

# #iamabroadcaster

**TWO DAYS OF HIGH-LEVEL DISCUSSION AND DEBATE ABOUT THE  
INTERNATIONAL MEDIA INDUSTRY | LONDON | 18-19 FEBRUARY 2015**



**Conference  
agenda**

# PRACTICAL INFORMATION

## #iamabroadcaster



### Twitter

You can tweet about today's event - we have created the hashtag of **#iamabroadcaster** for the conference.  
Follow AIB **@aibnews** on twitter.



### Mobile phones

As a courtesy to your colleagues at the conference, please ensure that your mobile is switched to silent when you are in the conference.



### Video recording

AIB will record the conference.  
By entering the conference premises, you give your consent to be filmed.  
You also agree not to record or digitise any parts of the event.



### Refreshments and lunch

Refreshments will be served in the reception area adjacent to the main conference auditorium.  
Lunch will be served in the Florence Hall on the first floor.



### Transportation

The closest Underground stations are Regent's Park - on the Bakerloo line - and Oxford Circus - on the Bakerloo, Central and Victoria lines. Traditional **black cabs** can be booked in advance through Radio Taxis by calling 020 7272 0272. **Mini cabs** can be booked through Addison Lee by calling 020 7387 8888. We also recommend **Uber** which offers an efficient service in London. Quote the RIBA postcode when booking your taxi - **W1B 1AD**



### Smoking

We would like to make this event non-smoking - and it is important to remember that smoking is not permitted within RIBA. If you must smoke, you will have to go to the ground floor and stand in the smoking area outside the building.



### After the conference

Photographs and speaker presentations - for those who have granted permission - will be available in the week following the event.  
AIB will email details of how to access these to all delegates in the week commencing 1 March.  
Please note that copyright of images rests with AIB.



## WELCOME

On behalf of the Association for International Broadcasting and its Members, I am delighted to welcome you to AIB's #iamabroadcaster media summit in the heart of London. We hope you like the venue we have chosen – the distinctive RIBA building is one of the architectural jewels of this capital city.

Over the next two days, we are going to explore in depth some of the major issues, priorities and solutions that pose challenges for those involved in media globally. As the title of our event suggests, in the wake of the digital revolution, everyone is a broadcaster now. And the media landscape, as we all know only too well, is constantly evolving. So the learning curve continues relentlessly – this applies whether you are a channel, a content producer, a brand, a DG, an editor, strategist, producer, researcher or a provider of services and products to media businesses.

Just looking at the 'Calendar' of media events on the AIB website illustrates clearly how each and every year a huge number of media related events take place in all parts of the world, all to offer solutions. So what can this AIB conference offer beyond that?

#iamabroadcaster builds on AIB's 23 year track record of creating a unique centre of knowledge and information about broadcasting and media globally, and providing that knowledge and information to broadcast-related sectors of industry in all parts of the world. So in line with AIB's aim to bring the broadcasting industry together, this conference will be a highly interactive event, allowing plenty of time for networking between delegates. And we hope that with its links to contributors in Australia, India, Kenya, Russia and the USA, #iamabroadcaster will feel 'live', fast-paced, well-produced. The aim is of course to provide valuable business insight that can be applied to your own venture. So we have designed the various sessions of #iamabroadcaster specifically to challenge preconceptions, expand creative and strategic thinking, and deliver key learning experiences.

To a great extent the successful outcome of this event for you is...up to you. We have built this event under the heading "Starting Conversations": we are seeking your input, your interaction, your active participation. The experts we have invited will start the conversation, so please join in to make it especially relevant for you. For, as the saying goes: "The more you put in, the more you will get out."

I must also extend the AIB's thanks to Channels TV, led by its Founder and CEO John Momoh, who generously decided to be our Platinum Sponsor, enabling us to have these two days of discussion and debate. Thank you also to ipDTL and TIMA for offering their support in providing our live links and our *vox pops*.

We hope you enjoy your two days at #iamabroadcaster.

**SIMON SPANSWICK** CHIEF EXECUTIVE, AIB



“  
#iamabroadcaster builds on AIB's 23 years of creating a unique centre of knowledge about media globally  
”

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# AIB's growing global membership





# INTRODUCING AIB

**A**IB is the global knowledge network for the international broadcasting industry - cross-media, cross-border and cross-cultural. Founded in 1993, AIB has developed into a **unique centre of knowledge and information** about media globally.

AIB researches regular **market intelligence briefings** that provide its members with exclusive, high-value strategic analysis of developments across television, radio, online and mobile media.

AIB publishes the international media magazine, *The Channel*, and the *Global Broadcasting Sourcebook*.

With its print and online publications and extensive database, the **AIB's combined reach** is well over 26,000 in broadcasting and related sectors worldwide.

AIB hosts the annual **AIB Media Excellence Awards**. These independent, non-commercial awards celebrate excellence in broadcasting, and are judged by a global panel of industry experts.

## SPORT AND EVENTS

AIB is developing a strategy to support its growing global membership in the area of sports broadcasting. Under Head of Sport John Barton, AIB is working to deliver sports rights to its members and to help them develop and enhance production skills in coverage of live sports events.

AIB regularly supports key industry events - at MIPCOM in October 2014 AIB helped to produce and chair the high-level *Global Channel Distribution* day.

In 2015, with AIB in its third decade, we are continuing our work

**AIB is the global knowledge network for the world's broadcast industry**

starting conversations across the media industry with high-level conferences, such as #iamabroadcaster, along with exclusive invitation-only events. Our aim with these - as in everything we do - is to assist companies in all sectors of the global media industry.

## SERVING THE INDUSTRY

AIB works to represent members and, where necessary and appropriate, lobbies on their behalf. We have worked on issues such as the jamming of English-language radio broadcasts in China and pay-TV regulations in Vietnam. We work to raise awareness of issues and to lobby for change when this is needed by our members. With a wide range of contacts in media regulatory authorities in many markets, AIB is well placed to negotiate on behalf of its members. ►

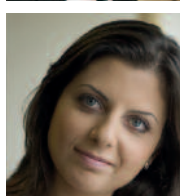


One such piece of work underway at present concerns plans to reallocate - or to introduce sharing - of the C-band frequency spectrum used by broadcasters to reach audiences in many parts of the world. AIB is collating data on current usage that demonstrates the harm to free-to-air and pay-TV services should the changes be approved at WRC '15, the international regulatory conference where the issue will be debated.

## GOVERNANCE

AIB governance is provided by its Executive Committee, a six-person team that holds office for a two-year term. It meets regularly to help set AIB's strategy and ensure that members' interests are looked after. The current ExCo comprises **Klaus Bergmann, DW** (Chairman); **Anastasia Ellis, Bloomberg**; **Simon Kendall, BBC Global News**; **Abubakar Jijiwa, Voice of Nigeria**; **John Maguire, France Médias Monde**; and **Margarita Simonyan, RT**.

The AIB's management team is led by CEO **Simon Spanswick**, while activities in the Asia-Pacific region are headed by **John Barton** Director, Asia and Head of Sport. **Les Murray**, Head of Sport at SBS in Australia, has become an advisor to AIB in Asia. In South Asia, **Amitabh Srivastava** is regional head. In London, **Roger Stone** and **Edward Wilkinson** run AIB's Business Development work, **Neal Romanek** is AIB's Editorial Director and **Clare Dance** is responsible for day-to-day administration and the annual AIBs. ■



▲ AIB's Executive Committee - **Klaus Bergmann, Anastasia Ellis, Abubakar Jijiwa, Simon Kendall, John Maguire, Margarita Simonyan**  
▼ **Richard Quest, AIB international TV personality 2015**



## SHARE

AIB membership is open to companies involved in broadcasting and online media and companies that provide services to the media industry. AIB membership is global and includes major TV and radio broadcasters, news agencies, satellite operators, transmission companies, regulators, research institutes, service providers and manufacturers.

Members receive an extensive package of benefits and services throughout the year.

We work closely with our

members to provide services that deliver extensive value.

For many members, the AIB's most valuable role is that of facilitating board-level contacts, exchanging information and doing business. Private networking events and high-level fact-finding missions give AIB members an insight into the strategies of media companies worldwide.

