

# SPEAKERS BIO

## *DAY 1 - 4th July 2022*

### OPENING Remarks:

MARINELLA SOLDI  
President, **RAI(via Zoom)**



JAVAD MOTTAGHI

Secretary General, **ABU**

Dr Javad Mottaghi has 40 years of managerial experience in media and broadcasting across technology, content production, news and sports. He has been leading ABU Secretariat since 2010 and had elevated the Union as a world industry player in innovation and nation – building through media. Dr Mottaghi has been closely working with all regional broadcasting unions in Europe, North America, Africa, and the Arab world. Before joining the ABU, Dr Mottaghi was Director of the Asia-Pacific Institute for Broadcasting Development for 12 years. In his previous senior positions, Dr Mottaghi served Iran's national broadcaster in various capacities in the field of sports, culture, news and production.

## Transforming how public broadcasters serve their audiences

### Moderator:



ALESSANDRO BARACCHINI  
**Rainews24** Journalist

Alessandro Baracchini was born in La Spezia, Italy, on 1-8-1964.

He graduated in Foreign Languages and Literatures from the University of Pisa in 1990. He taught English in Italy and then Italian language and culture at the University of Exeter in England from 1992 to 1994.

In 1996, after winning a national competition, he started his career with the Italian national broadcaster (RAI). He had a first experience at Rai International as radio and tv reporter and tv presenter. In 1999 he joined the group of journalists who created RaiNews24, the first Italian all-news TV channel and first Italian digital news channel.

From 2015 to 2019, he worked as Editor-in-Chief of RaiNews24 foreign desk, and he now works as anchorman at the same RAI channel.

In 2020, he presented “Uno Mattina Estate”, a popular morning news programme on RAI 1, the main general-interest TV channel of RAI.

### Special Keynotes:



SHASHI VEMPATI

Vice President, **ABU**

As the CEO of Prasar Bharati, India's Public Broadcaster between 2017-2022, Shashi was the youngest and first non-bureaucrat to hold this public office since its creation in 1997. He oversaw the transformation of broadcasting (TV/Radio) across the twin networks of Doordarshan and All India Radio.

Between August 2017 and May 2019 Shashi also held additional responsibility as CEO of India's Parliamentary TV Channel - Rajya Sabha TV which covered the upper house of the Indian Parliament.

A Technocrat, Shashi is an alumnus of the Indian Institute of Technology, IIT Bombay.

After a long stint at the Indian Information Technology major Infosys Technologies, Shashi managed a digital news media startup Niti Digital before taking up the role in Public Broadcasting.

As the Chairperson of the Committee to Review Television Ratings Guidelines in India , Shashi has authored key reforms in the area of TV Audience Measurement for the Indian Broadcasting sector.

Shouldering additional responsibilities within the Broadcast Industry he served as an Independent Director on the Board of the Indian Broadcasting Foundation (IBF) which has since been rechristened as IBD. He shouldered the responsibility of Vice-President IBDF, after having served as its Treasurer. He also served on the Board of the Broadcast Audience Research Council (BARC) responsible for TV ratings in India, having briefly served on the Board of MDPL a subsidiary of BARC that collects TV viewership data.

Expanding the global outreach of Prasar Bharati, Shashi as the Vice President of the Asia-Pacific Broadcasting Union (ABU) headquartered in Kuala Lumpur made several key contributions to the Union.

An author and a columnist, Shashi has published on politics, public policy and emerging areas of technology like Artificial Intelligence and Broadcast-Broadband Convergence. An innovator, Shashi also holds patents in the area of real time event management within wireless sensors networks.



**JEAN PHILIP DE TENDER**  
Deputy Director General/ Media Director, **EBU**

Since 2015, Jean Philip has been Media Director at the European Broadcasting Union in Geneva, overseeing strategy, management, networks and content-related representation. In July 2021, he assumed the additional role of EBU Deputy Director General to support the current Director General, Noel Curran, in key management aspects of the organization, with a focus on strategy development and implementation, and an increased emphasis on knowledge exchange.

For more than 25 years Jean Philip De Tender worked for VRT, the Flemish public broadcaster in Belgium. He started his career as a journalist working on various television and radio programmes. Later on, as television programme manager, he became responsible for a wide range of programmes covering all genres, from fiction to entertainment, current affairs and reality.

From 2007 to 2013, he was the channel manager of Eén, the biggest television channel in Flanders. During his tenure, Eén grew to achieve enormous success, cornering a share of more than 33% and plotting a clear course for public broadcasting. During his last two years at VRT, he was in charge of all television channels (Eén, Canvas and Ketnet).

Jean Philip De Tender loves writing and sharing his ideas. Social media has become second nature to him. In 2010, he published his first book, Alles is een verhaal (Everything is a story). An inspiring personality, he often lectures internationally, both inside and outside the media world.

He loves reading books and is inspired by everything that crosses his path. His motto in life is to “create order in the chaos and chaos in the order”.

