## Participation Info

- Scan QR code and submit the registration form.
- Go ACE FAIR homepage ▸ Click "Conference (CDC)" ▸ Click "Participation info" tapDownload registration form ▸ fill out and submit to CDC secretariat email address (acecdc@acefair.or.kr)

*For the Group and PRESS registration, please check ACE FAIR homepage

· Payment (account transfer)

- Bank name : Kwangju Bank ▪ Account No. : 179-127-000873
- Swift Code : KWABKRSE
- Bank Address : INTL. BUSINESS DEPT. 15FL.KWANGJU BANK BLDG. 225 JEDONG-RO, DONG-GU, KWANGJU, RUPUBLIC OF KOREA
- Beneficiary Name : Kimdaejung Convention Center
- Beneficiary Address : 30 Sangmunuri-ro, Seo-gu, Gwangju, 61958, Republic of Korea

· Registration Fees

General

| Entry Fee | DISCOUNT RATE | PAYMENT AMOUNT | NOTE |
|---|---|---|---|
| USD 300 | 50% | USD 150 | Group Discount (At least 6 people) |
| | 30% | USD 210 | Early-bird Discount (by August 31 (Tue), 2021 in KST) |
| | 0% | USD 300 | |

Student

| Entry Fee | DISCOUNT RATE | PAYMENT AMOUNT | NOTE |
|---|---|---|---|
| USD 150 | 50% | USD 75 | Group Discount (At least 6 people) |
| | 30% | USD 105 | Early-bird Discount (by August 31 (Tue), 2021 in KST) |
| | 0% | USD 150 | |

· Attendance
(onsite (offline) & YouTube live streaming (online)-only for attendees)
- Online attendees, CDC secretariat will send access guide for individually

· Inquiry

- Homepage : https://www.acefair.or.kr
- E-mail : acecdc@acefair.or.kr
- TEL : +82 62-611-2247

※ Scan QR code and submit the registration form.

## TIMETABLE

* Pre-registrars are only able to submit the Q&A questions.
* Conference schedules and speakers are subject to change due to circumstances.

| | | | |
|---|---|---|---|
| 09:30~09:40 | Conference Opening Remarks | Jeogmin Joo | Chairman, ACE Fair Promotion Committee |
| Keynote Speech | | | |
| 09:40~10:30 | Facebook's Future on the Metaverse<br>Q&A | James Hairston | Facebook Reality Labs / Director of Policy |
| SESSION1. METAVERSE | | Chair : Choonsung Shin / Prof. (Chonnam National Univ.) | |
| 10:30~11:10 | How the Immersive Internet Will Reshape Our Lives<br>Q&A | Jinha Lee | Co-founder & CPO / Spatial |
| 11:10~11:50 | Metaverse is Technology to Make Better Real World<br>Q&A | Keonbok Lee | Technical Specialist Manager / Microsoft |
| 11:50~12:30 | What Determines the Future of Virtual Humans?<br>Q&A | Jinsoo Kim | Campaign Director / Sidus Studio X |
| 12:30~13:10 | Unconventional Metaverse<br>Q&A | Heather Stewart | Digital Marketing Director / Xsolla |
| Lunch Break (13:10~14:00) | | | |
| SESSION 2. OTT | | Chair : Juyong Ha / Chairman & Prof. (KABS,, INHA Univ.) | |
| 14:00~14:40 | OTT Planning, Development, and Production<br>Q&A | Dongrae Kim | CEO / Raemongraein |
| 14:40~15:20 | OTT Platform Evolution and Content Supply-Demand Strategy<br>Q&A | Youngshin Cho | Head of Management Strategy Dept.,SK broadband |
| SESSION 3. 5G | | Chair : Sungchoon Lee / Research Director (K Media Lab) | |
| 15:20~16:00 | Metaverse and Communication / Media Technology<br>Q&A | Seungchan Bang | Senior Vice President / ETRI |
| 16:00~16:40 | Metaverse and the Future of the Virtual Economy: Focusing on AI, Cloud and Blockchain<br>Q&A | Hugh Choi | CEO / LIFESQURE |
| Break Time (16:40~16:50) | | | |
| SESSION 4. FUTURE COMMERCE | | Chair : Sejung Marina Choi / Prof. (Korea Univ.) | |
| 16:50~17:30 | How Will YouTube Merge Content & Commerce?<br>Q&A | Ben Legg | CEO / The Profolio Collective |
| 17:30~18:10 | Live e-commerce: Here to Stay?<br>Q&A | James Hardy | CEO / Avenue 51 |