Regular market intelligence briefings keep AIB members one step ahead of the competition. ■

## INFORM

With broadcasting and media environments and their related technology changing at an ever-faster pace, companies face challenging decisions about future strategies. It is vital to make those long-term decisions from an informed, knowledgeable position.

This is where AIB's market intelligence and consulting service - with its broad base of expertise and comprehensive first-hand understanding of today's media - is

invaluable. AIB provides client-specific consultancy and project support, working closely with clients to provide solutions, strategies and advice that deliver impact quickly and effectively.

AIB provides extensive contact information across the world's media industry. The *AIB Global Broadcasting Sourcebook* is a unique directory of more than 12,000 key contacts in 1,500+ companies in media globally. ■

## PROMOTE

AIB is in regular contact with more than 26,000 opinion-formers and decision-makers: executives, producers, editors, technologists, journalists, regulators and consultants in media companies globally.

The AIB e-newsletter is regarded as a key industry briefing, regularly opened by more than 4,000 people within 30 minutes of its dispatch.

*The Channel*, the AIB's international media magazine, has a print subscriber base of over 6,500 with additional distribution at key

industry events. The online edition is available to an even larger audience, and brands and companies use AIB marketing effectively to reach their target audiences, with key messages communicated direct to people's desks and in-boxes.

Add to this the annual AIBs which have a global impact and you will see why companies large and small like Ruptly, Al Jazeera, France 24, Eurosport, Arabsat, Eutelsat and Bloomberg repeatedly use AIB marketing platforms. ■

## REWARD

Inaugurated in 2005, the AIB's annual international awards are a celebration of success in factual programming in TV, radio and online media, as well as rewarding the top talent on television and radio.

The AIBs offer both peer and external review of entries and remain completely independent of commercial influence.

Highly respected in the global TV and radio industry, the 2014 AIBs

attracted a record number of entries. It is recognised that winning an AIB is a prestigious and relevant accolade.

Our jury is a carefully picked international panel, drawing on an extraordinary range of expertise in global media. Our 2014 awards evening took place in London, attended by senior executives, presenters, editors, journalists and producers from broadcasting companies worldwide. ■

# EXPLORING 66 PORTLAND PLACE



**T**oday's conference takes place in the headquarters of the Royal Institute of British Architects that was opened on 8 November 1934 by King George V and Queen Mary. The building was designed by G Grey Wornum CBD FRIBA (1888-1957), who won the competition that attracted 284 entries. The foundation stone of the present building was laid by Howard de Walden on 28 June 1933.

In 1970, on the recommendation of the Historic Buildings Council,

the building was listed by the Minister of Housing and Local Government as a Grade II\* building of historical and architectural importance, one of the very first examples of 'modern' architecture to be so recognised.

## EXTERIOR

The six-storey building is steel framed and faced in Portland stone. The sculpted figures on the Portland Place front depict the spirit of man and woman as creative forces of architecture. The centre figure is by Bainbridge

“  
This is a  
building of  
historical  
importance  
”

Copnall, the figures on the columns by James Woodford. Along the Weymouth Street elevation, above the third story window line, are five relief figures, by Bainbridge Copnall, depicting a painter, sculptor, architect (Sir Christopher Wren), engineer and a working man.

## ENTRANCE

The pair of massive cast bronze outer doors that each weigh 1½ tons are the work of James Woodford. The deep relief design depicts London's river and its



buildings, including the Guildhall, the Houses of Parliament (left hand door), St Paul's and the Horse Guards (right-hand door). The three children on the right hand door represent the architect's own children. The bronze railing designs above the door and the figure of Mercury on the concealed letter box (at the base of the right hand column) are by Seaton White.

### ENTRANCE HALL

The walls are lined with Perrycot stone and the names of the Royal Gold Medallists incised on the left-hand side and Past Presidents above the Bar window – lettering by Percy Smith. The inner hinged entrance doors have silver bronze frames: the revolving doors, also silver bronze, were installed in 1975. The main floor area is in pre-cast terrazzo panels surrounded in Hopton wood stone and grey birds-eye marble. Inset along the cross axis, which runs from the lift lobby

to the Bookshop entrance there are three small panels by Bainbridge Copnall.

### HENRY JARVIS HALL & FOYER

At the head of the left hand flight of stairs is a bronze of the architect Grey Wornum. The stairs lead into the Foyer, which is separated from the Jarvis Hall, (a fully equipped lecture theatre) by a 'disappearing wall'. On the hall side of this is a canvas depicting the 'Empire-wide scope of the RIBA' by Copnall and Nicholas Harris. The hall panelling is of teak, olive ash and black bean. Note the acoustic panels above the door (Copnall).

### STAIRS

The central stairwell is the most striking aspect of the layout of Grey Wornum's design. The main staircase is figured Demara marble and black birds-eye marble. The balustrading is silver bronze frames encasing plain and deep

▲ Looking down the central staircase

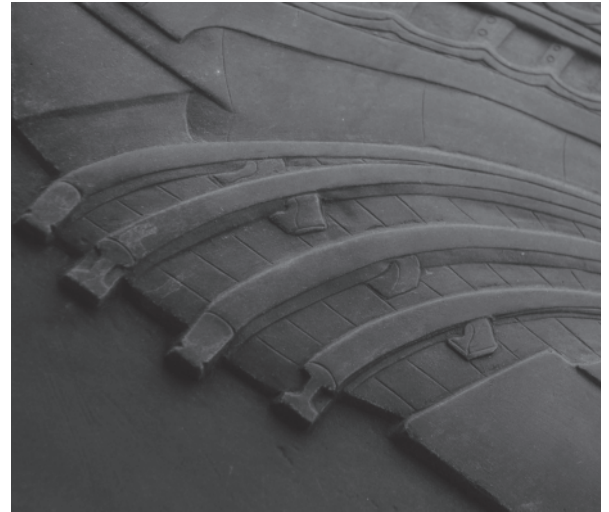
▶ Left The RIBA library  
Right One of the many architectural details in the building

etched armour-plate glass panels (by Jan Jura); the raked balustrades have an abstract pattern and those at the first floor level show the Royal Coat of Arms, the RIBA badge and the coats of arms of Commonwealth countries. All the panels can be lit from beneath. The handrails are polished gold bronze with ebonised mahogany inlaid centres. Rising above the stairwell are four massive columns, concrete clad steel stanchions, each cased with 16 sections of polished Ashburton marble with delicate red figuring.

### FIRST FLOOR

Facing the stairs are the ceremonial doors to Gallery One (formerly the Reception Room) which is used for exhibitions and functions. They are of heavily moulded English walnut and figured Indian laurel wood, surrounded by an architrave of Australian walnut, ebonised mahogany and silver bronze strip.





The floor panel, depicting animals and flowers, is by Bainbridge Copnall.

Six finely moulded plaster panels (by James Woodford), depicting the main English architectural periods, are set in the ceiling of the landing area. The figures in the perpendicular panel were modelled by the architect's wife Miriam. The soffit of the stair flight to the upper floors is a gold overlaid stone decoration (by Copnall), illustrating the tools used on the building.

On the far side of the landing is the Henry Florence Hall (named after a former Vice President), the building's largest and most richly decorated public area, used for meetings and receptions, now houses the RIBA Café and will be our lunch venue on both days of the conference. The main floor area is in polished Indian silver grey wood and the two sets of five rectangular areas that flank it are in polished teak with black and grey birds-eye marble surrounds. The most interesting decorations in this room are the very fine fibrous plaster ceiling reliefs (James Woodford) which illustrated various building industry trades and crafts and the craftsmen involved with the building itself; and the carved Perrycot stone window piers (Woodford) which depict 'man and his buildings through the ages'. At the far end of the Hall is a screen of carved Quebec pine (presented by William Gerstle) which illustrates, in 20

separate panels, scenes from Commonwealth countries based on designs by Dennis Dunlop.

