



# **Cambridge Wireless Content Production and Delivery SIG**

'Tools and Technologies Shaping Business models for the Broadcast Industry'  $2^{nd}$  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			
13:30	Registration over tea & coffee		
14:00 Welcome from Cambridge Wireless		from Cambridge Wireless	
	Michaela	Eschbach, CEO of Cambridge Wireless	
14:05	Welcome from Digital Catapult		
14:15	Session 1: Chaired by Tony Lavender, Lavender Consulting & Cambridge Wireless SIG Champion		
14:15	'Creativity, Convergence, and Foresight: a research ecology surfacing the future of media production from the CoSTAR Foresight Lab'		
	Professor Research	r Jonny Freeman, Director COSTAR Foresight Lab and Managing Director i2 Media Limited	
14:35	Q&A		
14:40	'AI, Streaming and Advertisement - New Methods, Challenges and Solutions in a Rapidly		
		g Landscape'	
	Susan He	witt, Founder, Hewitt Innovation	
15:00	Q&A		
15:05	Refreshments & Networking		
15:40	Session 2: Chaired by Chris Nokes, Ofcom & Cambridge Wireless SIG Champion		
15:45	'Moderni	sing Media Creation & Delivery'	
	Gerard P	hillips, Technical Lead Systems Engineering, Arista	
16:15	Q&A		
16:20	'Virtual P	roduction Trends'	
	James Ur	en, Technical Director, Mo-Sys Engineering Ltd	
16:45	Q&A		
16:50	'Holodec	k or The Matrix? - A look into the crystal ball of content'	
		e chat with Matt Stagg, MTech Sport & Professor David Crawford, University of Essex & Durne University	
17:15	Concludi	ng remarks & event closes	

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

# **Profile of organiser**

#### Cambridge Wireless - 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. <a href="https://www.cambridgewireless.co.uk">www.cambridgewireless.co.uk</a>

#### **Profile of Event Host**

### Digital Catapult - <u>www.digicatapult.org.uk</u>

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, derisking 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 <u>www.ravensbourne.ac.uk</u>
- Susan Hewitt, Founder, Hewitt Innovation
- Tony Lavender, Lavender Consulting
- Chris Nokes, Senior Technical Advisor, Ofcom www.ofcom.org.uk

Further information about our Champions and the activities of this SIG Group can be found at the CW website <a href="https://www.cambridgewireless.co.uk/groups/content">www.cambridgewireless.co.uk/groups/content</a>

### **Profile of Speakers**

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

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

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**, <u>www.mo-sys.com</u> Bio to follow shortly

#### **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
David Atkins	3adesign ltd
Adrian Barnard	Private
Ed Barton	Caretta Research
Christian Borrman	Virtuser Business Communications Services
Lindsay Bliss	Cambridge Wireless
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	ВТ			
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			
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James Uren Chris Vinall	Mo-Sys Engineering Ltd BT			
Ian Volans	Volans Consulting			
Kevin Worrall	RE:CirculateSutherland			
Felicia Yap	FY Ltd			
Matt Zagni				