

Introducing the Keynote Speakers for the SMPTE Media Technology Business Forum

Monday, November 16, 2026

Executives from leading companies will participate in keynote conversations, panel discussions, and interactive roundtables focused on the business forces transforming the industry!

Monday Keynote Speakers



David Ross

David Ross, founder of Ross Video, shares leadership lessons and insights on navigating change in the media and technology industries.



David Bernbach

David Bernbach is an electronics engineer who studied at TU Munich and has spent the past 20 years shaping ARRI's technology and product landscape.



Adde Grandberg

Adde Granberg is a senior media and technology executive with more than 15 years of leadership experience at SVT, Sweden's national public service broadcaster.

Technical Conference Keynote Session

Tuesday, November 17, 2026



Don Pettit

Join NASA astronaut Don Pettit as he shares breathtaking images from the International Space Station, followed by a panel discussion on the Artemis II mission and imagery beyond low Earth orbit.