### SECOND FLOOR

The wide gallery which runs from the lift area, passing the President's office, Aston Webb (RIBA President: 1902-04) room (lined in leather) and Lutyens meeting room, is the best vantage point from which to appreciate fully the special ingenuity of the core of Grey Wornum's design. Facing the glass balustrades are the great glass and silver bronze screen and doors of the Henry Florence Hall, giving a dramatic elevated view of the whole floor; rising to the full height of the central stairwell are the four black marble columns that define the corner points of the gallery as they pass; and above is the original lighting scheme (which the architect thoughtfully inset into the floor of the library, directly above, to facilitate maintenance).

### THIRD FLOOR

The Sir Banister Fletcher Library is at this level with an internal gallery containing the Periodicals section. There are over 130,000 books and 850 periodicals, the majority housed in the original open access book stacks. The rounded ends of the cases are radiators, an innovation in its time. The desks and most of the chairs are original. The Library represents the largest and most comprehensive collection of published material on

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”

architecture in Western Europe and one of the three largest in the world. The colour scheme was devised by Miriam Wornum.

The CETLD Bene Education Room was opened in April 2006. The room was created from a library storage area.

### FOURTH FLOOR

The only public area is the Council Chamber landing which features a series of finely modelled plaster ceiling panels by Morris Wiedman, depicting scenes of the construction of the building. Note the figures reading books over the Library doors. Also of interest is the set of six engraved and sandblasted glass panels, by Raymond McGrath, in the doors onto the terrace, depicting the six great periods of architecture (the Greek has been removed for conservation).

In 1934 the Council Chamber was the uppermost room in the building. In 2003 it was substantially altered to suit 21st century requirements, by agreement with English Heritage. The original floor remains under the now levelled one. The fittings have been preserved and the room could be reinstated in the future. A photograph of the original chamber can be found in the guide.

The fifth and sixth floors of building were added in 1957 and were originally administrative offices. The floors have recently been altered and are now used for meetings and conferences. ■

# AGENDA

## Wednesday 18 February

### 0945 Welcome and introduction

#### The context

The media landscape is fast-changing and often confusing.

#iamabroadcaster aims to provide the context to the changes, challenges and competition. This opening session will help broadcasters and content providers, distributors and operators to understand key areas of the industry.

This opening session will explore the way media consumption habits vary from region to region and provide background on how and why they are constantly changing. It's essential for content owners and creators to understand that the audience is often ahead of the curve when it comes to consumption patterns and technology trends, and use the intelligence gathered to develop their strategies.

#### Business

Setting out the **context for business**, covering macro trends across economic, content, structure and regulatory issues will be **Tabitha Elwes**, Partner, Prospero Strategy

#### International

The way media consumption varies in markets globally will be explained by **Timothy Cooper**, Senior Advisor at InterMedia

#### Audiences

Drilling down to **audiences and their behaviour** will be **Holly Goodier**, Director of Marketing and Audiences, Future Media, BBC

### 1105 Networking and refreshments

Time to exchange ideas and share knowledge over a cup of coffee in the annex to the Jarvis Auditorium

### 1135 The Business Offshore, outsource?

Some broadcasters have made attempts to slim their businesses and concentrate on the core competence

of programme-making. They've successfully outsourced non-core activities, from security and catering through to playout and technological development. Today, there's more opportunity to gain efficiencies by relying on third parties to provide services that even extend as far as newsgathering. How do media houses feel about possibly "losing control" of key services? This session will hear from some of the companies that provide these services to media houses, and learn from some of those broadcasters who have taken the plunge into divesting themselves of some in-house overheads. **Sanjay Salil**, Managing Director, MediaGuru Consultants and **Mike Cronk**, Partner, Marquis Media Partners will explore the opportunities and challenges

### 1230 Africa's media future

There's more happening in African media than ever before. New channels are launching, new pay-TV platforms are being developed and more programmes are being made across the continent for domestic and international audiences. **John Momoh**, Founder and CEO of Channels TV offers his perspective on Africa's media future in a **keynote address**

### 1300 Lunch and networking

Lunch will be served in the spectacular and richly-decorated Florence Hall on the first floor

### 1415 The view from North America

What is happening in the media in North America? **Michael McEwen**, Director-General of the North American Broadcasters Association, provides a briefing on the state of the industry, the challenges and the opportunities.

### 1430 Brands in content

Companies that have traditionally been buyers of commercial airtime are developing their own content for broadcast on mainstream, prime-time television. And some are really good at it! Is this competition for independent broadcasters and production companies? Is it OK to allow branded content onto TV? As the planet becomes more and more consumer



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product-oriented, do viewers care whether it's a brand or a TV company that's providing them with top-class programmes?

We'll explore the challenges facing broadcasters and regulators and see some examples of the sort of content that companies are offering to channel commissioners.

**John Taylor**, Global Chairman, ZenithOptimedia Worldwide, and **James McAllister**, Content Director, UM Studios, will be in conversation with **Francine Lacqua**, Bloomberg Television

### 1500 On the radar

News and perspectives from the margins of society can make a profound contribution to mainstream media and help to shape policy and public perspectives. On Our Radar trains mobile reporters from marginalised communities in Africa, India and the UK to share news via basic mobiles. Founder **Libby Powell** will explain how the organisation came of age when the Ebola outbreak became a full-blown epidemic in Sierra Leone, with its reporters providing some of the first on-the-ground coverage for broadcasters and print media

### 1515 Networking and refreshments

Time to stretch legs and digest the debate over tea, served in the annex to the Jarvis Auditorium

### 1545 Where's the cash?

Some argue that current business models are flawed and cannot survive. Others think the model for content owners and publishers is fine and nothing needs to change.

This session will look at the challenges to current funding models, picking up on the themes discussed in the 'brands in content' session, and asking difficult questions. We'll also look at the issue of piracy and the need to have robust revenue protection systems to beat those intent on stealing content from those who have invested heavily in its production. Expect fireworks.

This session, moderated by **Wilfred Frost**, Anchor, Worldwide Exchange, CNBC, will have contributions from **Neeraj Arora**, Executive Vice-President, Sony

Entertainment; **Mekki Abdulla**, President and CEO, Fujairah Media Group, UAE; **Patrick Martin**, Head of Media, Strata Partners; **Greg Beitchman**, VP Content and Partnerships, CNN and **Viktor Muchnik**, Editor-in-Chief, TV2 Tomsk

### 1715 Close of day one

# AGENDA

Thursday 19 February

0900 Opening and welcome

## Engaging news

This session, moderated by **Chris Hampson**, journalist and former Director of International News at NBC, will explore whether demand for 24 hour news still exists - or is it a waste of resources by broadcasters who could choose to deliver high quality prime-time bulletins and get greater returns from drama and entertainment. We'll hear from rolling news channels, domestic and international, and from channels that include news in their general output. We will explore if there might be an HBO of news. We will learn about new ways of sharing news and factual content. And we'll explore whether a digital-first approach works, and can make money.

Taking part in the discussion are **Mihai Gadea**, CEO, Antena 3, Romania; **John Momoh**, Chairman and CEO, Channels TV, Nigeria; **Natalia Sindeeva**, Editor-in-Chief, TV Rain, Russian Federation; **Vikram Chandra**, Executive Director and CEO, NDTV

## The MAAMAs - celebrating African journalism

**Salim Amin**, Chairman of A24 Media, will unveil new African journalism awards

## 1030 Raising Your Voice: The Power of Storytellers in the Digital Age

Story-telling is the essence of media - across news, sport and entertainment. #iamabroadcaster will ask whether enough emphasis is being put on effective storytelling, and hear from those who are getting it right. This will be a fast-moving, highly creative discussion moderated by **Neal Romanek**, Editorial Director AIB. Story-tellers taking part are **Greg Moyer**, Founder and Chief Executive, Blue Chalk Media; **Paul Woolwich**, twenty2vision; **John-Paul Marin**, SBS Australia; **Joanna Jolly**, BBC Online and Radio Reporter, Washington DC, BBC

## 1120 Coffee and networking

Take a break in the Jarvis Annex to exchange ideas over a coffee and some biscuits

## 1140 Radio Everyone - the launch

The Millennium Development Goals, successful in so many ways, will soon be succeeded by the Sustainable Development Goals. Richard Curtis is backing a project to let the world know about these goals. Radio is at the heart of it and broadcasters can work with Radio Everyone to spread the message following its unveiling to you at #iamabroadcaster. **Richard Curtis, Piers Bradford and Martin Davies.**

## 1200 It's Social, Stupid

As social networks develop - and capture the imagination of consumers and of markets - media companies need to engage rather than shout. Creating meaningful strategies to respond to and engage with audiences is essential.

