

**Cambridge Wireless Content Production and Delivery SIG**

'Tools and Technologies Shaping Business models for the Broadcast Industry'

2<sup>nd</sup> December 2025**Kindly hosted by Digital Catapult**

This SIG is championed by David Crawford, **University of Essex & Ravensbourne University**, Susan Hewitt, **Hewitt Innovation**, Tony Lavender, **Lavender Consulting** & Chris Nokes, **Ofcom**

**Venue: Digital Catapult, 101 Euston Rd, Kings Cross, London, NW1 2RA****WIFI:** Search for 'Digital Catapult', no password required**Draft AGENDA**

<b>13:30</b>	Registration over tea & coffee
<b>14:00</b>	<b>Welcome from Cambridge Wireless</b> <b>Michaela Eschbach, CEO of Cambridge Wireless</b>
<b>14:05</b>	<b>Welcome from Digital Catapult</b>
<b>14:15</b>	<b>Session 1: Chaired by Tony Lavender, Lavender Consulting &amp; Cambridge Wireless SIG Champion</b>
<b>14:15</b>	<b>'Creativity, Convergence, and Foresight: a research ecology surfacing the future of media production from the CoSTAR Foresight Lab'</b> <b>Professor Jonny Freeman, Director CoSTAR Foresight Lab and Managing Director i2 Media Research Limited</b>
<b>14:35</b>	<b>Q&amp;A</b>
<b>14:40</b>	<b>'AI, Streaming and Advertisement - New Methods, Challenges and Solutions in a Rapidly Changing Landscape'</b> <b>Susan Hewitt, Founder, Hewitt Innovation</b>
<b>15:00</b>	<b>Q&amp;A</b>
<b>15:05</b>	<b>Refreshments &amp; Networking</b>
<b>15:40</b>	<b>Session 2: Chaired by Chris Nokes, Ofcom &amp; Cambridge Wireless SIG Champion</b>
<b>15:45</b>	<b>'Modernising Media Creation &amp; Delivery'</b> <b>Gerard Phillips, Technical Lead Systems Engineering, Arista</b>
<b>16:15</b>	<b>Q&amp;A</b>
<b>16:20</b>	<b>'Virtual Production Trends'</b> <b>James Uren, Technical Director, Mo-Sys Engineering Ltd</b>
<b>16:45</b>	<b>Q&amp;A</b>
<b>16:50</b>	<b>'Holodeck or The Matrix? - A look into the crystal ball of content'</b> <b>A fireside chat with Matt Stagg, MTech Sport &amp; Professor David Crawford, University of Essex &amp; Ravensbourne University</b>
<b>17:15</b>	<b>Concluding remarks &amp; event closes</b>

With the permission of the speakers, presentations will be available following the event

## Profile of organiser

### **Cambridge Wireless - [www.cambridgewireless.co.uk](http://www.cambridgewireless.co.uk)**

Cambridge Wireless (CW) is a global not-for-profit membership organisation at the forefront of innovation in connectivity and digital technology. Since 2000, CW has united industry leaders across connected devices, networks, software, data analytics, telecoms, satellites, and more. CW exists to champion and connect the global connectivity and digital technology community. We bring our members together to foster innovation, enable collaboration, and provide opportunities for continuous learning and professional growth. From flagship conferences and Special Interest Groups (SIGs) to networking events, strategic innovation projects, and skills development, our programmes create valuable opportunities for members. With headquarters at the heart of Cambridge, UK, CW partners with other international industry clusters and organisations to extend its reach and remain at the forefront of global developments and business opportunities. [www.cambridgewireless.co.uk](http://www.cambridgewireless.co.uk)

## Profile of Event Host

### **Digital Catapult - [www.digicatapult.org.uk](http://www.digicatapult.org.uk)**

Digital Catapult is the UK authority on advanced digital technology. Through collaboration and innovation, we accelerate industry adoption to drive growth and opportunity across the economy. We bring together an expert and enterprising community of researchers, startups, scaleups and industry leaders to discover new ways to solve big challenges that will unlock the UK's future potential. Through our specialist programmes and experimental facilities, we make sure that innovation thrives and the right solutions make it to the real world. Our goal is to accelerate new possibilities in everything we do and for every business we partner with the journey – breaking down barriers, de-risking innovation, opening up markets and responsibly shaping the products, services and experiences of the future. Digital Catapult is part of the Catapult Network that supports businesses in transforming great ideas into valuable products and services. We are a network of world-leading technology and innovation centres established by Innovate UK.

## Profile of SIG Champions

This event has been organised and delivered by the Content Production and Delivery Group and we are very grateful to our Industry Champions who are;

- **Professor David Crawford, University of Essex & Ravensbourne University - [www.ravensbourne.ac.uk](http://www.ravensbourne.ac.uk)**
- **Susan Hewitt, Founder, Hewitt Innovation**
- **Tony Lavender, Lavender Consulting**
- **Chris Nokes, Senior Technical Advisor, Ofcom - [www.ofcom.org.uk](http://www.ofcom.org.uk)**

Further information about our Champions and the activities of this SIG Group can be found at the CW website [www.cambridgewireless.co.uk/groups/content](http://www.cambridgewireless.co.uk/groups/content)

## Profile of Speakers

### **Professor Jonny Freeman, Director CoSTAR Foresight Lab and Managing Director i2 Media Research Limited - <https://www.gold.ac.uk/psychology/staff/freeman>**

Professor Jonny Freeman is a specialist in creative arts and media research, with a combined academic and commercial focus on digital media psychology. From a starting point of fundamental research and methods he leads his teams to generate impact through application of their interdisciplinary approach to work at the intersection of the Creative Industries, Psychology, Design, and Computing. He does this through a unique range of roles: Director of the CoSTAR Foresight Lab; Academic Lead for Knowledge Exchange and Professor of Psychology at Goldsmiths; and founder and Managing Director of Goldsmiths' spin-off company, i2 media research limited.

