

# HPA

**2025** | **30TH**  
TECH RETREAT | ANNIVERSARY

## Introduction and Technology Year in Review

Mark Schubin

# Thanks to You



HPA TECH RETREAT

HPA AWARDS

PROGRAMS

EVENTS

MEMBERSHIP

NEWS & PRESS

ABOUT



The HPA Tech Retreat is SOLD OUT! Join Waitlist



1



# HPA Tech Retreat 2025

30th Anniversary

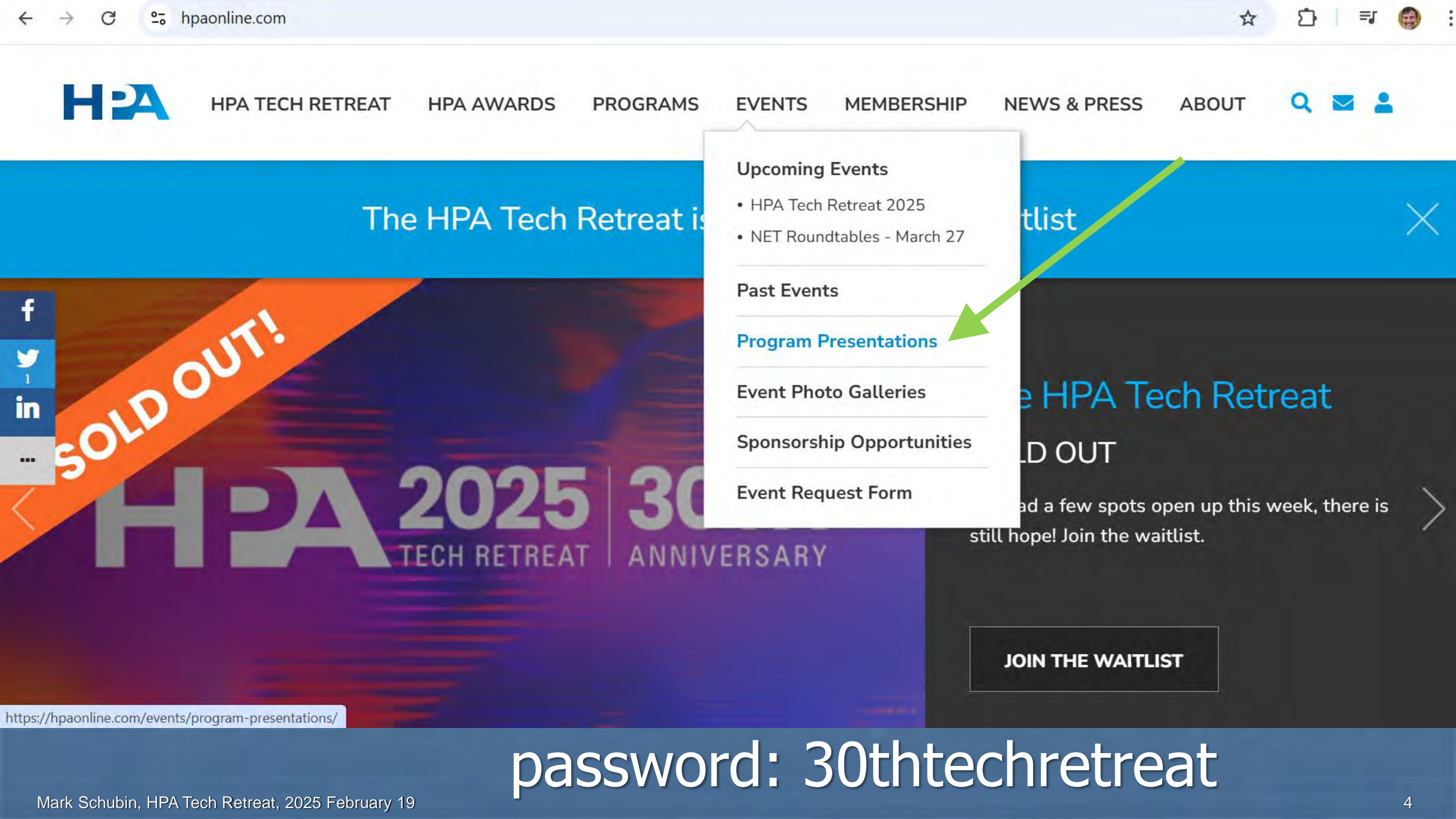
JOIN THE WAITLIST



# So Make Plans Now for 2025 Feb 15-19







HPA TECH RETREAT

HPA AWARDS

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MEMBERSHIP

NEWS & PRESS

ABOUT



Upcoming Events

- HPA Tech Retreat 2025
- NET Roundtables - March 27

Past Events

[Program Presentations](#)

Event Photo Galleries

Sponsorship Opportunities

Event Request Form

The HPA Tech Retreat is

Waitlist



SOLD OUT!

HPA 2025 TECH RETREAT | 30th ANNIVERSARY

The HPA Tech Retreat

SOLD OUT

had a few spots open up this week, there is still hope! Join the waitlist.

JOIN THE WAITLIST

https://hpaonline.com/events/program-presentations/

password: 30thtechretreat

A pdf of the rest of these slides is at  
[bit.ly/tr25-year](https://bit.ly/tr25-year)





# Cinema Is Still Not Dead





## Domestic Yearly Box Office

Overview

Calendar grosses

Data as of Feb 17, 1:54 PST

Year	Total Gross	%± LY	Releases	Average	#1 Release
2025	\$876,647,590	-	137	\$6,398,887	Mufasa: The Lion King
2024	\$8,569,972,229	-3.8%	674	\$12,715,092	Inside Out 2
2023	\$8,908,478,987	+20.9%	592	\$15,048,106	Barbie
2022	\$7,369,914,732	+64.4%	502	\$14,681,105	Top Gun: Maverick
2021	\$4,483,016,589	+112.1%	442	\$10,142,571	Spider-Man: No Way Home
2020	\$2,113,386,800	-81.4%	455	\$4,644,806	Bad Boys for Life
2019	\$11,363,364,673	-4.4%	910	\$12,487,213	Avengers: Endgame
2018	\$11,892,160,011	+7.4%	993	\$11,975,991	Black Panther
2017	\$11,075,387,520	-2.6%	854	\$12,968,837	Star Wars: Episode VIII - The Last Jedi
2016	\$11,375,225,455	+2%	855	\$13,304,357	Finding Dory
2015	\$11,148,780,747	+7.5%	845	\$13,193,823	Jurassic World
2005	\$8,833,618,311	-5.6%	676	\$13,067,482	Star Wars: Episode III - Revenge of the Sith