**HonRDI Tomas Roope**, Founder and Director, The Rumpus Room, UK will be in conversation

## 1240 Lunch and networking

Today's lunch will be in the Florence Hall on the first floor of RIBA

## 1350 Individualisation - the ultimate engagement

Since the earliest days of audience measurement, broadcasters have been preoccupied about young people. There's a notion that the youth of today - whatever era that might be - have deserted TV and radio and will never return. Is this true? What's probably more important for broadcasters than fretting about the problem is to engage with the audience and provide depth in everything they do, rather than simply offer shallow, skimmable content. Content, whether it's information or entertainment, should have educational value - or should it? This session will benefit from context provided by young adults who will explain both their aspirations and their needs in content. Then we'll hear from experts who are developing solutions that offer



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individualisation of content that they believe is the ultimate engagement tool for broadcasters. This fast-moving and provocative discussion will be led by **Henrik Eklund**, Founder and CEO of Newstag, with **Alla Salehian**, CEO of TIMA, and **Tim Santhouse**, Global Head of Video Products, Thomson Reuters offering professional insight, and a group of young media consumers telling us about their media habits and what they want from broadcasters.

### 1500 Tea and networking

The final tea break and the final opportunity to network in the Jarvis Annex

### 1520 The Question of Netflix...

Examining the rise and rise of **Netflix** – what does it mean to broadcasters?

**Tabitha Elwes**, Partner at Prospero Strategy, will provide insight and lead the discussion about whether Netflix and similar companies are a threat or complementary to broadcasters.

### 1545 Future context - the next big things

As we have learnt over the past two days, the audience is changing, faster than ever. Consumers have more choices, more devices and more opportunities. How can media companies ensure that they have the right production tools, the right distribution and the right content to remain relevant in this brave new participatory world? We'll ask some challenging questions as we try to work out what's coming down the road, from IP production to streaming to social platforms to the screens consumers will use in the living room of tomorrow. As #iamabroadcaster draws to a close we'll learn about the way broadcasters are adapting to ensure that they retain a stake in living rooms around the world - whether those are in the home, or outside. Providing the insight into our futures are **Anthony Rose**, Founder and CTO, Beamly, UK; **Lippe Oosterhof**, Managing Director, Livestation and **Anders Erlandsson**, Senior Advisor, Ericsson ConsumerLab

### 1645 Conference close

Thanks for joining us - please continue the conversations you have started at #iamabroadcaster over the coming weeks and months

## Mekki Abdulla

### President and CEO

#### Fujairah Media Group



Mekki Abdulla is the President & CEO of UAE-based Fujairah Media Group.

Mekki, who is Anglo-Sudanese, is a significant figure in the development of commercial radio and television in the UAE, Egypt, The Magreb and The Sudan.

He began his broadcasting career as Sales Director of TheBay 96.9 FM in Lancaster, taking it to £1 million ad revenue in only its second year.

Fujairah Media Group operates radio stations in the UAE as well as a bouquet of international radio and television satellite services.

Mekki was the co-founder of Channel 4 Radio network Ajman, the UAE's first privately-owned Radio & TV network, later launching the UAE's Radios 1 & 2, based in Abu Dhabi.

He established Cairo's first commercial radio station and has also set up a radio station in The Sudan.

This year, Mekki has launched BZAF Entertainment Network, a youth-oriented light entertainment satellite TV network for the countries of the Magreb region of North Africa.

## Neeraj Arora

### Executive Vice President- Head of International Business

#### Sony Entertainment Television



Neeraj is a Media Professional who has worked in India and International markets for over 20 years. Born and brought up in Allahabad India he migrated to the UK in 1998 with his wife and two children. Neeraj has played an instrumental part in establishing distribution and the international business across different regions for Zee TV and B4U

before joining Sony in 2004. Today Neeraj is one of the most senior executives in the Indian media and television industry outside India.

## Greg Beitchman

### VP Content Sales and Partnerships

#### CNN International



Greg Beitchman is VP Content Sales and Partnerships, CNN International. In this capacity he is responsible for overseeing and developing the network's content sales business internationally, with a focus on leveraging its broadcast and digital assets. His role encompasses content sales and partnerships,

out of home services, and licensing deals. He also works across

CNN's NewSource content syndication service, its out-of-home distribution channels, and its international affiliate business of more than 1,000 broadcast partners.

Prior to joining CNN International, Beitchman worked for Reuters where he was Global Head of Multimedia Content.

An accomplished journalist with over 20 years' experience, Beitchman's multiple achievements span both editorial and commercial disciplines, and include the development of strategic partnerships and channel launches for Reuters, Times Global Broadcasting, CCTV and The Tribune Group, as well as a range of international editorial postings in India, China and Japan among others. He holds a BA in Government and East Asian Studies from Colby College and speaks fluent English, Japanese, French and Hindi / Urdu.

## Piers Bradford

### Head

#### Radio Everyone



After 17 successful years working at the BBC, Piers recently left to head up 'Radio Everyone', a project devised by film maker and campaigner Richard Curtis. Prior to that he was Commissioning Editor for BBC Radio 1 and Radio 1Xtra, overseeing and commissioning all

Independently produced programming. His documentary commissions won Gold Awards at both the 2013 and 2014 Radio Academy Awards and the New York Radio Awards.

He has been at the forefront of reaching youth audiences with content, and most recently he launched a visual channel for Radio 1 in the BBC iPlayer.

He spent 4 years as Executive Producer for Radio 1's daytime output, including the multi award winning Chris Moyles show. Whilst managing the Jo Whiley show he devised and launched the Radio 1 Live Lounge album, which went on to achieve multiple platinum sales.

He is committed to radio as a medium both for entertainment and also its power to "do good" - recognised when Radio 1's outreach, social action and programming were recognised with the "Making a Difference Award" at the Mind Media Awards in 2014.

## Vikram Chandra

### Chief Executive Officer

#### NDTV



Vikram Chandra has been associated with NDTV since 1994 and is one of India's leading news personalities who has also been running the company for some years now.

As Chief Executive Officer, NDTV Group, Vikram has the overall authority and responsibility for all aspects of the company.

He became a member of the NDTV Board w.e.f. November 1,

2011. He is the Executive Chairperson of NDTV Convergence, the Group's online venture, which Vikram helped set up in 1999, and which he subsequently took to a position of strength as its CEO.

As one of India's best known anchorpersons he presents 'The Big Fight', which has long been one of India's top rated news and current affairs programmes. He also anchors 'Gadget Guru', which is the country's leading show on technology and gadgets, together with big events like elections or the Budget.

Vikram is also the face of NDTV's social programming for public interest. He has anchored all editions of the NDTV Greenathon, and the Save our Tigers campaign. In addition, he is associated with the Support my School, Our Girls our Pride, and Banega Swacch India campaigns.

Earlier, as a special correspondent, he has extensively covered the Siachen & Kargil wars, and the conflict in Kashmir.

Vikram has been named "Global Leader for Tomorrow" and a 'Young Global Leader' by the World Economic Forum in Davos; has won the Indian Television Academy Award for "Best Anchor for a Talk Show", the Hero Honda Award for Best Anchorperson and the Teacher's Achievement Award for Communication.

He was educated at St Stephen's College and the University of Oxford; and then picked up essentials of broadcasting at Stanford University.

## Tim Cooper

### Consultant Researcher

#### InterMedia

Tim Cooper is a consultant researcher for InterMedia, a global research and evaluation group providing audience and consumer engagement consultancy for International Broadcasting, Global Health Communication and Financial Inclusion. Having worked for the past 10 years at the intersection of audience research and mobile for development, Tim has a deep understanding of how mobile technologies can be harnessed and scaled to provide content and services that improve people's lives. Tim spent 6 years working with the Research & Learning Group at BBC Media Action and has been a Research Director on the US International Audience Research Program.



