

CONTENT CONSUMPTION

A NOTE ON OUR PANELISTS

- ▶ Leon Silverman - General Manager, Disney Digital Studios
- ▶ Jaclyn Grubin - Student, Academy of Art University
- ▶ Sana Saeed - Producer/Host, AJ+
- ▶ Justin Chin - Owner, Infinite Machine
- ▶ Jennifer Zeidan - Media Systems Engineer, Industrial Light & Magic



WHAT WE ARE TALKING ABOUT TODAY AND HOW IT AFFECTS OUR FUTURE

- ▶ How are consumers driving the change of storytelling?
- ▶ How is technology driving the change of storytelling?
- ▶ How are the two above affecting how our industry creates and makes content available?



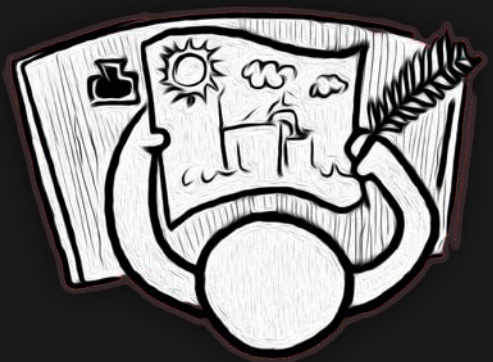
WHAT'S HAPPENED IN THE PAST DECADE?

- ▶ Immediacy
- ▶ Any time, anywhere, anyone
- ▶ Episodic explosion
- ▶ Bandwidth increases
- ▶ Social media
- ▶ Individualism/Cord Cutters
- ▶ Virtual and Augmented Reality



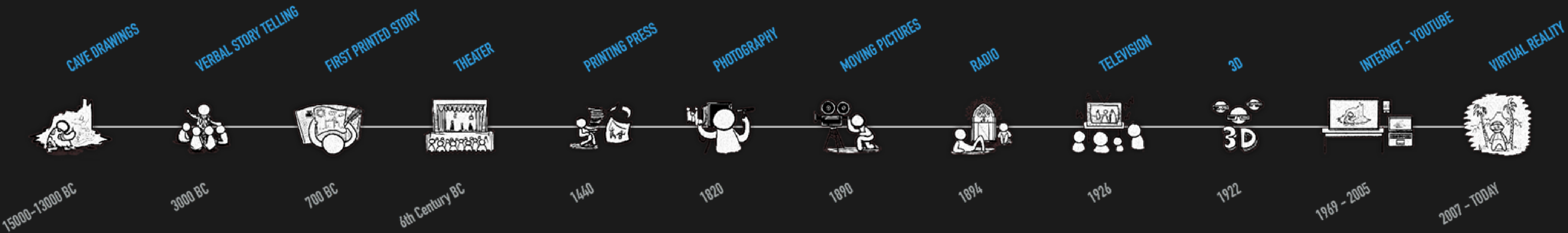
A BRIEF HISTORY OF CONTENT CREATION AND CONSUMPTION

- ▶ Content creation and consumption is cyclical
 - ▶ Shared experience >> Individual experience >> Shared experience >> ...
 - ▶ Intimate space >> Large space >> Intimate space >> Global space >> ...
- ▶ Content creation and consumption is about sharing experiences
 - ▶ Humans are storytellers by nature
 - ▶ Humans want to relate to each other and the “other”