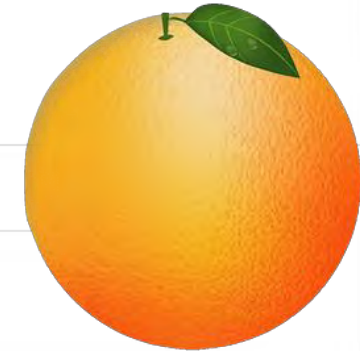
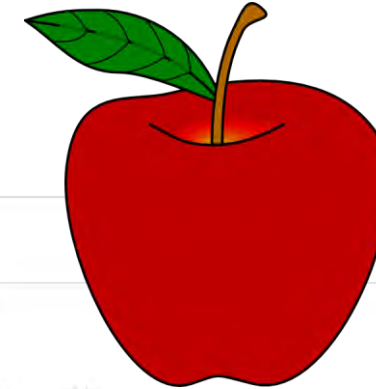
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60% CPI  
increase  
2005-2025



The New York Times

# *One Fix for Ailing Movie Theaters? Becoming Nonprofits.*

As more local movie houses close, residents in smaller towns are forming nonprofits to buy and operate them.

**By Jim Zarroli**

Published Feb. 17, 2025 Updated Feb. 18, 2025, 8:13 a.m. ET

“Being together in a physical space is something that’s becoming rarer and rarer, and holding on to that, I think, is important for communities across the country,” he said. “It’s also, for us, the most viable way to keep a theater open.”



# Super Bowl LVIX

## ■ U.S. viewers

- avg. **127.7M** (includes out-of-house)
  - highest of all time
  - up 3.2% over 2024
  - more than 1969 moon landing?
- halftime show avg. 133.5M
- peak 137.7M (2<sup>nd</sup> quarter)
- rating (% of TVHH) **41.7**, share (% of HH watching TV) 83
  - final episode of *M\*A\*S\*H* 60.3, 77
  - 2024 rating 43.5, so more TVHH this year
- streaming average **14.5** million (**11.4%** of viewers)



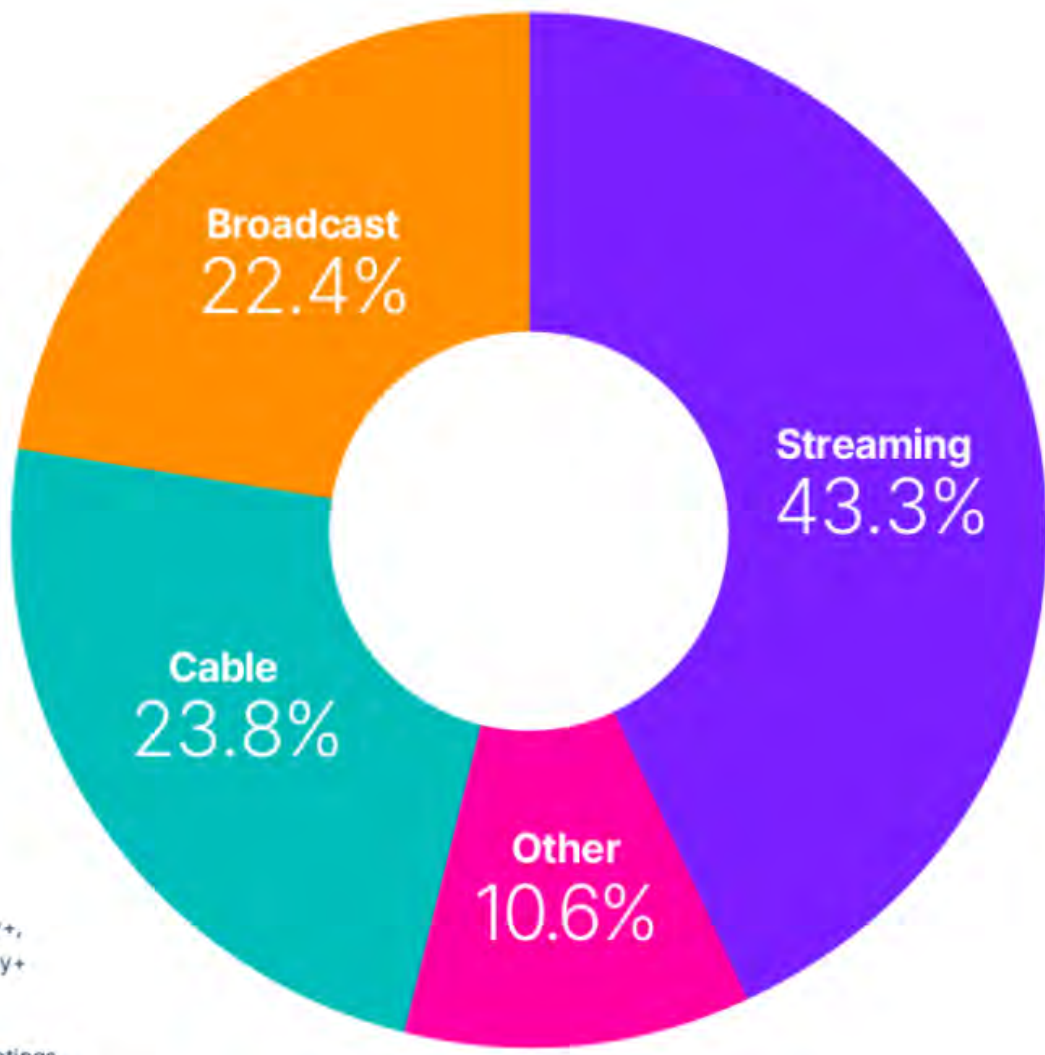


# The Gauge™

Nielsen's Total TV and Streaming Snapshot

December 2024

Total Day | Persons 2+



- 6.3% Other Streaming
- 11.1% YouTube
- 8.5% NETFLIX
- 4.0% prime video
- 2.5% hulu
- 2.1% Disney+
- 2.0% Roku Channel
- 1.7% tubi
- 1.6% peacock
- 1.4% Paramount+
- 1.2% max
- 0.9% plutoTV

Note: Due to the ability of consumers to view Hulu via Disney+, some Hulu app usage may be inadvertently credited to Disney+.