## **Transformation in Action: case studies from Europe and Asia Showcases:**

### **Moderator:**



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### **Speakers**



GING E. REYES  
Senior Vice President and Head of Integrated News and Current Affairs,  
**ABS-CBN** Philippines

Maria regina “ging” reyes is a seasoned news executive with more than 30 years experience as a broadcast journalist. She is currently the senior vice president and head of integrated news and current affairs division of abs-cbn corporation, the philippines’ leading media and entertainment organization. She is responsible for its overall strategic direction and oversees news and information gathering for all of its news programs in free-to-air, uhf, cable, digital, mobile, social media, radio and global platforms. Under her leadership for the past decade, abs-cbn news continues to produce the most watched news program in the philippines via *tv patrol*, while in radio *dzmm* holds the number one spot on am and *mor* on fm, remains the number one station in metro manila and in various parts of the country. Abscnnnews.com is currently the top news website in the philippines and among the biggest [facebook](#) publishers in the world.

Its [youtube](#) channel on the other hand has over two million subscribers and over one billion views, while its [twitter](#) account has over two million followers

Prior to her appointment as head of news & current affairs, reyes was the network's north america news bureau chief from 2002 to 2010. A premier news personality in the filipino-american community, reyes established and expanded abs-cbn's news operations in the us and canada.

In 2007, she was named by the filipina women's network as one of the 100 most influential filipino women in the u.s. she joined abs-cbn in 1986 as a production assistant, rose from the ranks to become executive producer and head writer of the award-winning "the world tonight" and other special events, and eventually, director for news production.

Reyes continues to share the vision of the company to be of service to the public. At the helm of the news team, she believes that they will always take the lead in communicating with and engaging their viewers in delivering the news to their fellow filipinos all over the world. Abs-cbn has a mission and news and current affairs will always be a big part of delivering on that mission.



KATE SAUNDERS  
Head of Policy, **BBC** (via zoom)

Kate is Head of International Policy at the BBC, responsible for BBC policy development and advocacy on all issues that span UK and international political bodies including the EU. Previously she also worked in the BBC's UK policy team, including UK government and regulatory relations and news policy.

Kate has also held public policy and corporate communications roles in the media industry, legal sector and a consultancy. She worked and trained as a corporate finance solicitor, and is a board member of Justice, a legal sector charity.

## **Engagement, innovation, fun! Projects that sustained and entertained**

### **Moderator:**

SIMONA MARTORELLI

International Relations and European Affairs Director, **RAI**



SIMONA MARTORELLI

International Relations and European Affairs Director, **RAI**

Simona is the Director of RAI's International Relations and European Affairs, Head of European Affairs and of the Brussels liaison office with EU Institutions. She is also the Vice Chairman of the EBU Legal and policy Committee, Chair of IBA (International Broadcasting Assembly).

She has more than 35 years experience in the Audiovisual Sector started at Hearst ABC in New York (in 1981) and since 1984 in RAI, also as Responsible for monitoring European and International legislation on licence fee and for national and international contracts; co productions, pre-acquisitions, pre-sales contracts for all RAI's TV channels and departments, negotiations and contracts with Italian and International production companies, such as Disney, Warner and other majors. In June 2005 - November 2008, she is formerly seconded as National Expert to the European Commission in the Audiovisual and Media policies Unit. She joined as Head of RAI's Liaison Office of European Affairs in Brussels Since 1999.

### **Speakers**



YASU NAGAHATA

Director, Programme Department, **ABU**

Mr. Yasu Nagahata joined the ABU in April, 2021. He is a Japanese national and started his career with Japanese public broadcaster, NHK in 1997. He has mainly directed and produced entertainment programmes. He holds a Bachelor of Art degree from Boston University, USA. He launched *ABU TV-CON*, a brand-new event on TV programme production in May, 2022.





**JEAN PHILIP DE TENDER**  
Deputy Director General/ Media Director, **EBU**

Since 2015, Jean Philip has been Media Director at the European Broadcasting Union in Geneva, overseeing strategy, management, networks and content-related representation. In July 2021, he assumed the additional role of EBU Deputy Director General to support the current Director General, Noel Curran, in key management aspects of the organization, with a focus on strategy development and implementation, and an increased emphasis on knowledge exchange.

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**CLAUDIO FASULO**  
Deputy Director Entertainment Prime Time, **RAI**

With a degree in Economics and Business, he began his professional career in the media world in 1980 as a deejay in the Bolognese radio station.

Since 1989 in Rai he has been the author of many successful television programs including several editions of Sanremo and big entertainment shows alongside personalities such as Fiorello, Celentano, Morandi, Panariello and many others.

Since September 2013, he has been Head of Structure at Rai Uno Directorate with responsibility for "Entertainment and Events."

Deputy Director of RaiUno since July 2019, he has been Deputy Director in charge of the "Prime Time 1" organizational unit of the Prime Time Entertainment Directorate since February 2022.

In the same year, he holds the position of Executive Producer for the Eurovision Song Contest.

### **Next generation digital tools that transform audience experience**

#### **Moderator:**



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## Speakers



SHOEI SATO, PH. D.  
Head of Smart Production Research Division  
Science & Technology Research Laboratories, **NHK** (via zoom)

He has been working at the institute since 1995. He has been engaged in speech recognition research for broadcasting. He contributed to the development live closed-captioning system using speech recognition. The transcription system based on his achievements is used in daily program production in NHK.



