

IN ASSOCIATION WITH **SVG**

WallStreet.Video Summit

PROCEEDINGS



October 20, 2025
The Greene Space | NYC

FIRST ANNUAL
WALL STREET VIDEO
SUMMIT 2025

PROCEEDINGS FROM THE FIRST ANNUAL WALL STREET VIDEO SUMMIT 2025

OVERVIEW

The First Annual Wall Street Video Summit (Oct. 20, 2025, NYC) explored the rapidly evolving landscape of corporate media production and multipurpose corporate-HQ broadcast environments. 189 attendees, 50 speakers, and 13 sessions came together for the first time to explore this unique broadcast AV market sector, where information constantly needs refreshing and demands authenticity and corporate oversight.

Financial institutions are increasingly communicating to their customers, analysts, shareholders, and staff using video. Video has become the medium of choice for how they inform and engage. As broadcasters, many of them are planning new hybrid “communication infrastructures” designed to support both professional storytelling and interactive, live engagement. Their new headquarters and facilities are making use of high-quality audio and video for diverse live productions, from executive briefings to large-scale, multi-site, multi-track streaming events.

Banks and finance broadcasters have their own unique applications and technical requirements when it comes to broadcast AV. In finance, employees have almost entirely returned to the office. Onsite meetings and events are core to making that strategy work. Immersive visual technologies, massive LED displays, and software-driven production are giving the enterprise and its brand storytellers a broad new (live and broadcast) canvas to work with.

The new media spaces in the finance sector are no longer static studios or auditoriums but dynamic, multipurpose communication hubs. They blend professional broadcast quality with interactive collaboration, while setting a new standard for the creative, management, and deployment of the enterprise’s media resources. Their distributed teams and global audience both need to be empowered and engaged.

For broadcast AV professionals in the financial sector, security, governance, and compliance have emerged as key priorities, as converged IT/AV environments expand the attack surface. Early collaboration between IT, architects, security, and production teams will result in the best systems and workflow strategies.

NOTE: The following content has been presented as a generic overview only. Content was AI transcribed and analyzed from the original session videos, and copy edited, reviewed, and approved by event staff and advisors:

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EXECUTIVE SUMMARY PART I: CONFERENCE TAKEAWAYS

1. **IT/AV Convergence:** Modern corporate media requires fully converged IP infrastructures capable of supporting high-bandwidth, low-latency workflows.
2. **Security Must Be Integrated Early:** “Secure by Design” is essential to prevent cyber threats, identity spoofing, and insider breaches.
3. **Broadcast AV Products for the Enterprise.** Technology providers must adapt their products to serve the unique needs of Enterprise users.
4. **AI Supports (Doesn’t Replace) Media Workflows:** AI accelerates production, metadata processing, and content indexing, but must support proven workflows and adhere to compliance rules.
5. **Hybrid & Distributed Production Models:** Remote and cloud-based workflows reduce hardware footprint, scale to meet demand, while leveraging global talent.
6. **Video as Data Enables Personalization:** Archival content and real-time production can be mined for hyper-personalized communications.
7. **Talent Training Prioritizes Authenticity & Compliance:** In a world where “real” is under scrutiny, presenters must be trained to express human authenticity as well as corporate messaging.
8. **IPMX Is Emerging as a Key Interoperability Standard:** IPMX enables operators to manage diverse media ecosystems.
9. **The Risk of Synthetic Media:** Deepfakes and AI impersonation pose a threat to the corporate brand, requiring identity management and provenance strategies.
10. **Modern Facilities are Multi-Purpose Communication Hubs:** New event spaces blend high-end production with live experiences and collaboration.



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EXECUTIVE SUMMARY PART II: SESSION TAKEAWAYS

Building the Multi-Purpose Broadcast Space of the Future

Greg Harper, Harpervision Associates, President and Founder; **Steve Athaide**, Diversified, VP Banking & Finance Vertical; **Ben Roth**, Original Syndicate, CEO

- ▶ Broadcast environments are shifting toward multi-use communication spaces that support collaboration, interactivity, and strategic messaging.
- ▶ Early architectural and engineering coordination ensures seamless technical integration and enables consistent, high-quality experiences.

Challenges & Opportunities: Building the Dream Studio

Lauren Jensen, Provost Studio, VP, Growth & Partnerships; **Peter Provost**, Provost Studio, President; **Ivan Nelson**, Prudential Financial, Former Vice President, Video Production

- ▶ Corporate studios must align production capabilities with strategic communication goals.
- ▶ Flexibility in design is critical for supporting diverse content types, able to balance high-end production standards with daily use.