Methodology available @ [www.nielsen.com/thegauge](http://www.nielsen.com/thegauge)

Source: Nielsen National TV Panel plus Streaming Platform Ratings

Copyright © 2024 The Nielsen Company

The December 2024 interval dates included 11/25/2024 through 12/29/2024. Nielsen reporting follows the broadcast calendar with measurement weeks that run Monday through Sunday.



Program Name	Rank	Minutes (Millions)	# of Episodes	SVOD Provider
Squid Game	1	2,365	16	Netflix
Landman	2	1,378	10	Paramount+
American Primeval	3	1,254	6	Netflix
Bluey	4	1,107	154	Disney+
Bob's Burgers	5	936	281	Hulu
Virgin River	6	878	64	Netflix
The Equalizer	7	847	63	Netflix / Paramount+
Grey's Anatomy	8	753	439	Hulu / Netflix
Missing You	9	752	5	Netflix
Dexter	10	731	96	Netflix / Paramount+

Jan. 6 – Jan. 12, 2025



## TV is now the primary device for YouTube viewing in the US.

This year marks YouTube's 20th birthday. In two decades, YouTube has transformed culture through video and built a thriving creative economy. Today's creators have moved from filming [grainy videos of themselves](#) on desktop computers to [building studios](#) and producing [popular talk shows](#) and [feature-length films](#). And people aren't just watching YouTube on their computers or phones. TV has surpassed mobile and is now the primary device for YouTube viewing in the U.S. (by watch time),<sup>1</sup> and according to Nielsen, YouTube has been #1 in streaming watch time in the U.S. for two years.<sup>2</sup> And while it's still early days, AI is making a big difference in how people create and consume content on YouTube.





https://www.bostonglobe.com/2025/01/03/arts/only-murders-streaming-abc/



MENU



EPAPER

METRO

WEATHER

POLITICS

SPORTS

BUSINESS

WATCH: GLOBE TODAY

PUZZLES

RHODE ISLAND



## TV CRITIC'S CORNER

# Streaming shows aren't just streaming anymore

ABC airing 'Only Murders in the Building' is only the latest move from streaming to broadcast

By **Mark Feeney** Globe Staff, Updated January 3, 2025, 1:52 p.m.





FILM / ENTERTAINMENT / TECH

# Alien: Romulus is getting a VHS release



/ A limited edition, “fully functioning VHS tape” version of *Alien: Romulus* will be available in December.

The “fully functioning VHS tape” is meant to celebrate 45 years since the *Alien* franchise first (chest) burst into theaters, 20th Century Studios wrote in a release emailed to *The Verge*. It’ll present the movie, appropriately, in a 4:3 aspect ratio (hopefully with well-done pan-and-scan). It also comes in a slick, vintage-style sleeve.



# Michael Cioni at TR-X: “inevitable adoption”



might still be  
inevitable;  
just not  
necessarily in  
your lifetime



# Cerebrum Communicator 1967

## *The President's Analyst*





# ADVANCED TELEVISION

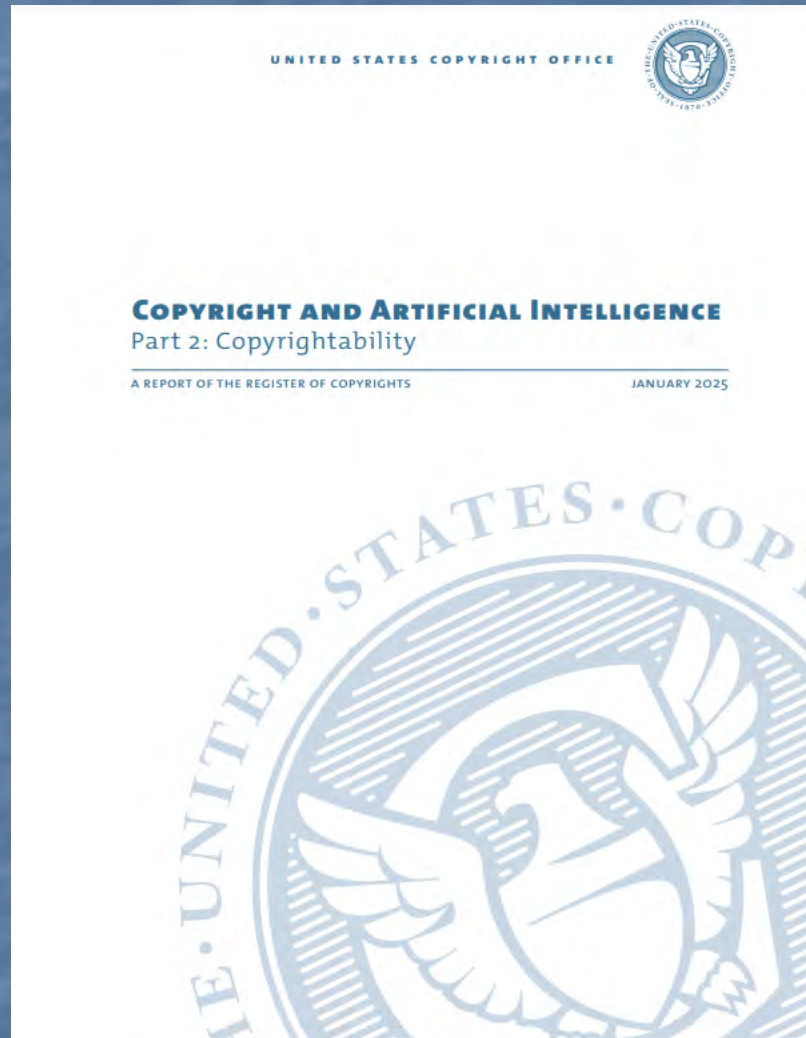
## Ai-Da robot makes history by creating doc with XOSQE Media

Ai-Da already gave a TED talk, addressed the United Nations and came up with the idea of an 'A.I. Logo for humanoids' – and is now set to become the first A.I. Art Robot to auction an artwork at the prestigious auction house Sotheby's, a moment that marks a significant milestone in both the art world and technology. This extraordinary piece is anticipated to sell for at least £150,000, representing a unique fusion of creativity and innovation.