GIACOMO MARCHETTINI  
Head of Editorial Scheduling, RaiPlay & Digital

After working in several communication agencies with the role of account dedicated to the management of advertising campaigns on traditional and digital media in the national and international arena, in 2008 he joined RaiNet, a RAI group start-up founded in the early 2000s with the mission of developing and managing the RAI group's digital ecosystem. In RaiNet he held the role of content-manager and digital strategist working on the development of the Rai.tv project, RAI's first multimedia portal, and then in the team to structure the RaiPlay platform.

Between 2016 and 2018, he gained relevant experience in the television sector, working in the promotion and marketing structures of RAI's cultural channels (Rai5, Rai Storia, Rai Scuola) and Rai3. In 2019, on the occasion of the launch of the new RaiPlay platform and the start of Original RaiPlay productions, he was in charge of the editorial coordination and production of projects such as "VivaRaiPlay", "I don't want to change planet", "The other Festival", "European at home The Jackal". Since the beginning of 2021, he is responsible for the RaiPlay schedule and the coordination of RAI's entire editorial offering on proprietary digital platform and third-party platforms.



WOUTER QUARTIER

Head of Digital **EBU** (via zoom)

Wouter Quartier is a senior digital strategy and transformation practitioner with over 18 years of experience at Flemish broadcaster VRT as Head of Research, Manager of the Kids' channel and digital strategy manager. He has been appointed as the EBU's new Head of Digital, Transformation and Platforms in August 2021 where he oversees the digital activities of the EBU members, the contact with the major platforms and the digital transformation initiative.



SUNIL

Additional Director General

**Prasar Bharati**, India

Mr Sunil is the Additional Director General of India's Public Service Broadcaster Prasar Bharati with its two verticals - Doordarshan India (DDI) for TV and All India Radio (AIR) for Radio. He is heading the International Relations, Design and Planning Wings of Terrestrial Transmitters, TV Studios & Satellite division, Global & Domestic Distribution at the Corporate level and operation of the capital production centre of the Corporate. He has headed the country's and Direct to Home (DTH) Divisions of DDI, Marketing division and the Central Archives division until recently.

Mr. Sunil is the President of Broadcast Engineering Society of India (BES) and Governing Council Member of Institution of Electronics and Telecommunication Engineers (IETE) having 27000 members across the country and globe.

With over a three decade experience in the field of Broadcast Engineering, Mr. Sunil has essentially worked with installation of Broadcasting Projects in India and overseas. He has been a Member of the Technical Advisory Group of ICC (INSAT Coordination Committee) of the Indian Space Research Organisation (ISRO), is the winner of the Asia Pacific Broadcasting Union (ABU) Broadcast Engineering Excellence Awards for 2018, is currently the Vice Chairman of the Technical Bureau of the Asia Pacific Broadcasting Union, a panelist International jury for ABU awards and one of the Judges of Association of International Broadcasters (AIB) UK.



**RIYAAD MINTY**

Chair, ABU DMWG, **TRT** Digital Platform Co-ordinator (via zoom)

Riyaad Minty is the Director of International Growth for TRT's new upcoming digital platform. Riyaad moved to Istanbul in 2016 to join TRT, the public broadcaster of Türkiye, where he was responsible for the digital launches of the networks international news channels and lead the overall digital transformation of the TRT Network as the Director of Digital. Previously, Riyaad spent a decade at Al Jazeera (Doha/San Francisco) where he was the founder of AJ+, one of the world's largest news outlets for the digital generation. Riyaad is the current chairperson of the ABU Digital Working Group Committee.

### **Charting our digital journey – reaching younger audiences**

#### **Moderator:**



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### **Speakers**



**HYUNSOOK CHUNG**

Chair, ABU Kids, **EBS** (via zoom)

Dr Hyunsook Chung is a senior executive producer at Educational Broadcasting System (EBS), Korea. A programme-maker for 35 years, she has produced many award-winning children's programmes, dramas and documentaries.

Long interested in international media work and coproductions, she started the first ever Asian drama coproduction season in 2004, and directed the EBS International Documentary Festival between 2010 and 2012.

Hyunsook has worked on developing local content at both the Asia-Pacific Broadcasting Union and the Asia Pacific Institute for Broadcasting Development, and since 2004 has served as chairperson of *ABU Kids*. She has served as jury member at many international festivals including Japan Prize, Prix Jeunesse, Documenta Madrid, the ABU Prize, the AIBD Prize and the BaKa Forum.

After completing her PhD in the UK, Hyunsook returned in 2015 to international children's programme development, executive producing/directing Asian coproductions such as *Baby on the Way*, *Future School*, *Family Asia*, and *Beasts of Asia*.



**LUCA MILANO**

Director Rai Kids, **RAI**

Luca Milano, manager at RAI Radiotelevisione Italiana, the Italian public broadcaster.

Executive Director of Rai Kids, controlling 2 free-to-air TV Channels (Rai Yoyo, the leading Italian children's channel, and Rai Gulp), as well as the units for production and co-production of Animation, kids' drama and live shows. RAI Ragazzi is one of the main European commissioners and investors in kids' content.

Previously, Luca Milano has been working for years as Deputy Director of Rai Fiction, Rai's department in charge of TV drama production. Before joining RAI, he worked as a journalist of international affairs, as UN information officer and as manager of an Italian consulting firm.