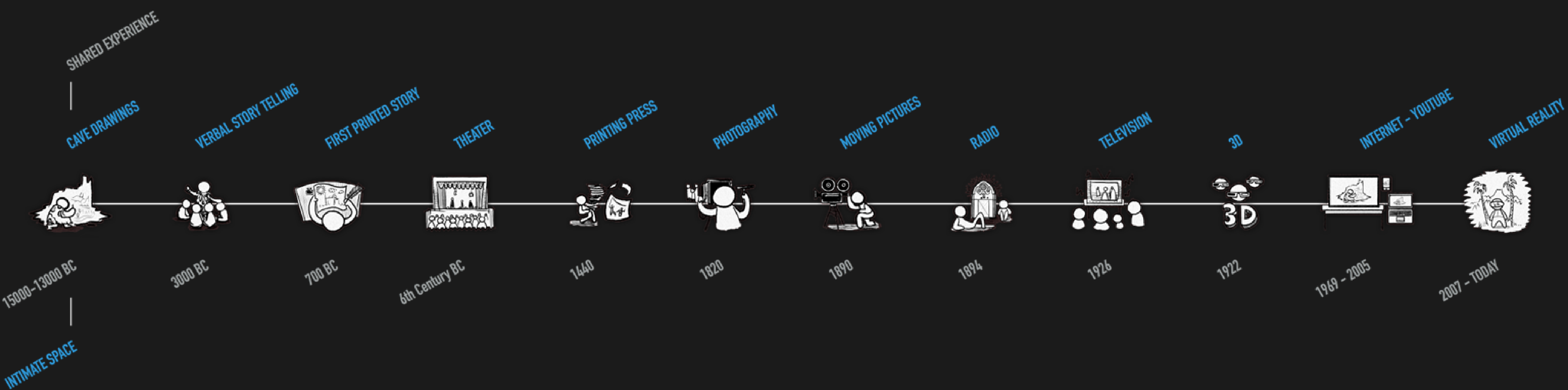


REWIND ◀◀

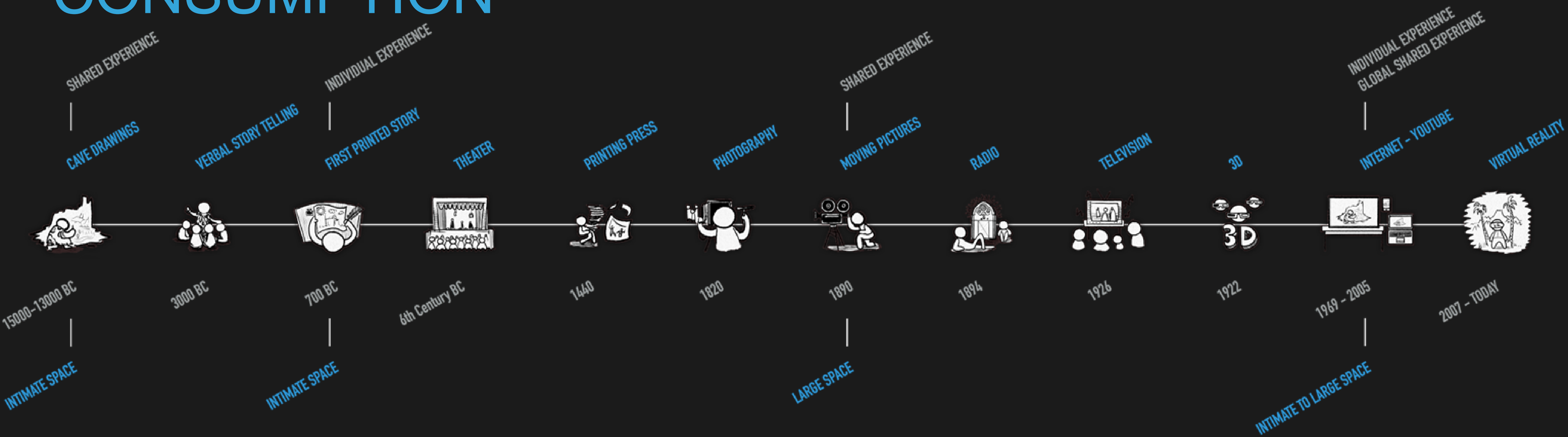
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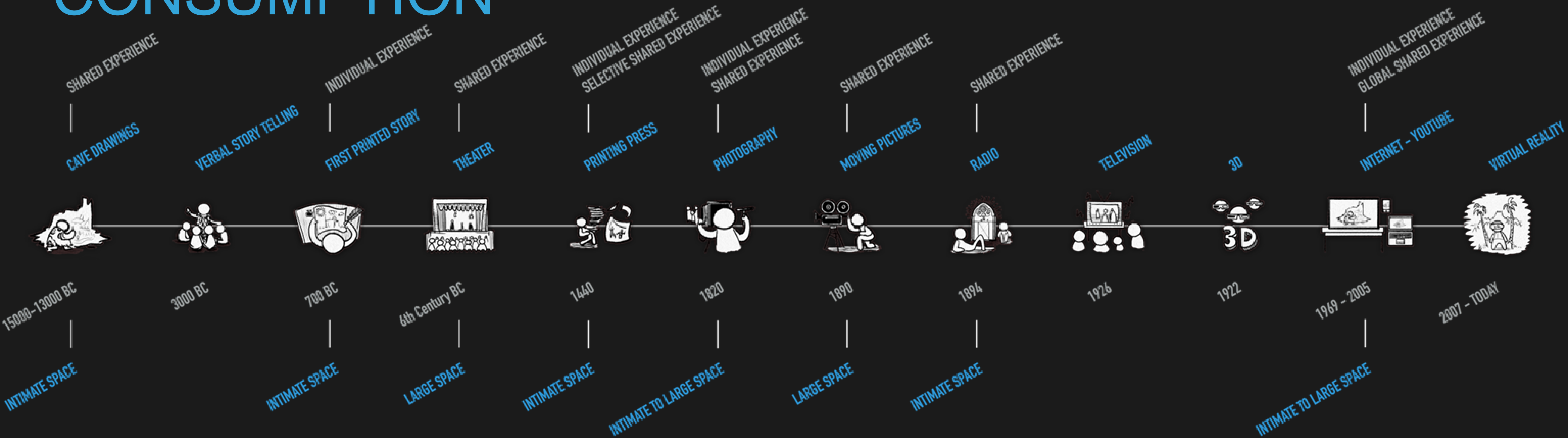
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