## Martin Davies

### CEO and Founder

#### Between the Posts Productions



Martin Davies is a dynamic media professional and the Managing Director of Between the Posts. He is a journalist and content producer with more than 25 years experience, largely with the BBC. He spent over 20 years working for the BBC World Service in Africa. He was Editor, BBC African Productions and Regional

Executive Editor, he was responsible for the editorial output of 8 language services. He has also worked in the commercial arm of the BBC to grow and develop audiences for them which has included liaising on content placement with private sector media and initiating online and mobile content deals.

He was Head of Broadcast for the 1GOAL, Education for All campaign delivering content to hundreds of international broadcasters. He was the founder of Between the Posts' and managed the successful delivery of projects for a variety of international NGOs and is currently advising Radio Everyone, an integral part of the UN/Bill Gates Project Everyone, designed to highlight the new global development goals.

## Henrik Eklund

### CEO and Founder

#### Newstag



Newstag CEO and Founder, Henrik Eklund, was AP's Director of Digital Partnerships and Distribution in Europe, Middle East and Africa (EMEA) and Asia. Before joining AP, Henrik was the founder and CEO of Kamera - one of the world's leading mobile and online distributors. Prior to Kamera, Eklund founded PAN Interactive, one of Europe's leading game publishers and distributors.

Newstag is a Stockholm-based crowd-curated news service designed to enable users to create their own personalised 'tagstream' - or TV channel - sharing the stories that they care about among their social networks. By radically rebalancing the traditional relationships between industry stakeholders, Newstag offers users a unique opportunity to have a real impact on the world around them through tagging brands and NGOs. Its aim is to become the world's largest destination for professionally-produced video news; current content providers include AP, AFP and Reuters.

He is married and has two children.

## Tabitha Elwes

### Co-founder and Partner

#### Prospero Strategy



Tabitha Elwes co-founded Prospero Strategy Consultants in 2010 to provide media and sports advice. Her work covers a wide range of strategic, financial, regulatory and operational issues with particular focus on television and radio broadcasting, digital media, changing consumer behaviour, advertising dynamics and PSB issues.

Tabitha has worked with many of the major media players in the UK, Europe, Asia and South Africa. Her clients have included leading terrestrial and pay TV broadcasters, media regulators,

global production companies, pay TV platforms and media infrastructure and service providers. She has also worked extensively with government, private equity firms and banks.

Before joining Prospero, Tabitha was head of Media at Spectrum Strategy Consultants, which she helped found, in 1994, and later sell, to Value Partners, in 2007.

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## Anders Erlandsson, MSc

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Senior Advisor, Consumer Insights  
Ericsson ConsumerLab

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Ericsson AB



As Senior Advisor at Ericsson ConsumerLab, Anders Erlandsson is responsible for analysing consumer behavior, attitudes and trends to provide valuable and actionable consumer insights and forecasts and thereby develop strategies that generate revenue and improve the customer experience.

Anders joined Ericsson in 1991. He has been a frequent speaker and panelist at numerous industry conferences and customer events. He has worked extensively with consumer insights in areas such as social media, privacy & integrity, mobile commerce and last but not least TV & media. In his TV & Media research, some 70 000 consumers have been interviewed since 2010, in no less than 28 markets globally. The 2014 edition represented the views of more than 620 million consumers.

Anders Erlandsson is based in Stockholm, Sweden and has previously held various Product Management, Business Development, Sales and Marketing positions in Sweden and in the UK. He holds an MSc in Industrial Engineering and Management from the Linköping Institute of Technology, Sweden.

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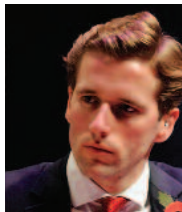
## Wilfred Frost

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Anchor, *Worldwide Exchange*

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CNBC



Wilfred Frost is anchor of *Worldwide Exchange*, a daily business and current affairs show that airs daily on CNBC.

Having graduated from Oxford University with a degree in Politics, Philosophy & Economics, he worked for five years as a fund manager with Newton Investment Managers in the City of London before opting to pursue a full time career in journalism.

Wilfred joined CNBC in August 2014 having completed a number of on-screen assignments for broadcast networks including ITV and CNN. He also runs his late father's production company, Paradine Productions.

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## Mihai Gâdea

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Chief Executive

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Antena 3 TV



Mihai Gâdea is one of Romania's premier journalists and the guiding force behind ANTENA 3, the country's highest-rated news channel. The Association of Broadcasting Professionals awarded him the Best Talk Show Host for 2010; and in 2011 honored him with a special Jury Prize for Best Talk Show.

Mihai began his television career in 2002 as a producer and in 2004 he joined Intact Media Group where he was an on-camera presenter and began his award-winning talk show SINTEZA ZILEI (2005). In 2007 he assumed the role of CEO and launched ANTENA 2 which, after only 3 years, became one of the Top 10 most watched television stations in the country.

Beginning in June 2010, Mihai assumed the roles of CEO and General Manager of ANTENA 3. Under his leadership ANTENA 3 has experienced incredible growth becoming the number one news station and, on many days, the number one TV station in the country.

Mihai was born in January 1977 in Bucharest where he graduated from the Theology Faculty of the University of Bucharest. His hobbies are literature and philosophy. He is married and has a daughter.

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## Holly Goodier

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Director Future Media Marketing and  
Audiences

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BBC



Holly Goodier is Director of Future Media Marketing & Audiences at the BBC. She leads the teams responsible for insight, planning, innovation and marketing across the BBC's digital portfolio.

She is a specialist in using insight to develop products, programmes and brands.

Her work at the BBC has spanned portfolio strategy and innovation programmes – through the likes of Strictly, Springwatch, the Culture Show, BBC iPlayer, Radio 1, iWonder, BBC Taster and more.

Prior to the BBC, Holly worked in advertising and product management.



## Chris Hampson

### Journalist



Chris Hampson is an accomplished journalist, writer and manager.

He spent 17 years working as a senior journalist for the US network NBC, both in the USA and the UK.

For the last six of these he was NBC's Director of International News, heading up

more than a dozen global news bureaus driving video, text and digital story content across the network's many shows and platforms. He was also the international lead for the safety of NBC's news teams in the field.

Chris has high-level expertise in 24 hour news channels, having worked for 5 years at Sky News in London as Director of Home News, and for MSNBC in the USA as Senior Broadcast Producer.

He has worked for ITN in the UK and for Reuters America, where he was Managing Editor TV.

Chris began his career as a journalist in print, working for the mass circulation Daily Mirror as a reporter and Political Correspondent.

Chris now works in London as a writer and consultant.

## Joanna Jolly

### Producer

### BBC



Jo has spent many years travelling and reporting from around the world. As the BBC South Asia Editor, she reports on a range of issues and news from the region across radio, television and online.

Born to an English mother and Indian father, she has studied both English Literature and South Asian studies. She began her journalism career in London, working for the Japanese Sankei Shimbun newspaper, before moving to India in 1996 to take up an internship with the Times of India. She lived and worked in Delhi for a year covering a range of social issues, and the general election, before moving to Australia where she spent several years reporting for the Sydney Morning Herald, SBS Television's international current affairs programme Dateline, as well as British newspapers, the Daily Telegraph and the Independent.

She moved to Indonesia in 1999 to cover the fall of President Suharto before moving to East Timor a few months prior to the UN-sponsored vote for independence from Indonesia. As the situation in East Timor became increasingly dangerous, she stayed behind reporting from the UN compound as it was under siege. She spent several years in Dili, including two years as the Dili correspondent for Associated Press.

She joined the BBC in 2003, working as a producer and

reporter with the BBC World Service, where she travelled widely, including working as a radio producer in Jerusalem and Delhi. She was the BBC's Nepal Correspondent, working out of Kathmandu between 2009-2011, before taking on the role as BBC South Asia editor in 2012.

## Francine Lacqua

### Anchor and Editor-at-Large

### Bloomberg Television



Francine Lacqua is an award-winning, London-based anchor and editor-at-large for Bloomberg Television. She hosts the weekday program, "On the Move with Francine Lacqua," where she reports from major events around the world and interviews key global political, economic and business leaders. Lacqua also

co-hosts "The Pulse with Guy Johnson and Francine Lacqua," covering top international business, economic and market-moving stories from Bloomberg Television's London studio.