YESIM EREN

Deputy Director of TRT School, **TRT**

Yesim Eren graduated ranking first from Ankara University with a Bachelor of Communication in Radio, Television and Cinema.

Eren joined TRT in 1997 as the production assistant of the show “Turkiye’den”. Then she continued her career as an Audience Research and Program Planning Specialist in 1998.

Working as the Director of Audience Research and Foreign Relations in the Television Department and Programmes Sales Department in 2011, Eren was elected as a member of the EBU GEAR group in 2012 and the ABU Program Bureau in 2014 and she is still an active member of both.

She was responsible for the position of Audience Research Manager in TRT Digital Directorate in 2019. Then she was assigned to the position of Program Planning Manager at TRT EBA in March 2020. Yesim Eren became responsible for the position of Deputy Principal of the TRT Okul Channel in August 2020. Eren was assigned as Deputy Channel Coordinator on January 26, 2021. Currently, she has also been serving as Deputy Program Manager.

## **Digital engagement: how digital tools unlock the access to the potential of content**

### **Moderator:**



OLYA BOOYAR

Head of Radio, **ABU**

Olya is born in Ukraine and educated in Canada, Olya began her career as an on-air broadcaster-journalist with SBS in Australia and rose rapidly through the organisation, before leaving to become Deputy Director of the country’s national Classification Board. As well as working previously for the ABU, she has been a General Manager for the Australian Communications & Media Authority (ACMA) and most recently worked at the Australian Writers Guild. She is a past-President of the global International Association of Women in Radio and Television (IAWRT).

## **Speakers:**

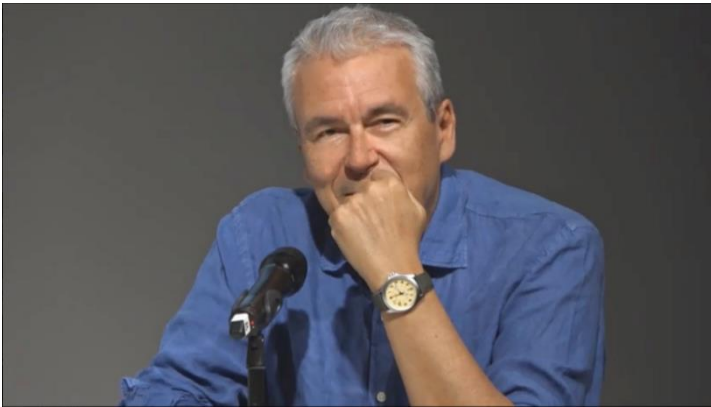


**TAKESHI SHIBASAKI**

Senior Producer, Science Programs Division

**NHK** (Japan)

Since Takeshi Shibasaki joined NHK in 1997 he has been worked on programs about science, nature and the environment. As a highly experienced mountain climber, he has put his outdoor experience to good use when researching and shooting the Arctic Ocean, the tropical rainforests of Southeast Asia, alpine glaciers and other places where the environment is changing. His directing and producing credits include 3D Planet Live, Total Solar Eclipse, Crumbling Earth, Deep-Sea Exploration: Tracing the Birth of Life, and The Sea of Zipang, as well as award-winning The Arctic Circle, which was co-produced by NHK, Telepool GmbH and National Film Board of Canada, in association with Discovery Channel Canada, and Peabody Award winning Surviving the Tsunami. Shibasaki is now the editor of the weekly science program Cosmic Front, actively making use of 4K/8K and VR technology encompassing planetarium and game use. He is also in charge of the 4K-UHD Live Transmission from Antarctica.



**ERIC SCHERER**

Director Innovation and International Affairs, **FRTV**

Eric is the Director, MediaLab and International Affairs at France Televisions and is currently Chairman of the EBU News Committee.

He has spent his career working for Agence France-Presse, Reuters and France Télévisions in a wide range of functions spanning journalism, management, business development, strategy and new media in locations across the globe including Japan, North America and Europe.

He very often blogs at [meta-media.fr](http://meta-media.fr) about his favourite subject: all aspects of the digital revolution and how media industries should adapt and surf the accelerating pace of change. He teaches Entrepreneurial Journalism, is a regular speaker at conferences in Europe, and is the author of a glossary *La Révolution Numérique* (Daloz 2009), and an essay *Do We Still Need Journalists?* (PUF 2011).





**BENJAMIN LI ZHENGGUO**

Director, Online Product Division, Bestv+, **SMG** (via zoom)

Benjamin Li is the director of Online Product Division of BestTV+. He has been working in the field of new media for more than 5 years, and has accumulated valuable experience in content operation of streaming media and media integration. Before BestTV+, his career is largely related to media communication. For nine years, He had been dedicated to TV news agencies and had been engaged in news gathering and editing. He graduated from Shanghai JiaoTong University, majoring in mass communication.



**ANTONIO ARCIDIACONO**

Director of Technology & Innovation, **EBU**

Antonio is Director of Technology & Innovation at the European Broadcasting Union. He has extensive experience in conceiving, developing and taking new products and services to market. Since joining the EBU in September 2018, Antonio has launched several initiatives designed to leverage the collective expertise and momentum of the EBU Membership for technology innovation, deliver key building blocks for the digital transformation of public service media, and strengthen collaboration between PSM, European policy initiatives, start-ups and academic institutions.