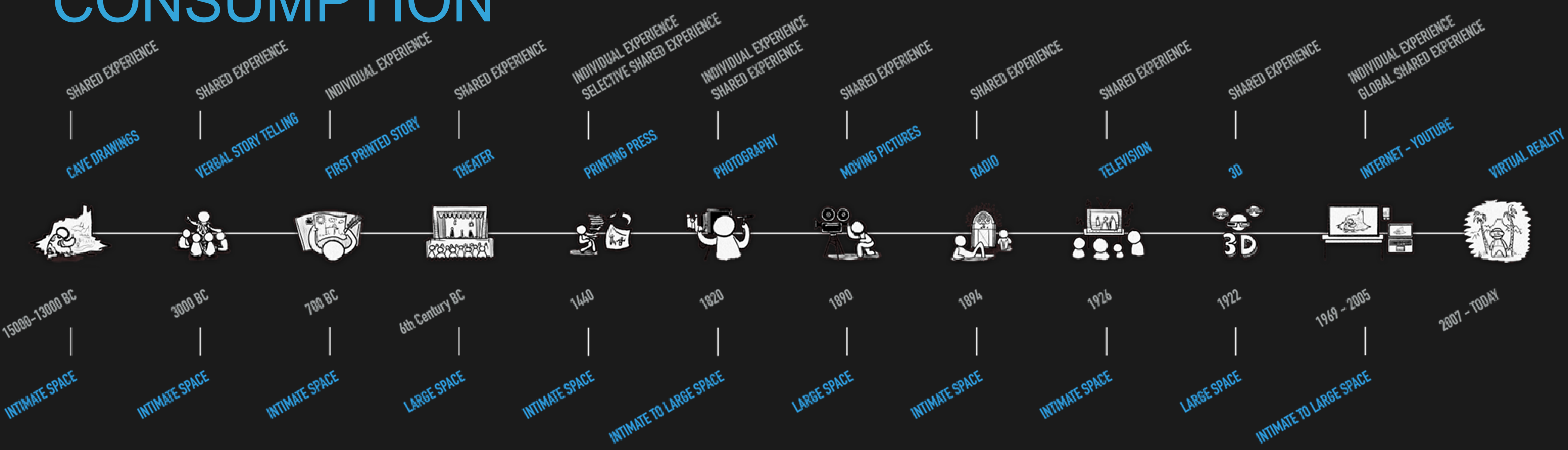
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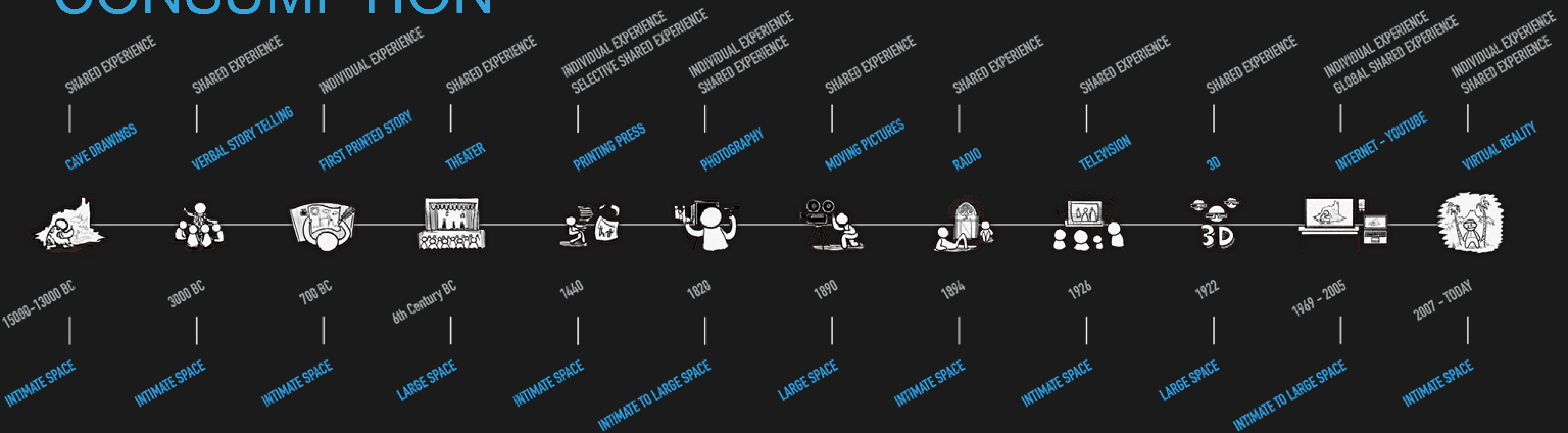
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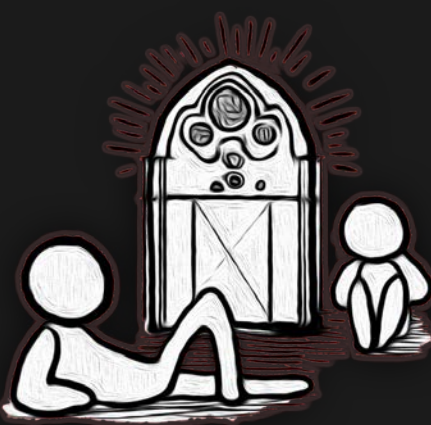


A BRIEF HISTORY OF CONTENT CREATION AND CONSUMPTION



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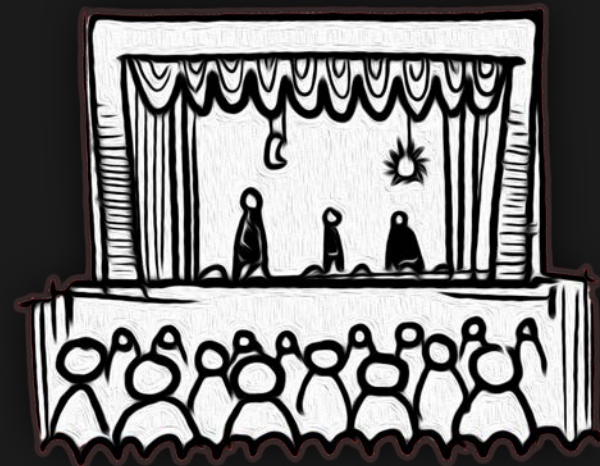


QUESTIONS



STOP □

THANK YOU



ARTWORK BY JACLYN GRUBIN