Following this momentous event, it has been announced that Ai-Da and team has co-developed her own documentary, *AI-DA: Through Her Eyes* in [partnership with XOSQE Media](#) and CJ E&M alumni and (executive) producer Spencer Thomas who came up with the idea that this story must be told to the rest of the world. This isn't just another robotic narrative; it's a revolutionary exploration of art, technology, and what it means to be creative in today's world. Production on this fully developed documentary will commence in November and XOSQE Media is also looking at potential co-production partners to make sure this story will reach as many people as possible.



# AI Copyright Issues Resolved?



## **COPYRIGHT AND ARTIFICIAL INTELLIGENCE** Part 2: Copyrightability

A REPORT OF THE REGISTER OF COPYRIGHTS

JANUARY 2025

### V. CONCLUSION

Based on the fundamental principles of copyright, the current state of fast-evolving technology, and the information received in response to the NOI, the Copyright Office concludes that existing legal doctrines are adequate and appropriate to resolve questions of copyrightability. Copyright law has long adapted to new technology and can enable case-by-case determinations as to whether AI-generated outputs reflect sufficient human contribution to warrant copyright protection. As described above, in many circumstances these outputs will be copyrightable in whole or in part—where AI is used as a tool, and where a human has been able to determine the expressive elements they contain. Prompts alone, however, at this stage are unlikely to satisfy those requirements. The Office continues to monitor technological and legal developments to evaluate any need for a different approach.

tool prompt? – “Change the typeface of the sign to Helvetica”  
not a tool prompt? – “Make a hit movie”





# SmartBrief

News for broadcast and digital media leaders

[SIGN UP](#) · [SHARE](#)

## TOP STORY

### Copyright challenges emerge for AI-assisted scripts

The US Copyright Office has issued guidelines allowing copyright protection for works with AI-generated elements if a human's role is sufficiently creative, but the guidelines lack clarity. This uncertainty poses challenges for TV and film studios using AI in films, as seen in "The Brutalist," where AI tweaked dialogue and inspired designs. The Motion Picture Association argues that AI assistance shouldn't make scenes uncopyrightable.



# *Inheritance* – Shot on iPhone

no rigs, no special lenses



not an aircraft set, not an empty aircraft  
“**stolen**” during an actual flight (director Neil Burger)  
motorcycle chase in India: <https://bit.ly/iPhoneChase>





SUBJECTS

HOUSE PANEL BIDS C.B.S. YIELD FILMS

But Network Won't Provide Material Not Broadcast in Pentagon Documentary House Panel Bids C.B.S. Yield Films on Pentagon

The House Interstate and Foreign Commerce Committee served a subpoena yesterday on the Columbia Broadcasting

"All the News That's Fit to Print"

The New York Times

LATE CITY EDITION

Weather: Sunny, mild today; fair tonight. Partly sunny tomorrow. Temp. range: today 55-65; Tuesday 55-65. Full U.S. report on Page B2.

VOL. CXX, No. 41,398

NEW YORK, FRIDAY, APRIL 9, 1971

15 CENTS

Offtrack Bet Shops Swamped on First Day

WHITE HOUSE VIEW OF WIRETAP RIGHT DENIED ON APPEAL

U.S. Aides See Situation in Cambodia Deteriorating

3 SENATORS AVER NIXON SAID HE HAD PULLOUT DEADLINE

But White House Dismisses Version of Session Before Vietnam Talk

DISPUTE OVER SNEFING

Ziegler Declares President Told Them Nothing That Public Did Not Hear

People waiting to place bets in Grand Central Terminal as offtrack betting opened in the city yesterday morning.

HOUSE PANEL BIDS C.B.S. YIELD FILMS

But Network Won't Provide Material Not Broadcast in Pentagon Documentary

By JACK GOULD

The House Interstate and Foreign Commerce Committee served a subpoena yesterday on the Columbia Broadcasting System to obtain all televised and untelevised materials pertaining to the network's coverage of the Vietnam War.

Wagering Hits Total of \$66,098 Despite Rationing of Tickets

By STEVE GARY

A \$5 bet made by a group of men in the Grand Central Terminal yesterday generated a combined \$66,098 in offtrack betting, according to a daily offtrack wagering man.

TEACHERS DIG IN IN NEWARK STRIKE

By DAVID K. HOFFER

NEWARK, April 8 — The teachers' strike in Newark today was the most bitter yet in the city's history.

NIXON ASSURANCES TO U.A.R. REPORTED

President Said to Support Plan for Israeli Pullback and Reopening of Canal

G.I. TOLL IN WEEK AT 9-MONTH HIGH

66 Reported Killed, Rise of 30 From Previous Period —Wounded Show Drop

A Plan Is Announced

Mr. Ziegler said that Mr. Nixon had a definite plan for the Vietnam War.



The New York Times

## ***CBS News Set to Hand Over Transcript of '60 Minutes' Interview to F.C.C.***

The broadcaster had declined previous requests by the Trump campaign to release the unedited transcript of an interview with Vice President Kamala Harris.

The New York Times

## ***ABC to Pay \$15 Million to Settle a Defamation Suit Brought by Trump***

The outcome of the lawsuit marks an unusual victory for President-elect Donald J. Trump in his ongoing legal campaign against national news organizations.



U.S. open Oct. 11; gross to date \$4M  
(avg. Super Bowl 30-sec. ad \$8M)

The New York Times

## ***How Sam Altman Sidestepped Elon Musk to Win Over Donald Trump***

After helping President Trump get elected, Elon Musk was poised to dominate the country's A.I. policies. Then Mr. Altman sneaked into the White House.



# Tech Does Not Exist In Its Own World

nytimes.com/2025/02/05/technology/google-diversity-goals-dei-trump.html

The New York Times

## Google Unwinds Employee Diversity Goals, Citing Trump's D.E.I. Orders

The Silicon Valley giant also said it was reviewing other diversity programs and initiatives and would update them if they seemed risky or ineffective.