Two of Antonio's most recent initiatives are the 5G Media Action Group (5G-MAG) and EuroVOX. 5G-MAG currently counts over 50 members from the industry and aims to ensure future 5G standards are fit for purpose in media production and distribution. EuroVOX is a collaborative project of the EBU and several of its Members that aims to break down language boundaries for users and content. It consists of an open framework upon which services can be built, and a set of tools for media creators, such as speech-to-speech translation.

Antonio previously worked as Director of Innovation and a Member of the Management Committee at Eutelsat; the European Space Agency; Telespazio, and Selenia Spazio.

## **Digital content that drives diversity, inclusion, and sustainability**

### **Moderator:**



**MARKUS NIKEL**

Advisor Rai Documentaries and International Relations

Markus has a long standing international experience in the field of documentary and digital media. For the EBU, he has served various times as an Editorial Supervisor and Executive Producer of factual coproductions. Markus has been moderating workshops in Europe and abroad, including mas-terclasses with Oscar winning Directors at GZDoc in Guangzhou, China's biggest Documentary Festival, and professional sessions at the IPCEM conference at NHK's Japan Prize in Tokyo. He regularly conducts coproduction workshops with COPEAM in Rome and with ASBU in Tunis and has also worked with TAL in Latin America.

### **Speakers:**



**SHRI D.P.S NEGI**

Prasar Bharati, India

Shri D.P.S Negi, an Indian Economic Service Officer of the 1985 batch recently took the reigns of Prasar Bharati as its Member (Finance & Personnel). Prasar Bharati is the largest Public Broadcaster of India under the Ministry of Information and Broadcasting, Government of India. His selection to the prestigious position is a tribute to the dynamism and leadership demonstrated by him in his illustrious career spanning of more than 36 years.



MICOL RIGO

Deputy Director Rai Sustainability (ESG), **RAI**

Micol is a qualified lawyer since 1999, specializing in EU, antitrust and corporate law. Following several years at prominent International law firms (Cleary Gottlieb and Clifford Chance) I have attended the College of Europe. From 2006 to 2011, I have been in charge of EU and antitrust Affairs in Fastweb, an Italian broadband telecoms company. Prior to joining RAI, I have been in charge of the legal departments of American Express (from 2011 to 2016) and of Philips Italy, Greece and Israel (from mid 2016 to feb 2017), dealing with legal and regulatory matters in highly regulated fields of Italian and EU law (payments, consumer protection, compliance and corporate matters).

In June 2022, she have joined the newly created division "Rai for Sustainability", as Deputy Director. The new role will focus on the company's core mission (i.e. public service) and in particular in the definition of its role as a PSM, now undergoing critical review as the new Charter's negotiation process begins.

Prior to this role, she have been in charge - within Rai's legal department - of legal assistance in the field of EU and international law, Collective Societies and Criminal litigation. In this capacity, she have been providing advise in relation to EU law implementation projects (AVMSD Directive, Collecting societies), new technologies, copyright and data protection laws. she have also been in charge of legal assistance in connection with criminal proceedings and inquiries (including law decree 231/01 crimes) involving the Rai group and/or its employees.



AKIM MOGAJI

**New Media Networks, UK**

Akim has worked around the world making groundbreaking drama and documentary through establishing and training new teams in all departments (Writers, Producers, Actors, Technicians, Production Management) to deliver compelling, creative, distinctive, original content. His approach is Participative at all levels and the training is practical, i.e. we learn together through real practice. His specialism is in developing talent and building capacity of media partners. Akim is born in Lagos, Nigeria to a Nigerian father and British mother, he schooled in UK and Nigeria, studied classical music and became an actor with the Royal Shakespeare Company and National Theatre, London. His growing interest in directing took over, making film documentary and as a BBC Producer, making the World Service's weekly global drama, Westway. For the last 15 years, Akim has been creating and working with teams producing award-winning Radio, TV and Film drama, documentary and discussion media across Africa, South America, India & the UK. He set up New Media Networks to partner with international agencies, broadcasters, media practitioners, academic institutions and communities globally. NMN provides professional expertise, experience and contacts across the arts, cultural and media sectors in the UK and internationally.



ROBYN SCOTT-VINCENT

**Attitude Pictures**, New Zealand

Robyn Scott-Vincent is the owner and founder of Attitude Pictures Ltd, which since 2005 has produced more than 600 documentaries about people who live with disabilities -the world's largest collection. The programmes have sold globally and new initiatives are extending the way in which audiences respond to disability.

Attitude was an early adopter of digital launching its platform [www.attitudeLive.com](http://www.attitudeLive.com) in 2013. The platform hosts Attitude's extensive catalogue. The platform has won awards for the high level of accessibility features, which go beyond what most broadcasters provide.

Attitude has built a deep connection to its digital audience and has a high level of daily engagement with its international followers across Attitude's social channels.

As part of her business philosophy she has mentored and trained people who live with a variety of disabilities. Head of Post Production Jai Waite sustained a spinal injury in his 20s. Due to limited hand function Jai edits with knuckles but he's won numerous international television editing awards. Her newest member of staff has cerebral palsy and is non verbal. He is a trainee digital producer on AttitudeLive.com -

Robyn is a former TVNZ news journalist and has lectured in both film and television and journalism. She makes herself available to support the training of young directors, producers and writers.