Since joining Bloomberg in 2000, Lacqua has covered the World Economic Forum in Davos, IMF in Washington, G20 meetings, the EU Leaders Summit and OPEC. She also led Bloomberg Television's coverage of the Italian and French elections where she was one of the first international reporters to interview cabinet members.

While at Bloomberg, Lacqua has interviewed UK Prime Minister David Cameron, IMF managing directors Christine Lagarde and Dominique Strauss-Kahn, World Bank President Jim Yong Kim, Billionaire financier George Soros, Italian PM Mario Monti and ECB President Mario Draghi, among others. She has also interviewed finance ministers from South Korea, Russia, France, Mexico, Italy and Greece, as well as moderated televised debates from the World Economic Forum in Davos and the European Economic Governance package.

Lacqua also hosts "Eye to Eye," a special series where she sits down with top CEOs, entrepreneurs and public figures inside the world's most iconic Ferris wheel, the London Eye.

In 2013 Lacqua won 'International TV Personality of the Year' at the AIB Media Awards. She was previously nominated in 2009 and 2010. In 2012, she was part of the Bloomberg team that won the OPEC award for 'Public Interest Reporting'. She has an LLB in English law from King's College in London and earned her undergraduate degree at the Sorbonne. She is fluent in French and Italian.

## James McAllister

Content Director

UM Studios



James is an experienced producer/director who has created award winning branded content campaigns, television programs, adverts and corporate videos.

After working as a television producer for ten years making a variety of live, entertainment and factual programmes, James moved to Videojug to become their Head of Production. Running the team that created over 55,000 videos for Videojug.com, James also took the lead role in making branded content for clients who wanted to use online video to engage with their customers.

In 2010, James left Videojug and joined VCCP as Executive Producer creating content for brands including Microsoft, Coors Lite, British Gas and More Than. James was part of the team that turned O2's Guru channel into the UK's most successful branded online tech channel on Youtube, with over 30m views per year.

Throughout his career, James has worked with media owners, agencies and brands of all sizes, to develop and deliver effective, engaging content.

He has now taken on the role of Content Director for UM's new content marketing division, UM Studios.

## Michael McEwen

Director-General

NABA



Michael McEwen is Director-General of the North American Broadcasters Association (NABA). NABA represents the interests of North American Broadcasters to international forums and institutions on a broad range of issues including technology, intellectual property, broadcast policy, risk assessment, and regulations. He was a former Secretary-General of the organization from 2001 to 2005.

From 2006 to 2012 Mr. McEwen was a consultant advising on Media; Strategy, Policy and Broadcast Digital Technologies. He is also a former Chairman and Director of the UK-based Media Asset Capital Ltd.

Mr. McEwen is past President of Canadian Digital Television (CDTV) from 1998 to 2006, an industry group who managed the transition from analogue to digital High Definition Television in Canada. He was President of the WorldDAB Forum from 1998 to 2002. The Forum was based in London and Geneva and was a cross industry group dedicated to introducing digital radio around the world. McEwen spent over 27 years with the CBC/Radio-Canada including production and executive management roles; ending his CBC/Radio-Canada career as Executive Vice President in charge of all media French and English during the 1990s.

## John-Paul Marin

Executive Producer, Online

SBS



John-Paul is Executive Producer, Online at Australian national broadcaster SBS Television where he oversees the production of its multiplatform and interactive projects. He is a highly experienced digital exponent, who over the past 10 years has produced dozens of websites, multiplatform projects and

interactive documentaries. John-Paul's work has won numerous local and international awards including more than eight AIMIA Awards, a SXSW and Walkley Award and numerous Webby and Digital Emmy nominations. He is recognised as a leading practitioner in the interactive storytelling field, and is regularly called upon to share his experience at conferences in Australia and abroad.

## Patrick Martin

Head of Media and Managing Director

Strata Partners



Patrick is the Head of Media and a Managing Director at Strata Partners, a Pan-European M&A and Corporate Finance Advisory Firm focused on the Media & Internet, Software and Technology sectors. Patrick covers both the Traditional Media as well as Digital Media and Internet and has extensive relationships with major European and Global Media Groups such as Axel Springer, Bauer, Bertelsmann, Bonnier, Burda, Discovery, DMGT, Google, Guardian Media Group, Holtzbrinck, ITV, Northern & Shell, Lionsgate, ProSiebenSat.1, Sky and Yahoo.

Patrick has over 20 years of media experience. Most recently, he was the Head of Media and Internet at corporate finance boutique Alegro Capital, where he advised major European media groups on M&A and fundraising since 2008. Patrick is also founder of European Media Finance, a venture capital and advisory firm focused on the entertainment and media sectors. Patrick began his media career at Helkon Media AG, an international film distribution and production company that went public on Germany's Neuer Markt in October 1999. Additionally, Patrick is a qualified lawyer in Germany and a member of the Munich Bar Association.

In the course of his career, Patrick has advised leading media companies on both executing market entry and consolidation strategies through M&A transactions, as well as responding to the disruptive growth of internet and mobile by making strategic investments in growth businesses.

## John Momoh

### Chairman and CEO

#### Channels TV



The founder and CEO of Channels Television is a renowned broadcast journalist with a vast experience spanning 35 years. John worked previously on Radio Nigeria and Nigerian Television Authority as Reporter, Anchor, Editor and Producer.

#### EDUCATIONAL QUALIFICATION:

- Masters, International Law/Diplomacy,
- B.Sc (Hons) Mass Communication,
- Alumnus, Harvard Business School and Lagos Business School.

#### AWARDS AND APPOINTMENTS:

- Former General Secretary, Independent Broadcasters Association of Nigeria,
- Chairman, League of Nigerian Broadcasters;
- Fellow, Nigerian Guild of Editors,
- Lifetime Achievement Award, Nigerian Information Society,
- National Honour, "Officer of the Order of the Niger"
- Fate Foundation's 'Entrepreneur of the Year'.
- Lagos Business School Distinguished Alumni of the Year

#### PROFESSIONAL AND SOCIAL ASSOCIATIONS

- Association for International Broadcasting
- International Academy of Television Arts & Sciences (IATAS),
- Red Cross Ambassador.

Channels Television has won Nigeria's "Television Station of the Year" Award eight times.

Married to Sola, a broadcaster; has three children.

## Greg Moyer

### Chief Executive

#### Blue Chalk Media



Greg Moyer is an award-winning television and digital media executive with deep international experience and a track record of innovation in channel design, brand positioning, programming, marketing and global distribution. A creative and inspirational leader, Moyer has successfully operated across senior positions for Discovery Channel,

TLC, Animal Planet, VOOM HD and Food Network, among others. Moyer led Discovery in collecting five George Foster Peabody Awards for programming excellence.

## Viktor Muchnik

### Editor-in-Chief

#### TV2 Tomsk



Victor Muchnik was born in Tomsk in 1958. Graduated from the Tomsk State University in 1980. Historian PhD in 1983.

Teaches there from 1983 till now.

In TV2 from 1991. As a journalist, editor-in-chief, director of company. At present he is director of Tomsk Mediagroup (TV, Internet, Radio, Advertising).

## Eugene Nyagahene

### Chairman and Chief Executive

#### Tele-10 Group



Eugene Nyagahene, 56, is married with three children. He has a Masters in Economic sciences and IT engineering courses.

Current position: Chairman and CEO, TELE10 Group, Media and Communication Group, created in 1992 and present in Burundi, Rwanda, Uganda and Kenya:

- Satellite and DVB-T2 Pay-Tv platforms
  - FM Radio and TV stations in East Africa named TV10 and Radio10
  - WatchAfrica, an African IPTv/OTT platform designed by Net-m/NTT Docomo
- Pioneer & Innovator: First pay-tv platform, first fm radio and private tv stations, and first ISP in Rwanda and Burundi. TV10 (K) broadcasted on Signet/KBC.

Social Entrepreneur: Mibirizi Coffee Plantation in Rwanda, Kigali City Park Ltd and Lotto Rwanda (RGC).

Other position held: Presidential Economic Advisory Council in Rwanda from 2002 to 2007, at the Presidency of the Republic. Chairman of Lotto Rwanda (National Lottery).