🔗 [broadbandtvnews.com/2024/10/30/russia-fines-google-2-5-decillion-over-youtube-bans/](https://broadbandtvnews.com/2024/10/30/russia-fines-google-2-5-decillion-over-youtube-bans/)

**BROADBANDTV** **NEWS**  
INDEPENDENT. SINCE 2003.

# Russia fines Google \$2.5 decillion over YouTube bans

OCTOBER 30, 2024 18:19 EUROPE/LONDON BY ROBERT BRIEL

\$2,500,000,000,000,000,000,000,000,000,000,000,000,000.00


[nytimes.com/2025/01/27/technology/what-is-deepseek-china-ai.html](https://www.nytimes.com/2025/01/27/technology/what-is-deepseek-china-ai.html)

The New York Times

# What to Know About DeepSeek and How It Is Upending A.I.

How did a little-known Chinese start-up cause the markets and U.S. tech giants to quake? Here's what to know.

🔗 [analyticsinsight.net/stocks/nvidias-600-billion-stock-crash-ai-competition-sparks-market-turmoil](https://analyticsinsight.net/stocks/nvidias-600-billion-stock-crash-ai-competition-sparks-market-turmoil)



Analytics Insight

# Nvidia's \$600 Billion Stock Crash: AI Competition Sparks Market Turmoil

*Nvidia's stock experienced a substantial 17% decrease that sent shares to close at \$118.58*



# Tech Does Not Exist In Its Own World

nytimes.com/2025/01/07/world/asia/taiwan-internet-cable-china.html

**The New York Times**

## *Taiwan Says It Suspects a Chinese-Linked Ship Damaged an Undersea Internet Cable*

The Taiwanese Coast Guard said seven Chinese nationals were aboard a ship suspected of causing the damage.

nytimes.com/2024/12/26/world/europe/finland-estonia-cables-russia.html

**The New York Times**

## *Finland Says Vessel Suspected of Cutting Cable May Be Part of Russia's 'Shadow Fleet'*

Finland seized an oil tanker after the latest in a series of disruptions to undersea infrastructure.

nytimes.com/2024/03/05/business/red-sea-middle-east-conflict.html

## **Damage to Cables Under Red Sea Highlights Mideast Conflict's Broader Threat**

What disabled three major cables linking East to West is still not clear. Suspicion has centered on Yemen's Houthi rebels, who have attacked numerous ships in the area, but they have denied responsibility.

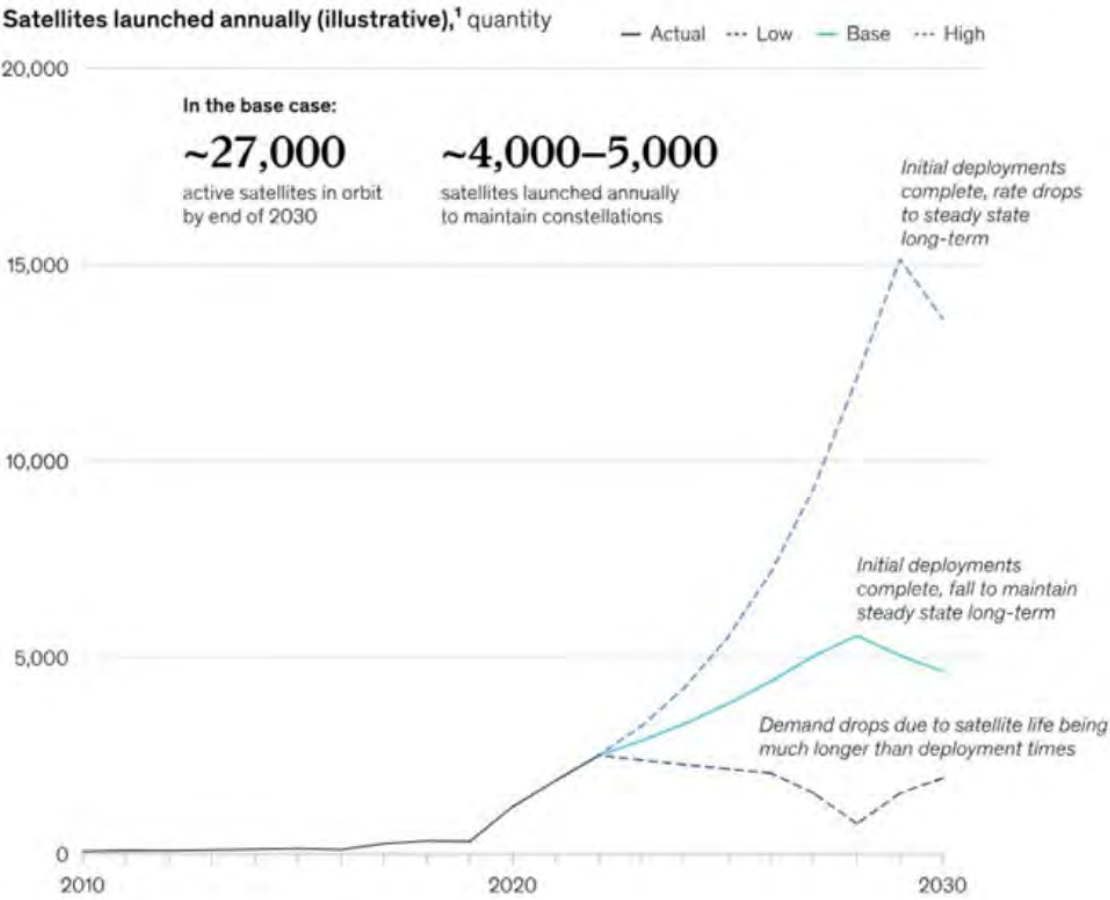


ADVANCED  
TELEVISION

Forecast: 27,000 satellites in orbit by 2030

January 14, 2025  
By Chris Forrester

Three scenarios illustrate a wide range of launch volume possibilities.



<sup>1</sup>Excluding potential Russian and Chinese launches.  
Source: Radar-Space by McKinsey

The New York Times

Atom Bombs in Space Are Back to Scare Us Again

Russian President Vladimir V. Putin may find that a nuclear weapon in orbit is less useful for war than intimidation.