FRANCESCA SCOTT

Diversity, Equity & Inclusion Officer, **EBU** (via zoom)

Francesca manages the EBU's Diversity, Equity & inclusion (DEI) Initiative, looking after member-facing and EBU corporate programmes with a special focus on traditionally underrepresented groups. Beginning her career in news journalism, she has vast editorial and production experience. Her work covers issues around creative and employee diversity & inclusion.

**DAY2 – 5th July 2022**

## **SUPERPANEL DIALOGUE : Transforming Public Service Broadcasting.**

**Moderator:**



JAVAD MOTTAGHI

Secretary General, **ABU**

Dr Javad Mottaghi has 40 years of managerial experience in media and broadcasting across technology, content production, news and sports. He has been leading ABU Secretariat since 2010 and had elevated the Union as a world industry player in innovation and nation – building through media. Dr Mottaghi has been closely working with all regional broadcasting unions in Europe, North America, Africa, and the Arab world. Before joining the ABU, Dr Mottaghi was Director of the Asia-Pacific Institute for Broadcasting Development for 12 years. In his previous senior positions, Dr Mottaghi served Iran's national broadcaster in various capacities in the field of sports, culture, news and production.

MARINELLA SOLDI

President, **RAI(via Zoom)**





NOEL CURRAN

Secretary-General, **EBU** (via zoom)

Noel took up the role of Director General of the EBU in September 2017.

He was formerly the Director General, Managing Director of Television and Editor of Current Affairs of RTÉ, Ireland's national television and radio broadcaster.

A strong and long-time advocate of public service media, Curran is an award-winning investigative journalist and Producer. He was also Executive Producer on a range of live television events and live music events such as the Eurovision Song Contest in 1997.

Noel originally graduated from Dublin City University with a degree in Communication Studies, specialising in national and international broadcasting policy and wrote a thesis on the role of Public Service Broadcasting. He attended a postgraduate course at Trinity College Dublin in European Studies, where he did specific research on European Broadcasting Policy.

He is currently Adjunct Professor of Journalism at Dublin City University.

Noel is married to the singer/songwriter Eimear Quinn and they have two daughters.



GREGOIRE NDJAKA

Secretary-General, **AUB**





IMAN BROTOSENO  
President Director, **TVRI** Indonesia

## **Transformation in Action: case studies from Europe and Asia Showcases:**

### **Moderator:**

SIMONA MARTORELLI  
International Relations and European Affairs Director, **RAI**



SIMONA MARTORELLI  
International Relations and European Affairs Director, **RAI**

Simona is the Director of RAI's International Relations and European Affairs, Head of European Affairs and of the Brussels liaison office with EU Institutions. She is also the Vice Chairman of the EBU Legal and policy Committee, Chair of IBA (International Broadcasting Assembly).

She has more than 35 years experience in the Audiovisual Sector started at Hearst ABC in New York (in 1981) and since 1984 in RAI, also as Responsible for monitoring European and International legislation on licence fee and for national and international contracts; co productions, pre-acquisitions, pre-sales contracts for all RAI's TV channels and departments, negotiations and contracts with Italian and International production companies, such as Disney, Warner and other majors. In June 2005 - November 2008, she is formerly seconded as National Expert to the European Commission in the Audiovisual and Media policies Unit. She joined as Head of RAI's Liaison Office of European Affairs in Brussels Since 1999.



### ANGELA STEGEL

Head ABC Innovations (Australia) (via zoom)

Angela leads ABC Australia's innovation team, Content Ideas Lab, focusing on growing new audiences through strategic investment in content projects and transforming the way broadcasters work. She has produced radio, built websites and apps, made music, worked in museums and education, reported on sport and arts, and almost always played at the intersection between machines and humans.



### FRÉDÉRIC OLIVIER

Head of Learning and Development, **RTBF** (via zoom)

With an HR background and after working 20 years in the financial sector, Frédéric joined the RTBF and is now leading a department which has a direct impact on the corporate culture of the the french-speaking belgian broadcaster. He is piloting Learning & Development, Internal Communication ,Talent management, HR diversity, and Change management. On european level, he also has been elected by his peers as Chair of the EBU Academy Committee.

## 1ST PANEL DISCUSSION: Creating vibrant digital communities

### Moderator:



### OLYA BOOYAR

Head of Radio, **ABU**

Olya is born in Ukraine and educated in Canada, Olya began her career as an on-air broadcaster-journalist with SBS in Australia and rose rapidly through the organisation, before leaving to become Deputy Director of the country's national Classification Board. As well as working previously for the ABU, she has been a General Manager for the Australian Communications & Media Authority (ACMA) and most recently worked at the Australian Writers Guild. She is a past-President of the global International Association of Women in Radio and Television (IAWRT).



**DAVIDE SCHIAPPAPIETRA**

Head, Language Content, **SBS** Australia (media culture)

As Head of Language Content, Davide is responsible for the SBS Audio and Language Content division's output strategy in English and in over 60 languages across multiple platforms including radio, podcasting, websites and social media. In his role he leads the division's team of program managers, senior editors and content leads.

Born in Milan, Davide graduated from the University of Bologna and completed a Master in Global Media Communication at the University of Melbourne.