Storytelling at the Edge

Lance Weiler, Columbia University NYC, Founding Member & Director - Digital Storytelling Lab

- ▶ Digital production is the driver of low-cost, high-impact brand storytelling.
- ▶ Concerns about AI underscore the need for human presence in synthetic media.

Redefining Enterprise Media Production: Lessons from Cloud & REMI

Jonathan Lyth, Grass Valley, Product Director - Enterprise Media; **Todd Mason**, Broadcast Management Group, CEO

- ▶ Software-defined, scalable systems reduce capital expenditures and improve flexibility, while maintaining production quality.
- ▶ Strong media governance must manage security, accessibility, and migration from traditional infrastructure.



Redesigning Corporate AV from the Ground Up

Don Sperling, KMH, SVP Broadcast and Digital Engagement; NY Giants, VP and Executive Producer New York Giants; **Kevin Henneman**, KMH, President; **Mattias Allevik**, JP Morgan Chase, Vice President

- ▶ Corporate media facilities must blend advanced broadcast capabilities with immersive AV environments on IP-only networks.
- ▶ Complex routing, latency management, and network design are required for long-term scalability.

Remote: The Workplace's New Reality

Dan Goldstein, AVIXA, Chief Marketing Officer; **Tom Shen**, S&MW, President & CEO

- ▶ Return-to-office trends are driving demand for simple, reliable AV systems for both everyday meetings as well as high-stakes events.
- ▶ Systems must minimize operational complexity while coordinating IT, AV, and operations.

Behind the Curtain: Producing High-Stakes Corporate Events

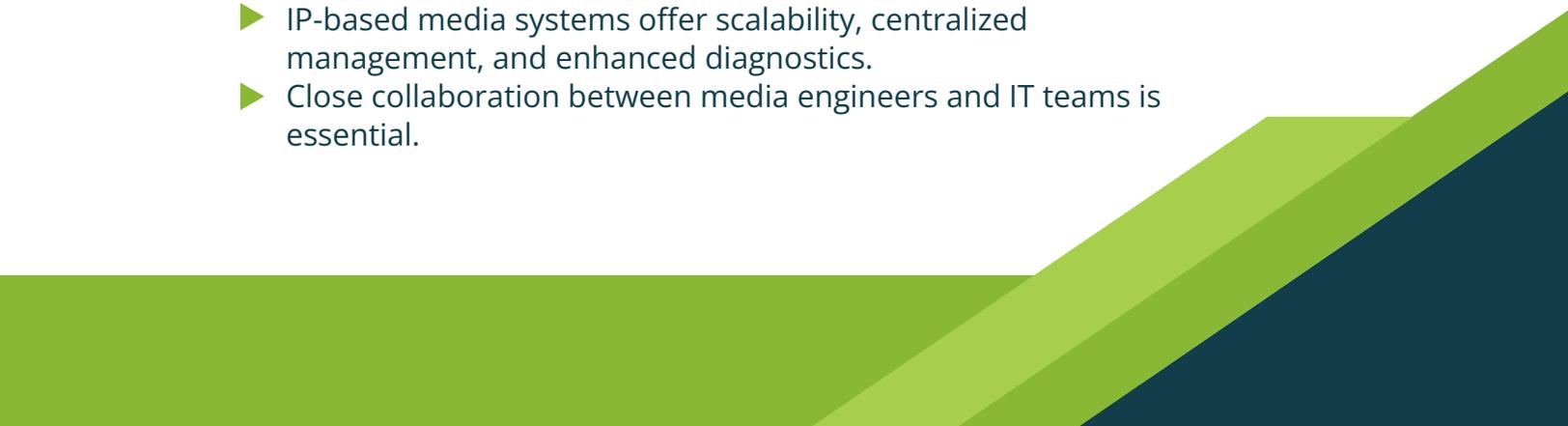
Mary Ann Pierce, MAP Digital, Founder & CEO; **John McGuinness**, Goldman Sachs, Managing Director; **Jeffrey Griffith**, Van Wagner, Production Specialist; **Emma Zlotowitz**, Freelance, Finance News Producer

- ▶ High-stakes productions rely on disciplined planning, redundancy, and experienced teams.
- ▶ Live content must be repurposed for wider distribution across multiple platforms, with human oversight essential for compliance and security.