The New York Times

Solar Storm Buffets Earth and Is Likely to Generate Light Show

An explosion of particles arrived at Earth on Thursday, and could lead to visible northern lights in much of the country while also raising power grid concerns.



# Tech Does Not Exist In Its Own World



Acen SA on  
Facebook  
October 23  
2024

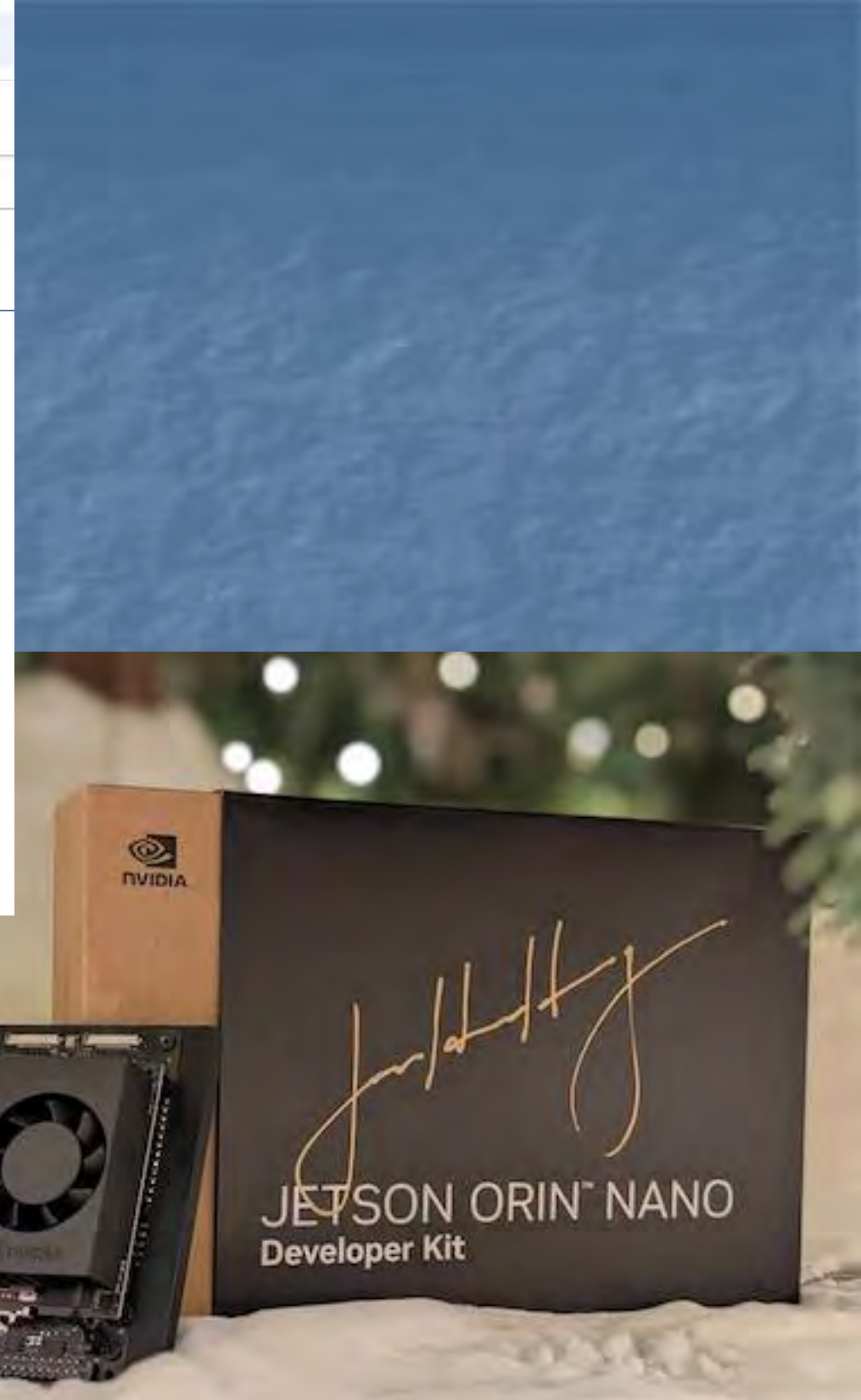


# Nvidia Targets Consumers with \$249 Compact Supercomputer

By Paula Parisi  
January 24, 2025

Nvidia is hoping interest in artificial intelligence will translate to consumer sales of a relatively low-priced computer optimized for basic AI functionality. Last month, the company upgraded its Jetson line with a \$249 “compact AI supercomputer,” the Jetson Orin Nano Super Developer Kit. At half the price of the original, the model aims to attract students, developers, hobbyists, small- and medium-sized businesses, and anyone who is AI curious. “As the AI world is moving from task-specific models into foundation models, it provides an accessible platform to transform ideas into reality,” according to Nvidia.

Available now, the Jetson Orin Nano “delivers as much as a 1.7x leap in generative AI inference





# Reasoning Model Competes with Advanced AI at a Lower Cost

By Paula Parisi

February 10, 2025

Model training continues to hit new lows in terms of cost, a phenomenon known as the commoditization of AI that has rocked Wall Street. An AI reasoning model created for under \$50 in cloud compute credits is reportedly performing comparably to established reasoning models such as OpenAI o1 and DeepSeek-R1 on tests of math and coding aptitude. Called s1-32B, it was created by researchers at Stanford and the University of Washington by customizing Alibaba's Qwen2.5-32B-Instruct, feeding it 1,000 prompts with responses sourced from Google's new Gemini 2.0 Flash Thinking Experimental reasoning model.

**An AI reasoning model created for under \$50 in cloud compute credits**



KYLE ORLAND, ARS TECHNICA

BUSINESS

OCT 15, 2024 7:55 PM

# Apple Engineers Show How Flimsy AI ‘Reasoning’ Can Be

The new frontier in large language models is the ability to “reason” their way through problems. New research from Apple says it's not quite what it's cracked up to be.



# ***Hungry for Energy, Amazon, Google and Microsoft Turn to Nuclear Power***

Large technology companies are investing billions of dollars in nuclear energy as an emissions-free source of electricity for artificial intelligence and other businesses.