Previous to joining SBS - initially as broadcaster and newsreader and then as Program Manager - he worked for London-based Mergermarket, at the time a publication of the Financial Times Group, where he was Italian correspondent first and later Australia & New Zealand Bureau Chief, leading a regional team of financial journalists from the group's Sydney offices.



**GRACE ZAKKA**

Senior Project Manager **EBU** Media (via zoom)

A senior project manager with a passion for platforms - specifically public broadcasters'; 3rd party platforms; and how those worlds collide. A metaverse explorer, novice gamer, and all-round curious human. Lebanese based in Geneva; working for the European Broadcasting Union.



**SEBASTIAN MARCOLIN**

Head of the Social Media & Traffic Building Structure RaiPlay & Digital, **RAI**

Sebastian is the Head of the Social Media & Traffic Building Structure (RaiPlay and Digital Direction) and speaker for Rai/RaiPlay at the Politecnico di Milano (Digital Innovation Observatory) on the OTT market in Italy and abroad.

He is member of the EBU Digital Committee and of the ABU Digital Media Group.

Thanks to his longstanding experience, he supports RaiPlay & Digital Director for the Multiplatform strategies of generalist and vertical channels within Rai and with third parties involved in Digital activities, implementation of the catalogue and management of digital rights, other than distribution agreements with the Apple, Amazon, Sony, Vestel, TPI, Google.

## **2ND PANEL DISCUSSION : Challenges to transformation**

### **Moderator:**

**SIMONA MARTORELLI**

International Relations and European Affairs Director, **RAI**



Simona is the Director of RAI's International Relations and European Affairs, Head of European Affairs and of the Brussels liaison office with EU Institutions. She is also the Vice Chairman of the EBU Legal and policy Committee, Chair of IBA (International Broadcasting Assembly).

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companies, such as Disney, Warner and other majors. In June 2005 - November 2008, she is formerly seconded as National Expert to the European Commission in the Audiovisual and Media policies Unit. She joined as Head of RAI's Liaison Office of European Affairs in Brussels Since 1999.

### **Speakers:**



STEVE AHERN  
Head, **ABU** Academy

Steve Ahern, the Head of the ABU Academy is an internationally recognised broadcaster, manager and trainer, who has worked with the ABU on many projects over the years.

He holds qualifications in Arts, Education, Management and Business, and in 2009, was awarded one of Australia's highest civilian honours, the Order of Australia Medal (OAM), for his services to media and education.

He joined the ABU in 2020 to begin the Academy and evolve the ABU's existing training activities to even greater levels of success. He was previously CEO of the International Media & Broadcasting Academy (IMBA).

Steve has worked in Asia and the Pacific with many ABU members and is responsive to the needs of broadcasters in this region.



DANIELE ALBERTO RASCIO  
Head of Strategic Development of Platforms, **RAI**

Daniele was responsible for the design of Rai's IP delivery infrastructures based on the emerging business needs. He also defines the Rai's proprietary CDN strategy and specs of commercial TV sets, radio and hybrid receivers. He does grafting of artificial Intelligence technologies with the purpose of supporting corporate BI and Targeted Advertising and strategy for overcoming the apocalypse of third-parties cookies. He deals with commercial agreements for the positioning of Raiplay and Rai contents in the dominant



ecosystems on the market. He is the representative on behalf of Rai in national and international working groups and chairman of the CEI Committee CT 100/103.

### **Digital Safety & Cybersecurity**



**MASSIMO ROSSO**  
Director ICT, **RAI**

Graduated with honors in Theoretical Physics from the University of Turin, he initially worked on "Quantum Chromodynamics" in collaboration with Indiana University (USA).

In 1990 he is hired at RAI, in the ICT Department, as a programmer analyst.

In 2013 he is appointed Director of RAI's ICT Department, now committed to contributing to the Company's transformation into a Digital Media Company.

In 2017 he is appointed President of CIONet Italia, among the leading international communities of IT Executives.

Elected to the Board of Directors of the Industrial Union of Turin - ICT Group from 2011 to 2017 and again from 2019.

As a delegate of the Board of the Industrial Union of Turin, he is part of the Steering Committee "Culture and Digital Competencies" of Confindustria Digitale.

In 2021, he is listed as RAI representative at Gaia-X - European Association for Data and Cloud AISBL.



**VEYSEL BINBAY**  
Specialist Engineer, Technology & Innovation, **ABU**

Veysel have been working as Specialist Engineer at ABU Technology and Innovation Department for two years. Before that, I had worked at TRT (Turkish Radio and Television Corporation) for more than 20 years as a broadcast engineer, and partly as an IT Director. My experience includes to design, to setup, and to operate analogue/hybrid/digital radio and TV broadcast systems, and IT Networks as well.



## Creating a sound digital framework for PSM

### Speakers:



AKHTAR AZEEM

Senior Vice President, **HUM TV**, Pakistan  
Senior Vice President, HUM Television, Islamabad

Mr. Akhtar started out as Programme Producer of Pakistan Television in 1968 and continued working as Producer till 1973 when he was posted as Head of Programmes at Lahore TV Centre. In 1978 he was posted in the Sports Department of PTV and served in that capacity till 1987 when he was promoted and posted as General Manager of Islamabad TV Centre. After which he was appointed Director and Head of Programmes / Sports in 1993. Later he also served as the Director of Current Affairs. In 2002 he was made Deputy Managing Director Pakistan TV, and promoted as Managing Director a year later. In 2006 he took up his current position as Senior Vice President of HUM Television Network.