CEO TELE10 Ltd in West Africa: Ivory Coast, Benin and Congo Brazzaville in 1998.

Eugene has received a number of business awards including: Legatum Pioneer of Prosperity winner 2007; Africa SMME awards: Best enterprise in Central Africa, 2005 in Cape Town and Gold Arch of Europe in 2002, Paris.

## Lippe Oosterhof

Chief Executive

Livestation



Lippe Oosterhof is CEO of Livestation. Livestation is an online aggregator of linear TV news channels operating out of London.

Lippe has over 20 years' experience building international businesses in technology, news and financial services. He spent eight years developing new products and markets around the world for ABN Amro Bank and Dun & Bradstreet and then switched to building high growth technology businesses. He was head of business development at breakingviews (financial news, acquired by Thomson Reuters), Spotzer (video advertising), Brainient (video advertising) and co-founded Nerve Wireless (mobile software).

Livestation provides the world's diasporas with online access to top linear TV news channels. The platform became essential to millions of people during the Arab spring who wanted to watch the news from outside their home country. Livestation is currently launching a radically new version of its platform which promises to revolutionise TV news once again by blending linear news channels with live smartphone broadcasts from individuals.

## Libby Powell

CEO and co-founder

Radar



Libby Powell is the CEO and co-founder of Radar, a communication rights organisation that creates new channels and opportunities for people on the margins of societies worldwide to share news and perspectives. She previously worked as a freelancer journalist covering rights and development for international press and spent four years

supporting humanitarian and emergency projects in the Middle East. In 2010, she won the Guardian International Development Journalism Competition and last year was listed in Journalism.co.uk's top 50 female innovators in digital journalism.

## Neal Romanek

Editorial Director

AIB



For 15 years, Neal Romanek has written on the art, business and technology of media for a wide variety of publications including *Broadcast*, *Screen International*, *ICG Magazine*, *The Hollywood Reporter*, and *RedSharkNews*. Prior to joining the AIB team, he was editor of broadcast tech magazine *TVBEurope*.

Neal is editorial director of the Association for International Broadcasting, responsible for directing the trade organisation's messaging, including the website ([www.aib.org.uk](http://www.aib.org.uk)) and AIB's bi-annual magazine, *The Channel*. Neal has produced and conducted conferences and seminars for the media industry, including IBC, Beyond HD Masters, IT Broadcast Workflow. He is also a moderator and speaker at media industry events, including IBC, where he is a regular member of the content strand team, and the London Screenwriters Festival, where he has lectured on storytelling and narrative structure.

A graduate of USC's School of Cinematic Arts, Neal has also written content for the media, including narrative film and tv for such producers as Dino Di Laurentiis, Lisa Henson, Mario Kassar, and Joel Silver, and graphic novels for Markosia Comics. He currently lives and works in London.

## Tomas Roope HonRDI.

Creative Director and co-founder

The Rumpus Room



Creative Director and co-founder of The Rumpus Room, Tomas Roope has been a leading digital practitioner since 1994. In 1995 he co-founded Anitrom, a company which was awarded "The most Outstanding Contribution to Digital Culture" during Internet Week's Digital Archaeology 2010/11.

Anitrom continued until 1999 when Tom went on to co-found the also highly acclaimed 'Tomato Interactive'. He has taught at several universities including product design at the Royal College of Art, and produced installations for a number of international exhibitions.

In 2012 Tom was presented the award of Honorary Royal Designer for Industry by the Royal Society of Arts, in recognition of his "Innovative work in taking computer interactions beyond the desktop and into communities and shared spaces".

The Rumpus Room was founded in 2007 to harness the power of people building experiences together and align this activity with brand communication.

Tom's work at The Rumpus Room has been integral in the company being recognised with some of the highest accolades, by award bodies including D&AD, Cannes, One Show, CLIO

Sports Awards, Brit Insurance Design of the Year and Campaign Media Awards.

## Anthony Rose

Co-founder and President  
Beamly



Anthony is co-founder and CEO of UTD, an amazing new app that uses machine learning to connect you to people with similar tastes. We call it zero degrees of separation.

Anthony is also co-founder and President of Beamly, the social and content network for television. Beamly helps you find things to watch, brings you news, stories and community around your favourite shows, and lets you play along and interact with the show. For broadcasters, Beamly is a platform and publishing tool that brings playalong experiences, audience and interactivity to their shows.

Before Beamly, Anthony headed up BBC iPlayer from 2007 to 2010, taking it from pre-launch to major success story. Anthony moved to YouView in May 2010 to create an open next-gen connected TV platform with aggregated content.

Prior to this, Anthony was CTO at Altnet and Kazaa, creating a digital music store and download application. And before that he was CTO at Brilliant Digital, where he led the team building an interactive story-telling platform using real-time 3D graphics.

## Alla Salehian

Founder and CEO  
TIMA



Alla Salehian, founder and CEO of TIMA Ltd, is an authority on broadcast media and international broadcasting trends, as well as an expert on media trends in the Middle East. Before founding TIMA in 2012, Alla Salehian was the head of the Global Media Services (GMS) division of AP which provides global newsgathering and content distribution

solutions to broadcasters around the world. TIMA – the International Media Associates – provides a range of cutting-edge services for the international news broadcast industry in the 21st century: from production facilities, content production and events coverage.

## Sanjay Salil

Managing Director  
MediaGuru



Sanjay graduated from a Prime time TV presenter of India to a Media Entrepreneur in 2004. He set up Media Guru which is a global media services company. He guided the launch of TV stations and Media companies across India, Pakistan, Bangladesh, Africa and the Middle East. He worked both with new media players and some of the largest media

companies in the process. And derives great pride in the fact that MediaGuru helped change the media landscape in countries where it helped launch and run new channels. He is one of the few people in media who brings to the table a varied and in-depth understanding of content, technology and business of cross media. Sanjay is widely invited to speak and share his cross Media knowledge and experience on various national and international forums across the world. He has been featured by some of the most reputed global media brands including CNN and Washington post. Recently he has been featured in the book "Small Big Bang" written by IIM students on successful entrepreneurs of India.

## Natalia Sindeeva

Founder and CEO  
TV Rain



Natalia was born on June 11, 1971 in the town of Michurinsk, Tambov region. In 1992 she graduated from the Michurinsk pedagogical Institute, the faculty of primary classes and mathematics. In 2006 she graduated from the Stockholm School of Economics in Russia.

Since 1993 she worked as producer of the programme "Thousand and one night" on the 2x2 TV channel. Between 1995-2009 she was general producer of radio station «Silver rain». Since 2009, she is the ideologist and the General Director of telechannel RAIN.

Laureate of the prize «Media-Manager of Russia - 2004» in the nomination «Radio», «Media-Manager-2011» in the nomination «Electronic media. Television and «Media-Manager of Russia - 2014» in the nomination "contributions to the development of the media-industry"

She is married and has two children.

## Simon Spanswick

Chief Executive

Association for International Broadcasting



Simon Spanswick joined the BBC in 1986, having contributed as a freelance journalist to World Service English output since 1981. He spent time with BBC Monitoring and then moved to Corporate Affairs, working across the domestic radio and television services. In BBC World Service where he held a number of roles and became the presenter of the World Service weekly media programme - at a time when media wasn't as topical as it is today!

In World Service, Simon was part of the specialist team that formed part of the UK delegation to WARC 92, safeguarding the BBC's interests in terms of short wave and satellite broadcasting frequencies. In 1993, Simon moved to World Service Corporate Affairs, working on press and public relations initiatives, while at the same time continuing to present the World Service English media programme, Waveguide.

In 1996, Simon left the BBC to join World Radio Network as Director of Corporate Affairs. He worked on a variety of projects to raise awareness of WRN in the global broadcasting industry, and secured funding from the European Commission to launch pan-European radio services. He also led the project, part funded by Britain's Department of Trade and Industry, to develop the world's first portable DAB receiver.

Simon has managed the establishment and launch of major DAB Digital Radio services in the UK and has worked as a consultant to Digital One, the UK's national DAB multiplex operator.