**The Washington Post**  
*Democracy Dies in Darkness*

## **A bottle of water per email: the hidden environmental costs of using AI chatbots**

AI bots generate a lot of heat, and keeping their computer servers running exacts a toll.



# NewScientist

**Life**

## Bacteria can work as a team to spot prime numbers and vowels

Bacteria that have been genetically engineered to work like computers can solve a range of problems, using a very simple type of artificial intelligence

By [Matthew Sparkes](#)

📅 27 September 2024



# A Century of Consumer Electronics Shows





NEW [Generative AI for Brand Marketers – Free Online Course](#)

JANUARY 4, 2025 BY SHELLY PALMER

# CES 2025: AI, Everywhere, All At Once

linkedin.com/pulse/ces-all-ai-year-gregory-fca-89zec/



Search



Home



My Network



Jobs



Messaging



Notifications



Me



For Business



Try Premium for \$0



## CES is all about AI this year



Gregory FCA  
6,314 followers



January 7, 2025

*Each week we'll gather headlines and tips to keep you current with how generative AI affects PR and the world at large. If you have ideas on how to improve the newsletter, [let us know!](#)*

### What You Should Know

CES is All About AI. Here's What to Know

Welcome back and thanks for reading our first edition of 2025. We've surpassed [Larry David's statute of limitations](#) on saying Happy New Year, so ... Happy Tuesday.





PRESENTED BY   
LIVING IN DIGITAL TIMES  
CONNECTING LIFE'S DOTS  
**Technologizer**

# 3D Will be Ubiquitous at CES, But Will It be Good?

By **Robin Raskin** | Friday, October 29, 2010 at 9:48 am

If you head to CES in January, make sure you pack your Emetrol along with the rest of the first-aid kit. You'll be walking through miles of aisles of 3D TVs, PCs, and other gizmos, and it's not likely you'll be wearing your 3D glasses. Life is about to look very out of focus.





WON'T SOMEONE PLEASE THINK OF THE VIEWER?

# Why I'm disappointed with the TVs at CES 2025

Op-ed: TVs miss opportunity for real improvement by prioritizing corporate needs.

SCHARON HARDING – JAN 9, 2025 4:33 PM | 202



➔ The TV industry is hitting users over the head with AI and other questionable gimmicks Credit: Getty





# “A total lump of...”: Customer frustration as ISP’s smart TVs won’t turn on

Problems with UK Sky hardware started Thursday, seem partially fixed.

SCHARON HARDING - 9/20/2024, 1:29 PM



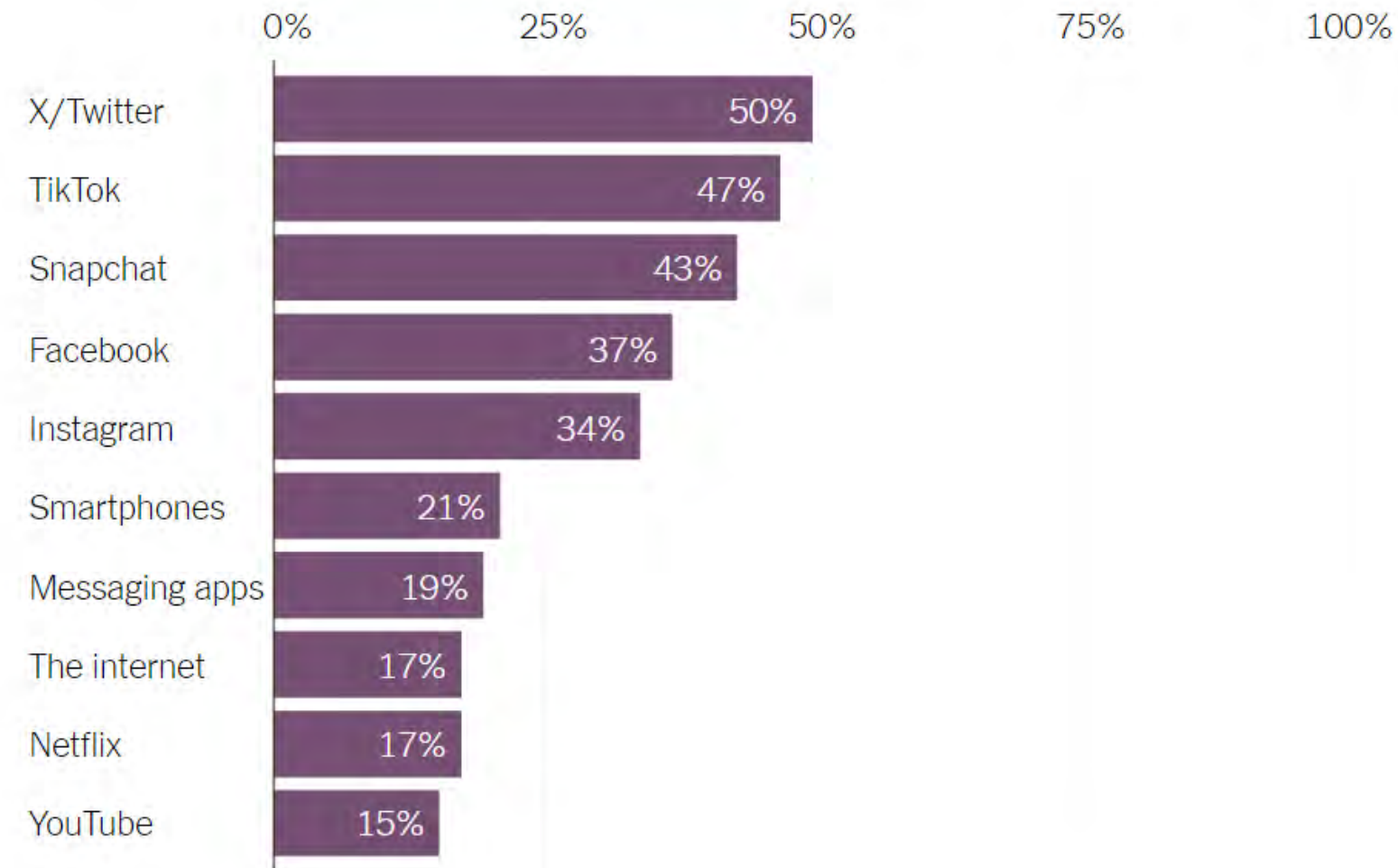
## How to Block Ads on Your Samsung, LG, and Roku Smart TVs

Keep annoying ads off your smart TV screen.



