

Andy Beach

Andy Beach is a media technologist and AI strategist, the former Worldwide CTO for Media & Entertainment at Microsoft, and the author of Engines of Change.

TOPICS

- AI-era media infrastructure
- Rights, provenance, and the control layer
- Production memory and archives
- Video as a data type
- Human-enhanced production
- Streaming and distribution strategy
- The model as supplier

FORMATS & FEES

Keynote (25–45 min)
Fireside or panel (moderating or seated)
Executive briefing (60–90 min, closed room)
Half-day working session (reference architecture applied to your stack)
Virtual versions of all of the above

BOOK

andybea.ch/speaking
Fees, references, and full kit on the page.

SPEAKER SHEET · ANDY BEACH

Talks about the systems underneath media.

Andy Beach is a media technologist and AI strategist working at the intersection of media infrastructure, technology, and story. He was Worldwide CTO for Media & Entertainment at Microsoft, where he worked with studios, broadcasters, and streaming platforms on cloud production and distribution. Today he runs Alchemy Creations, writes Engines of Change, a weekly analysis of what AI changes underneath media, and hosts the Future Frames podcast. He advises V-Nova, swXtch.io, Secret Level and Fukui Labs, chaired Streaming Media 2025, and is the author of a reference architecture for AI-era media that treats video as a data type.

TALKS

Video as a Data Type: A Reference Architecture for AI-Era Media

The tools are the weather. Don't build your strategy on the weather.

KEYNOTE · 25–45 MIN · DEBUTED AT SILICON VALLEY VIDEO SUMMER CAMP, JULY 2026

Human-Enhanced Is the New Automation

The question is not whether people stay in the loop. It is which loop.

KEYNOTE OR FIRESIDE · 30–45 MIN

The Model Is a Supplier

You would never sign a vendor contract you can't audit. You just did.

EXECUTIVE BRIEFING OR KEYNOTE · 30–60 MIN

What the Record Teaches

Having a history and being governed by it are two different conditions.

KEYNOTE · 30 MIN

SELECTED APPEARANCES

2026 **IBC, Amsterdam** · Panelist, "From Experiment to Everyday Work: How AI Agents Are Changing Media," Showcase Theatre

2026 **Silicon Valley Video Summer Camp (SVG Enterprise, De Anza College)** · Keynote, "Video as a Data Type"

2026 **Montevideo Tech Summer Camp** · Innovation track, with Qualabs and SMPTE

2025 **Streaming Media 2025, Santa Monica** · Program Chair; host of the opening keynote with Netflix's Brett Axler and firesides with Renard T. Jenkins and TelevisaUnivision's Nicole Williams

2025 **IBC, Amsterdam** · Host, Evergent industry gathering; panelist, Bitmovin Innovators Network Industry Advisors

2025 **DePaul University, AI in the Arts Symposium** · Keynote, "The Creative Threshold: AI, Disruption, and the Human Spark"

2025 **Chapman University, Entertainment & Sports Law Symposium on AI in Media** · Luncheon keynote, "AI Entertainment Impact: State of the Union"

2025 **NAB Show, Las Vegas** · Talk, "The Creative Event Horizon: Media, AI, and the Human Spark"; SMPTE session, "AI as Ally," with Doug Daulton; panel moderator

WATCH

Keynotes, firesides, and sessions from Silicon Valley Video, DePaul, Streaming Media, and NAB, all at andybea.ch/speaking.