# CDC

## Contents Developer Conference

Metaverse, Beyond Contents

September 10th, 2021 (Fri)
09:30 – 18:10 (KST)

Kimdaejung Convention Center Multipurpose Hall
Hybrid (Oline & Offline system)
*Simultaneously Online & Offline will be progressed

Gwangju ACE Fair 2021
Asia Content & Entertainment Fair in Gwangju

Host 문화체육관광부 Ministry of Culture, Sports and Tourism 광주광역시 GWANGJU CITY

Organizer 김대중컨벤션센터 Kimdaejung Convention Center 2021 ACE Fair Promotion Committee

## KEYNOTE



### James Hairston (Facebook)

Facebook | Director of Policy

**Facebook's Future on the Metaverse**

## SESSION 1 / METAVERSE



### Jinha Lee (Spatial)

Spatial | Co-founder & CPO

**How the Immersive Internet Will Reshape Our Lives**

"The coronavirus pandemic has shaken our everyday lives from how we work to how we create and play. In this talk, Jinha will share how he started Spatial – a virtual space platform, and the company's journey to evolve from an enterprise collaboration tool to a work metaverse for creators. He will discuss how this immersive social internet will reshape our offices, cities, and environment"



### Keonbok Lee (Microsoft)

Microsoft | Technical Specialist Manager

**Metaverse is Technology to Make Better Real World**

"In this session, explain about what key technology components of Metaverse is and what we do using Metaverse. And deep dive into Digital Twin and MR(Mixed Reality) as a core concept of Metaverse. Additionally, will show case study of MR and Digital Twin in B2B market."



### Jinsoo Kim (Sidus Studio X)

Sidus Studio X | Campaign Director

**What Determines the Future of Virtual Humans?**

"This session will explain which key elements are determining the future of Virtual Humans.
Currently, Virtual humans are the biggest issue about technical development in 3D, but it is relatively less attention to the problem coming from the communication with a real human being. We are going to inspire many brands that produce Virtual Humans and plan marketing, through examples of how virtual humans can communicate in the human world and predictions about how to progress marketing of Virtual humans in the future."



### Heather Stewart (Xsolla)

Xsolla | Digital Marketing Director

**Unconventional Metaverse**

"Unconventional is a virtual event that celebrates and supports events around the world... Meet and interact with exhibitors, play their games, and network with others — all from the comment of your own home or office. As a global organization, we can have the event run 24 hours a day for days and attract an audience around the world. Imagine a convention that never sleeps."

## SESSION 2 / OTT



### Dongrae Kim (Raemongraein)

Raemongraein | CEO

**OTT Planning, Development, and Production**

"Using various IP for visualization graphics, OTT diversity, Platform forming strategies"



### Youngshin Cho (SK broadband)

SK broadband | Head of Management Strategy Dept.

**OTT Platform Evolution and Content Supply-Demand Strategy**

"He will focus on grand change in media industries stimulated by COVID 19 and then outlook mixed strategies of individual sector of media industry"

## SESSION 3 / 5G



### Seungchan Bang (ETRI)

ETRI | Senior Vice President

**Metaverse and Communication / Media Technology**

"In this session, he will explain the concept of the metaverse,3D (3 dimensional) image media communications, media cloud, and share technologies that are related"



### Hugh Choi (LIFESQURE)

LIFESQURE | CEO

**Metaverse and the Future of the Virtual Economy: Focusing on AI, Cloud and Blockchain**

"Seven Key Factors for Metaverse and the Forces Driving Them
- MetaHuman and Immersing Content Industry
- The Future of the Virtual Economy and New Opportunities"

## SESSION 4 / FUTURE COMMERCE



### Ben Legg (Former COO of Google)

Digital People International | CEO

**How Will YouTube Merge Content & Commerce?**

"Founded in 2005, YouTube now dominates video consumption globally. With over a billion hours watched every day and $30B in revenue, it can't be ignored. In this session, Ben Legg - former COO of Google Europe – will outline how the TV and video market is evolving from a user, content and platform perspective, and why YouTube has done so well to date, despite being a laggard to monetize. Ben will then explain how YouTube is likely to evolve its content, monetization and commerce platform over the next few years, plus how to successfully create and monetize content for YouTube."



### James Hardy (Former Head of Europe for Alibaba)

Avenue 51 | CEO

**Live e-commerce : Here to Stay?**

"This session considers the evolution of live e-ecommerce. Where is it popular? Why did it arise? And what is the future of this form of e-commerce. Is it likely to grow, and if so, will this growth be focused on specific categories or geographies? We explore many factors including cultural, technological, demographic, legal, payments, internet, media and content as drivers of live e-commerce."