The Entertainment Technology Center@USC’s upcoming Digital Town Square will focus on 5G and its impact on the m&e industry. How will 5G impact content creation and distribution? Will it expand the kinds of entertainment Hollywood makes? In what ways will it alter the consumer experience? What influence will it have on business models? Join us for this comprehensive series of panels and talks about 5G technologies and what they mean for media and entertainment.

**Getting up to Speed with 5G**
- Bhaskar Krishnamachari, Prof. and Ming Hsieh Faculty Fellow in Electrical Engineering, USC Viterbi

**Operating on the Edge**
- Pete Bernard, Principal Group Program Manager, Strategy and Ecosystems, Microsoft
- Durga Malladi, SVP & GM, Qualcomm Technologies, Inc.
- Will Pressly, Senior Director of Engineering, Verizon and Winston Caldwell, VP, Spectrum & Advanced Engineering, Fox Broadcast
- Moderator: Winston Caldwell, VP Spectrum & Adv Engineering, Fox

**New Frontiers in Immersive Entertainment**
- Per Karlsson, Director, Digital Representation & Interaction Research, Ericsson
- Greg Gewickey, VP, Emerging Technology, Warner Media
- Flint Dille, Creative Lead, Niantic
- Moderator: Anshel Sag, Analyst, Moor Insights

**How Can Wireless Broadband Remake Production?**
- Michael Davies, SVP, Field Operations, Fox Sports
- Ben Havey, VP, Technology Innovation Group, Walt Disney Productions
- Mariah Scott, President, Skyward and Michael Chambliss, Advance Production Technology Specialist, Camera Guild
- Moderator: Michael Chambliss, Advanced Production Technology Specialist, ICG

**5G: The Potential vs. The Reality**
- Hanno Basse, CTO, 20th Century Fox Film Corp
- Peter Linder, Head of 5G Marketing, North America, Ericsson
- Jake Sally, Head of Immersive Development, Ryot
- Jonathan Wood, Senior Director Ecosystem and Business Development Advanced Technologies Group, Intel
- Wayne Purboo, SVP Strategy and Business Development, AT&T
- Moderator: Spencer Stephens, President, TechXMedia

Who Should Attend: Senior technology and business strategy executives working at film and TV content and distribution studios; broadcast and cable networks, including sports; postproduction and distribution service providers; OTT distribution companies; and computer software, cloud services, and consumer electronics companies.

Please contact Edie Meadows (emeadows@etcenter.org) if you’re interested in attending.