As Chief Executive of AIB, Simon leads the organisation's work on a day to day basis. The AIB is a growing international network organisation of over 26,000 communicators and media leaders. It focuses on organisations sharing information across borders. The AIB is active in researching trends and opportunities and publishes its findings in regular electronic briefings to members and its international media magazine - *The Channel*.

The AIB also celebrates excellence, organising annual awards - the AIBs, now in their tenth year - to recognise the best in factual television, radio and online broadcasting.

Simon is a regular speaker at industry and consumer conferences about varied aspects of broadcasting and contributes to trade publications about international and digital broadcasting. Simon is married and has a 19-year old son, and lives in rural Kent. When not behind his desk or flying to an AIB event around the world, he relaxes in his elderly Land Rover, trying out new off-road trails and exploring the countryside.

## John Taylor

Global Chairman

ZenithOptimedia



John started his media career with Allen, Brady and Marsh, a dynamic UK advertising agency, working on F W Woolworth and Whitbread Beers. After two years he moved to Foote Cone and Belding where he took responsibility for British Airways, ICI Dulux Paints, Gordon's Gin and the Daily Mail.

After a period as Head of Media Planning, John was appointed to the Board as Media Director of FCB in 1985. He took on the additional role of Deputy Managing Director of the Agency in 1989.

When FCB and Publicis joined forces in 1992 John was asked to create a new media structure combining the media departments of the two agencies into a single media specialist operation. John launched Optimedia UK for the Publicis Groupe in February 1992 and ran the new company for four years as its first Managing Director. During this time he had personal responsibility for a number of high profile accounts including Renault and L'Oreal. Moving to an international role he was appointed Chief Operating Officer for the Optimedia network in 2001 and Worldwide Chairman in 2002.

Following the merger of Optimedia and Zenith, John joined the five person global executive team of the newly formed ZenithOptimedia.

In his role as Global Chairman of ZenithOptimedia he has specific responsibility for the Nestle account across the network. He also works closely with other members of the management Board in developing and rolling out the Agency's Live ROI positioning and delivery.

John is married with two children in their twenties.

Outside work John is a keen triathlete. He has been Chairman of his local triathlon club and to date he has completed eight Ironman distance races. He has also twice represented Great Britain as an age group competitor at standard distance.

John is also actively involved in raising money for leukaemia research and the support of the Catherine Lewis Centre at Hammersmith Hospital.

## Paul Woolwich

Head of Audio Visual Studio (Campaigns & Communications), Global Content Programme, International Secretariat

Amnesty International



Paul Woolwich is a Bafta, Emmy, AIB and RTS award winning senior executive producer with over 35 years experience in factual television. He has produced/directed, or executive produced, more than 350 news and current affairs documentaries and worked in every other television genre.

He is currently the Head of the AV Studio (Global Content, Campaigns & Communications) at the International Secretariat, Amnesty International, London.

Before joining AI he spent five years as the managing director of twenty2vision, an independent production company, specialising in investigative journalism for BBC Panorama, Channel 4's Dispatches and ITV's Exposure. He has also provided executive production, editorial consultancy and television training services to a wide variety of clients including ITN, Channel 4 News, the BBC College of Journalism, BBC World Service, CNN, Discovery Networks (Europe) and numerous independents.

During his career he's been a BBC One Channel Executive, Editor of the BBC's 'Here and Now', 'Kenyon Confronts' & 'If...' strands, Editor, ITV's 'This Week', Editor, Channel 4's 'Hard News', and Editor, Channel Five's 'What's the Story?' – all flagship weekly current affairs shows. He has also been Overseas Editor, 'Day One' for ABC News (US), Deputy Editor, BBC 'Panorama' and an Editor of the day on both BBC 'Newsnight' and BBC 'Nationwide'.

Most recently he was the executive producer of BBCOne's 'Britain's Secret Terror Force' (Winner, Best Investigative Programme, AIB awards 2014 & now nominated in the Home Category in the upcoming RTS Journalism Awards 2014) and 'Nelson Mandela: Fight for Freedom', the definitive obituary fronted by David Dimbleby,



# INTRODUCING CHANNELS TV

**C**hannels Television is a multiple award-winning 24-hour news and media company that was founded in 1992 by veteran Nigerian broadcasters and business moguls John Momoh and Sola Momoh. The company launched operations in Lagos, south western Nigeria and has since grown to include three other stations in Abuja, Edo and Kano states. In addition, Channels TV has bureaux in almost every state in Nigeria, with stringers and affiliates across Africa.

Operating in Nigeria's hugely competitive broadcast media market, Channels Television is the first and only thriving national TV brand, dedicated solely to news.

Channels TV was established with the aim of cultivating and upholding the highest ideals in reporting the news with objectivity and fairness, as well as satisfying the right of the individual to be

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**Channels TV is a thriving national TV brand across Nigeria**  
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[www.channelsstv.com](http://www.channelsstv.com)

informed. Today, Channels TV broadcasts to a discerning audience of over 20 million people.

The establishment of Channels Television as a news station was in response to the needs of Nigerian citizens to have a TV channel that, among other things, would:

- Provide an alternative medium of communication to the government and its policies, and hold public officers accountable to the people;
- Accommodate opposing views;
- Inform and educate the general public on how they are governed as well as their civic responsibilities;
- Uphold the ideals of balanced reporting, objectivity, fairness and the right of the individual to be informed;
- Be committed to presenting the news with proven facts;
- Broadcast divergent views, irrespective of differences and circumstances;
- Broadcast news that affects Nigerians;
- Give the people a voice.

winning team

Channels TV has always been home to award-winning broadcasters and today, its team of outstanding professionals remains one of its key strengths.

Channels TV's team has produced feature programmes that have received commendation throughout the country. Video footage of events in Nigeria, shot by Channels TV news crews, has been used widely by the BBC, CNN and ITN.

The station has bagged the 'Best Television Station of the Year' – an award endowed by the Nigerian Media Merit Award Trust – eight times in the last 13 years, making Channels Television “the station of the decade”.

Its flagship programme, News at Ten, is today the most popular and most watched news in the country, while the station has earned a reputation as an aggressive news outlet, which provides a balanced account of news coverage. ■





TIMA - The International Media Associates - provides production facilities, content production and events' coverage worldwide. Its London headquarters opened in spring 2012 and were swiftly followed by bureaux in Washington DC, New York and Paris. TIMA also has operations across the Middle East in Sanaa, Damascus, Baghdad and Tehran, where they have a unique and exclusive licence to cover news and events and to provide services to accredited broadcasters.

Their central London studios have unparalleled 360 degree views of London's major landmarks and provide single and multi-camera studio facilities to suit all productions and budgets.

Their largest studio is home to Africa's global news channel, Arise TV, which broadcasts 18 hours of programming daily. Video content, across all genres, is at the heart of TIMA's work and guides the services it offers, from filming and studio facilities to producing news and current affairs reports. Everything TIMA does is aimed at developing new ways of producing and distributing content.

TIMA was founded by CEO Alla Salehian, who has a 20-year track-record in the international broadcast industry.

[www.tima.com](http://www.tima.com)



We're excited to be using a relatively new technology for our live video links during IAB. ipDTL uses just a computer running the Chrome web browser at each end of the connection. A good quality microphone and camera are required along with a solid internet connection.

ipDTL has been adopted by many broadcasters around the world and is used regularly on national BBC networks here in the UK to allow guests to be interviewed from remote locations. It's also used by many production studios and voice talent who traditionally have relied upon ISDN - which is now slowly becoming obsolete.

The company behind ipDTL - In:Quality - won the UK Radio Academy's Technical Innovation Award in 2013. In:Quality's founder Kevin Leach is attending IAB to ensure the video links run smoothly in our sessions, so be sure to say hello and ask him how ipDTL can help you and your live contribution needs.

Speaking of the technology, Leach says "The product grew from a desire to make people's lives easier whilst improving the quality and reliability of live contributions. It's not magic though, and you need to start off with a good quality microphone to get the best out of the service."

No proprietary hardware or software is needed to use ipDTL. You can subscribe online and be up and running in a matter of minutes. Sign up for a free demo account at [ipdtl.com](http://ipdtl.com)

[www.ipdtl.com](http://www.ipdtl.com)





**OPEN FOR ENTRY FROM 27 APRIL 2015**





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