### **Susan Hewitt, Founder, Hewitt Innovation**

Susan Hewitt brings over 25 years of experience in the technology industry, spanning roles in both large and small companies. Most recently, she served as the Chief Technology Officer and Managing Director of the European subsidiary of Ryff Inc., a Hollywood-based ad-tech company. Susan's expertise encompasses AI and computer vision development, software design, and semiconductor technologies, with a particular focus on GPUs and multimedia

designs. Her career has afforded her extensive international experience, having worked in the Americas, Europe, India, and Asia. Susan has contributed to well-known tech giants such as Arm, AMD, ATI, and Texas Instruments.

**Gerard Phillips, Technical Lead Systems Engineering, Arista - [www.arista.com](http://www.arista.com)**

Gerard is a Systems Engineer and M&E Technical Lead at Arista Networks, a role which involves providing deep technical and architectural support to customers during the design, installation and running of complex IP infrastructure, with a focus on the Media Vertical. Before joining Arista 8 years ago, Gerard spent 22 years at the cutting edge of broadcast technology development with Snell and Wilcox, Snell and finally SAM. You'll find Gerard listed as one of the contributors to the VSF's TR-03, much of which eventually became ST2110. Gerard is an AMWA board member for Arista Networks. This mix of broadcast heritage, and deep understanding of the world of Ethernet/IP switching and routing allows Gerard to provide invaluable support to broadcasters looking to make the move from legacy workflows to IP based infrastructures.

**James Uren, Technical Director, Mo-Sys Engineering Ltd, [www.mo-sys.com](http://www.mo-sys.com)**

James Uren is the Technical Director at Mo-Sys Engineering and on-set Virtual Production Supervisor. Mo-Sys design and build robotics, tracking systems and software for film and television that enable visual effects and virtual production. Credits include The Curious Case of Benjamin Button, The Social Network, Life of Pi, The Shape of Water and Aquaman, and serial television credits include Stranger Things, House of Cards, Sherlock, Orange is the New Black among many more. In broadcast Mo-Sys have supported the likes of the BBC, ESPN, FOX, Sky and The Weather Channel. Mo-Sys' precision tracking technology opens the door to full virtual production, where real-time graphics engines such as Unreal Engine can be used to create photo-real visual effects, and aid pre-production, production and post.

**Matt Stagg**

With over 30 years of experience across sport, media and telecoms, Matt Stagg is an award-winning creative technologist and the founder of MTech Sport. He works with leading broadcasters, rights holders and global technology companies to drive innovation from strategy through to delivery, covering product development, technology integration, marketing and fan engagement. Matt is known for his sleeves-rolled-up approach. He doesn't just advise – he gets involved, builds, shapes and delivers. He focuses on how technology can transform storytelling, elevate fan experiences and unlock new creative and commercial models across live, immersive and interactive formats. Beyond consultancy, Matt is a respected industry commentator and a regular contributor to leading publications. He is a frequent speaker at major global events and collaborates with startups, accelerators and innovation programmes to turn ambitious ideas into meaningful, real-world outcomes. Matt plays a key role in shaping the future of sport, media and telecoms by combining deep technical insight with commercial acumen and creative vision.

Delegate List	
Name	Organisation
Shueb Ahmed	Virgin Media O2
Lawrence Archard	Factoree Ltd
Maya Ash	PlayBox Technology
David Atkins	3adesign Ltd
Adrian Barnard	Private
Ed Barton	Caretta Research
Lindsay Bliss	Cambridge Wireless
Christian Borrman	Virtuser Business Communications Services
Penny Brough	UKTV
Rajan Chadha	IBN Limited
Elyas Chowdhury	DiligentOrg

David Crawford	University of Essex & Ravensbourne University
Peter Donaldson	BT Group
Cliff Dorkings	Shimba Electrical Industries
Umar Elba	The Akuna Group
Michaela Eschbach	Cambridge Wireless
Simon Fell	Innovizr Ltd
Zion Fleary-Campbell	SpringFlowAi
Jonny Freeman	Goldsmiths, University of London
Daniel Gerard Knought	SiGenex (Oxford) & MediHub (Cambridge)
Renato Goodfellow	Commercis
Susan Hewitt	Hewitt Innovations
Georgina Hodgkinson	ASK DT
Ema Holman	Cambridge Wireless
Chris Hopwood	Tech Partnership
Nick Hunn	WiFore Consultancy Ltd
Prajay Kamat	MergeXR Studio Limited
Ben Keen	independent
Chris Kelly	BT
Clare Kettle	Cambridge Wireless
Ed King	BBC
Tony Lavender	Lavender Consulting
Simon Mead	Colbea
Maia Nikolova	Channel 4
Ian Nock	Fairmile West
Chris Nokes	Ofcom
Daniel Nowak	Lunetra
Joseph O'Halloran	Computer Weekly
Caroline Orme	Ravensbourne University
Gerard Phillips	Arista
Ania Piekutowska	Channel 4 Television
Mark Reader	Crop Development Cam Limited
Tabitha Rendle	Colbea
Vikram Shah	SPARSHdigital
Andy Shaw	The Manufactorium
Matthew Stagg	MTech Sport
Andrew Stirling	Larkhill Consultancy
James Taylor	Frontier Smart Technology

James Uren	Mo-Sys Engineering Ltd
Chris Vinall	BT
Ian Volans	Volans Consulting
Kevin Worrall	RE:CirculateSutherland
Felicia Yap	FY Ltd
Matt Zagni	