He has also contributed many books which include the history of Pakistan Television and the World Cup cricket. His book on PTV was declared as the best book of the year in 2016.

Akhtar received Civil award PRIDE OF PERFORMANCE from the Government of Pakistan for services in the field of TV production in 2002, and a Lifetime achievement award from the Graduate Cultural Awards Committee in 2003 . He holds an MA in History from Punjab University, Lahore. He underwent professional training in Syracuse University, New York in 1973 and training in sports programming for TV from ZDF Germany and BBC London in 1983.

Akhtar has represented his Country in various international Media conferences.



SURANGA B. M. JAYALATH

Chair, ABU IP and Legal Committee, Group Director, **The Capital Maharaja Organization Limited**, Sri Lanka

Suranga Jayalath holds LLB (Sri Lanka) and Master of Business Law (Monash University, Australia) degrees and is an Attorney- at-Law. He is currently a PhD student (broadcast signal piracy) at Law School, Middlesex University, London. Currently, he serves on the main Board Directors of the Capital Maharaja Organisation Limited, one of the largest conglomerates in Sri Lanka. He is a member of London Court of International Arbitration (LCIA) and a member of Commonwealth Lawyers Association.



**ELISABETTA BAROZZI**

International Relations and European Affairs, **RAI**

Elisabetta is born 9th January 1975. Law degree in 1999 at Università degli Studi di Teramo, 110/110.

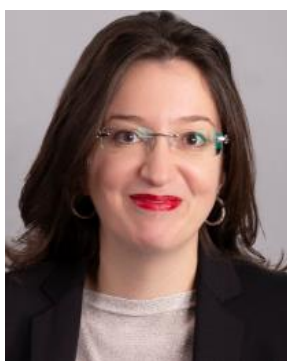
Legal English Certificate (La Sapienza University, 2011)

After several years of experience in different private law firms, in 2010 starts the collaboration with Rai as legal advisor for development & coordination of the commercial department, dealing with agreements with public entities and call for proposals .

As of 2011 until 2018, hired as lawyer at RaiCom (the commercial subsidiary of Rai) Legal affairs department, dealing with international distribution agreements, sport rights, music rights, sponsorship agreements, contracts with public entities,

As of 2018 Legal counsellor for Rai's International Relations and European Affairs Department (analysis of European legislation of Rai's interest, participation in the EBU's working groups Content Regulation, MFA, Copyright, DPO, Legal and Policy Distribution Group, counseling for the application procedures of the European call system for proposals), working in close contact with Rai's Legal Department and within Rai Corporate departments.

Involved in international negotiations of MoUs with international institutions and broadcasters.



**Isabelle Dochy**

European Affairs, **EBU**

In 2017 Isabelle joined the European Broadcasting Union – Brussels Office, which follows EU regulatory and policy developments impacting the audio-visual sector and makes sure that the perspectives of Public Service Media are taken into account by EU decision-makers.

Prior to joining the EBU, Isabelle had been working more than 7 years for the General Information Service of the European Institutions where she was responsible for preparing coordinated answers related to hot topics such as the financial and economic crisis. After that, Isabelle has been entrusted with the coordination of the implementation of a specific EU Regulation within the Brussels-based public employment service.

Isabelle is passionate about the media and the European construction. She holds a degree in Information and Communication, complemented by post-graduate degrees in European studies and European policies. She also dedicated some time to study the EU role in the international conflict cycle. Recently, Isabelle followed online-distance programmes on AI and Internet governance.



Zhang Zhao

Prof. Copyright Centre, China Media Group (**CMG**)

Vice Chair, ABU IPLC (via zoom)

Mr Zhang Zhao currently the international coordinator and professor at the Copyright Center of CMG since 2018. He has got very fairly strong academic background, having successively obtained English graduate certificate, master of law at Peking University and doctor's degree on journalism and communication at Communication University of China (CUC), with profound interdisciplinary knowledge on linguistics, politics, science of law and journalism, with extensive work experience, as college teacher, government official and media professional as well.

Mr Zhang Zhao joined CCTV International Relations Dept. since 1996, as deputy section chief and section chief consecutively, responsible for the management and operation of mutual exchanges and visits, program exchange and co-operation with more than 30 major international media companies in around 20 countries. Other international major events he has coordinated included "China-France Culture Year", "China-Russia Year", "China-Italy Culture Year" etc.

Since 2007, Mr Zhang Zhao was assigned to work at CCTV Copyright and Legal Affairs Office, mainly responsible for the management of music and picture rights negotiation, contract and copyright protection affairs for CCTV channels and new media business. During the time, he was actively involved in updating the rules and regulations on CCTV copyright and contract management. In 2017, he joined the CCTV team for copyright negotiation with IOC, regarding the broadcasting rights and new media rights for the "Olympic Games 2020-2022". In addition, he has been involved in some academic research projects regarding the broadcasters' rights, music rights management and live sports rights protection etc.

From 2019, he was elected as Vice-Chair of ABU IPLC.