

Campaign: Variety Press Play & Digital Hall of Fame Event 12/6

Asset: Script

Hello and thank you Robert, for that introduction. On behalf of Deloitte and Variety, I am thrilled to be here tonight to present the Deloitte Media & Entertainment Leadership Award. This award recognizes the pioneers of the entertainment industry – the innovators that are pushing creative boundaries and transforming the entertainment landscape.

This year's award goes to an individual who has stretched virtual reality into a new canvas for storytelling. By helping us virtually walk in someone else's shoes, he's brought the art of empathy to a whole new level. Please join me in congratulating Chris Milk, founder and CEO of Within and this year's recipient of the Deloitte Media & Entertainment Leadership Award.

Chris first gained recognition as a music video director, working with Kanye West, U2, Johnny Cash, and many others.

While he has been honored with many awards for his music video and commercial work, lately his passion has shifted to virtual reality. In January 2013, he collaborated with Beck to create "Sound and Vision," the first live-action, fully spherical, virtual reality film. In 2015, he launched the Within app platform at the Sundance Film Festival, creating the first home for extraordinary storytelling in virtual reality.

His interactive installation artworks have been showcased at the MoMA, the Tate Modern and other museums around the world. Chris and Within have partnered with the United Nations, *The New York Times*, Nike, Vice, NBC, Apple, U2 and others to create groundbreaking virtual reality experiences.

Let me give you an example of how Chris is using the VR platform to push boundaries. Last year, he teamed with the United Nations to support their campaign highlighting the plight of millions of displaced persons around the world. They produced the UN's first VR film, "Clouds over Sidra," which follows a 12-year old girl through the [Za'atari camp](#) in Jordan. The camp is currently home to 84,000 refugees from the bloody Syrian civil war. It's a powerful, deeply moving experience that pushes the boundaries of virtual reality past its start as a video game peripheral, turning it into a way to connect humans to other humans.

It is for this type of innovation that we're honoring Chris tonight.

Chris, on behalf of the Deloitte Media & Entertainment practice, it is my pleasure to present you with the 2016 Deloitte Media & Entertainment Leadership Award.