The Whys, Where's, and When's of IP Transport

Chris Gefken, Goldman Sachs, VP & Senior Engineer, CP&E; **Mattias Allevik**, JP Morgan Chase, Vice President; **Errol Windham**, Windham Consultants, Technical Manager/Broadcast Engineer/Systems manager; **Samuel Recine**, Matrox Video, VP Global Strategic Partnerships; **Jeremy Hochman**, Megapixel, Co-Founder

- ▶ IP-based media systems offer scalability, centralized management, and enhanced diagnostics.
- ▶ Close collaboration between media engineers and IT teams is essential.





Training On-Air Talent

Tim Anderson, MND Partners - Division of TJM Investments, LLC, Managing Director; **Don Sperling**, KMH, SVP Broadcast and Digital Engagement NY Giants, VP and Executive Producer New York Giants; **Jennifer Rau**, AV Services, Finance Video Producer/Director; **Meg D'Incecco**, Circle Back Communications, Founder; **Scott DeFillippo**, AIG, Head of Production & Digital Video Producer, Global Marketing & Communications

- ▶ Training helps presenters build authenticity, confidence, and polished delivery.
- ▶ Strong communication between production staff and talent ensures smooth workflows and brand-safe output.

Virtualized Hardware at Scale

Peter Thordarson, Diversified, Principal Consultant, Advisory Services; **Jarrod Schockow**, Microsoft, Broadcast and Delivery Lead; **Jake Fineman**, Stripe, Corporate Technology Platform Engineer; **Steve Pellegrino**, Warner Brothers Discovery, Sr. Director, Production & Technical Operations; **Jason Matousek**, OpenDrives, Head of Market Programs and Revenue; **Mo Goyal**, Evertz, Senior Director, Live Media Production

- ▶ Hybrid cloud and virtualization provide scalable production power and resiliency for large events.
- ▶ Multi-cloud strategies introduce budget complexities tied to variable usage.

AI and Workflows

Steve Vonder Haar, IntelliVid Research, Senior Analyst, Intelligent Video & Enterprise Streaming; **Chris Lemire**, Accenture, Accenture, Engineering, Technology, and Delivery Operations Lead - Associate Director; **Malek Palie**, FIRST at Google, Global Technical Operations Manager; **Adit Hoenigmann**, Kaltura, General Manager of Sales; **Jared Miller**, The Wall Street Journal, Media Manageruction workflows.

- ▶ AI is already automating time-intensive tasks; treating video as data provides new content insights and opportunities.
- ▶ Responsible AI governance must be adopted across all production workflows.



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Corporate Security & Governance

Jared Timmins, Diversified, SVP, Innovation; **Yong-Gon (YG) Chon**, GroCyber, Managing Partner; **Paul Vann**, Validia, Co-Founder and CTO; **Mat Newfield**, Chief Commercial Officer, DIVERSIFIED

- ▶ The convergence of IT and AV infrastructures increases corporate exposure to cybersecurity and synthetic media threats.
- ▶ “Secure by Design” approaches ensure governance and compliance.

Distributed Media Teams

Tom Carlisle, Diversified, Sr. Director, Cloud; **Chris Gefken**, Goldman Sachs, VP & Senior Engineer, CP&E; **Gary Schneider**, LinkedIn, Lead Media Systems Architect; **Todd Mason**, Broadcast Management Group, CEO; **Claudia Souza**, ASG, Chief Innovation Officer

- ▶ Distributed production models combine remote control rooms, cloud workflows, and localized processing for flexible operations.
- ▶ Early coordination with IT and security ensures smooth, compliant operations





ABOUT

WallStreet.Video Summit

The First Annual Wall Street Video Summit was designed to serve the community needs of producers and engineers at financial institutions that are increasingly communicating to their customers, analysts, shareholders, and staff using video. From digital-first event centers to broadcast-grade production studios, video has become the medium of choice for how they inform and engage.

This inaugural event was produced by SVG at The Greene Space in New York City on October 20, 2025. Chris Geffken, VP & Senior Engineer, CP&E, Goldman Sachs was Conference Chairman. Title sponsor was Diversified and the event was otherwise underwritten by the following technology providers: Advanced Systems Group (ASG), B&H Photo, Evertz, Megapixel, Haivision, Open Drives, Broadcast Management Group, Matrox Video, Sony, Grass Valley, KMH Integration, Provost Studio, AbelCine, Chesa, Devlin Design Group, Imagine Communications, LDG, NEP, Riedel, Vizrt, Aja, Clark, For a Kaltura, Meinberg PacketStorm, SOS, Blackmagic Design, CTi, Globecast, Lawo, MultiDyne, Quantum, Teradek