### Almost half of Gen Z wishes social media platforms like X and TikTok didn't exist

Percentage of Gen Z respondents who agree with the statement "I wish \_\_\_\_ had never been invented"



Source: Harris Poll/Zach Rausch



## CES: PxE Develops Camera Sensor That Captures Depth Info

By Paul Bennun

January 7, 2025

Israeli startup PxE Holographic Imaging has developed a drop-in replacement sensor for any camera that holographically captures depth information without lidar or other hardware. Or more specifically, it augments any existing sensor with this capability, so any existing sensor OEM's product can be adapted. Imagine face ID without an IR projector and sensor, your videoconference camera able to send a 3D image, or volumetric capture suddenly becoming more affordable. Extraordinarily, the physics appears to check out, and PxE demonstrated the technology to us at short- and room-size range in their CES suite at The Venetian Las Vegas.



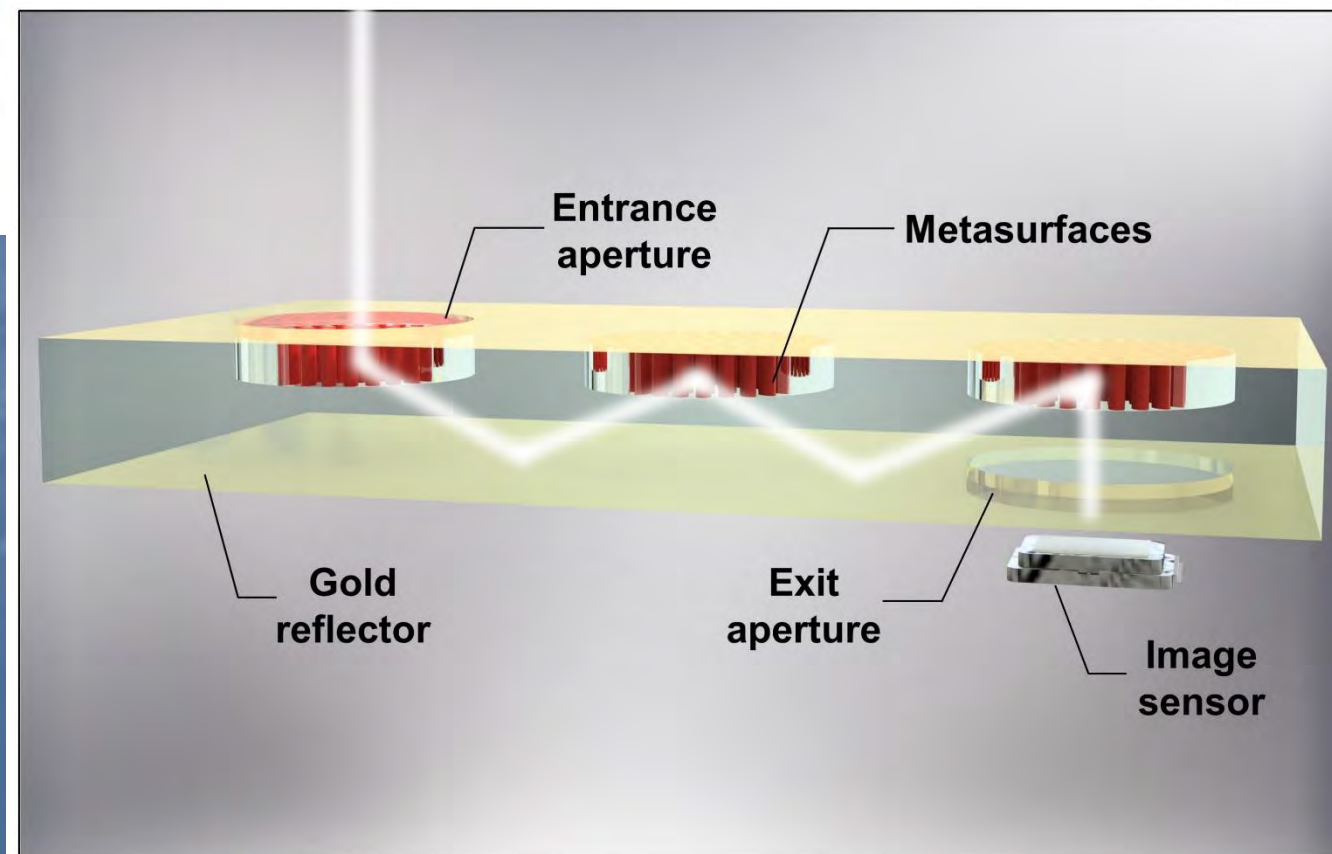
🕒 NOVEMBER 20, 2024

✓✓ Editors' notes

# Ultra-compact optical design enhances virtual and augmented reality device cameras

by Seoul National University College of Engineering

camera 0.7 mm thick





PERSPECTIVE · Online now, December 17, 2024

# The unbearable slowness of being: Why do we live at 10 bits/s?

Jieyu Zheng   · Markus Meister  Affiliations & Notes  Article Info  [Get Access](#)  Cite  Share  Set Alert  Get Rights  Reprints[< Previous article](#) [Next article >](#)

## » Summary

Show Outline

This article is about the neural conundrum behind the slowness of human behavior. The information throughput of a human being is about 10 bits/s. In comparison, our sensory systems gather data at  $\sim 10^9$  bits/s. The stark contrast between these numbers remains unexplained and touches on fundamental aspects of brain function: what neural substrate sets this speed limit on the pace of our existence? Why does the brain need billions of neurons to process 10 bits/s? Why can we only think about one thing at a time? The brain seems to operate in two distinct modes: the “outer” brain handles fast high-dimensional

### Article metrics

Metric data currently unavailable

### Supplemental information (2)



## The New York Times

# *Japanese Scientists Bet on an Ancient Material for Their New Satellite: Wood*

Scientists in Japan constructed the first satellite made of wood by blending age-old woodworking techniques with rocket science.



# Questions?

(if time allows)

A pdf of these slides is at [bit.ly/tr25-year](https://bit.ly/tr25-year)

