***Please include a bio and headshot for whoever is answering the questions and send to newsdesk@lbbonline.com***

**Production Line - Technology**

*This is an interview series for producers with a passion for technology and innovation. Here we’re diving into the technological innovations that are changing production, or at least broadening the demands on and possibilities for production.*

* Production used to be quite siloed, then it moved to integrated and now it seems producers can be media/platform-neutral problem solvers - what’s your take?
* Can you talk us through one or two of the most exciting recent productions that you’ve been involved in that you think had a really interesting innovation or technological aspect to them?
* Virtual production is growing in popularity with film and TV (e.g. Loki and The Mandolorian) - what’s your thoughts about its potential in the advertising space?
* It looks like, if it does catch on, it will involve quite a different workflow/process - is that something agencies and brands need to educate themselves on?
* With so many platforms to produce for, what’s your preference, to maximise assets across platforms or to produce content that’s more tailored to each content - or some sort of balance? What sort of conversations do you tend to have about this sort of thing?
* How have you approached integrating data with production workflows and processes? And, generally, how has data and the fact that we have constant live feedback on content performance changed production?
* Quite often production involves trying to solve a problem that’s never been attempted before - and that can mean hacking existing technology or trying to find new technologies. When you get a project that has such technological challenges, how do you and your team like to approach them?
* We’re seeing the line between content and commerce blur, with shoppable social content, shoppable livestreams and things like that - is that having an impact on how you approach production or the sort of skills needed?
* What are the technologies that you have your eye on that either are having a big impact on how production is done - or have the potential to change things in a big way?