production, production, virtual production, post, distribution and audio, and brings together 8,000+ attendees from across the industry.

Whether you're attending as a visitor or interested in showcasing your products in the exhibition, MPTS provides a unique opportunity to be at the forefront of discussions affecting the industry and build new connections.

MPTS is organised by [Media Business Insight (MBI) Ltd](https://www.mb-insight.com/), publishers of market-leading titles including Broadcast, Broadcast Sport, Broadcast Tech, KFTV, The Knowledge and Screen International. MBI is a GlobalData Company.

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