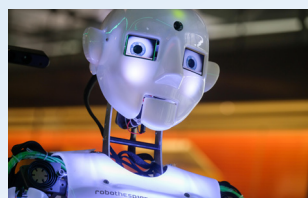
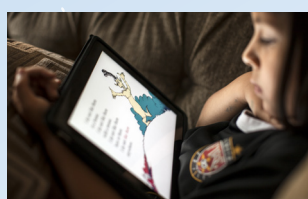
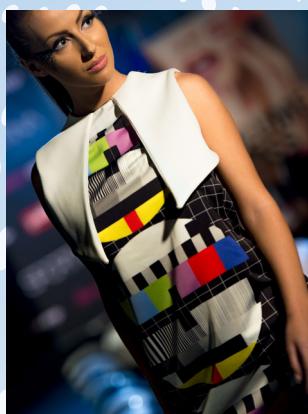
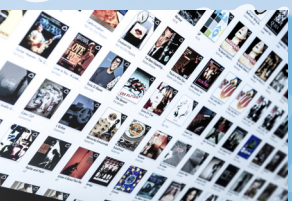


# WIPO Conference on the Global Digital Content Market

Geneva, September 16-18, 2020

Speaker Profiles



#digicontent2020

## Program

### Virtual Global Digital Content Market Conference

A WIPO Global Online Event

September 16-18, 2020

#### Wednesday, September 16, 2020

12.40 Conference goes online: Announcements and short videos

13.00 – 13.20 **Opening Ceremony:** Mr. Francis Gurry, Director General, World Intellectual Property Organization (WIPO)

**Video Message from H.E. Ivan Duque, President, Republic of Colombia**

**Video Message from H.E. Toomas Hendrik Ilves, President, Estonia, 2006-2016**

**Video Message from H.E. Wishnutama Kusubandio, Minister of Tourism and Creative Economy, Republic of Indonesia**

13.20 – 14.30 **Session 1 – Music Summit: *Cutting-Edge Content Offers in a Fast-Changing Landscape***

With content accessible anytime and anywhere and the emergence of both mainstream and niche platforms, this session will investigate the impacts of new business models and new market players on a diversifying ecosystem, including the ever more prominent role of technology from content creation to distribution. What are the success factors to meet consumer demands around the world?

Moderator: Mr. Amobé Mévégué, Journalist, France 24, Paris

Panelists: Mr. Adam Granite, Executive Vice President of Market Development, Universal Music Group, London

Mr. Denis Ladegaillerie, Founder and CEO, Believe, Paris

Mr. Eddy Maroun, CEO, Anghami, Beirut

Mr. Ole Obermann, Global Head of Music, ByteDance, London

Mr. Cussion Pang, CEO, Tencent Music  
Entertainment Group, Shenzhen, China

Video insights:

- Mr. José Antonio Aboumrad, Director, Claro Sports, Mexico City
- Ms. Bodour Al Qasimi, Publisher, Dubai, UAE
- Mr. Eduardo Navarro, Global Director of Strategy and Corporate Affairs of Telefonica S.A, Madrid
- Mr. Michal Nowakowski, SVP Business Development, CD Projekt, Warsaw

14.30 – 14.45 **Music Interlude: *Lusophone Gig***

The Lusophone world of music. A program coordinated by SPAutores, Portugal.

Produced and directed by Mr. Rui Filipe (Portugal), with the participation of Mr. João Caetano (Macao (China)), Calema (São Tomé and Príncipe), Ms. Solange Cesarovna (Cabo Verde), Mr. Paulo Flores ft. Yuri da Cunha (Angola), Mr. Zé Manel Madeira (Timor-Leste), Mariza (Portugal), Ms. Eneida Marta (Guinea Bissau), Ms. Caixa de Pandora (Portugal), Ms. Sonia Shirsat (Goa (India)), Ms. Selma Uamusse (Mozambique), Mr. João Ventura (Brazil)

Videographer and editor: Mr. André Miranda (Portugal)

Titles: Mr. Eduardo Caramujo (Portugal)

Camera operator Mr. Tiago Esmael (Mozambique)

Coordination: Ms. Paula Cunha (Portugal)

Assistant producer: Ms. Isabel Jaén (Spain)

Sonoplasty: Mr. Barqueiro de Oz (Portugal)

Subtitles: Mr. Simon Wadsworth (England)

Interviews: Ms. Mia Couto (Mozambique), Mr. Jorge Paixão Da Costa (Portugal), Ms. Graça Morais (Portugal)

14.45 – 15.30 **Exclusive Conversation: *Changing Content Landscape for Film***

With the rise of streaming services, are we witnessing a shift from movie theaters to home entertainment? How will the audiovisual industry ecosystem react to the fierce competition among more and more media platforms and to the worldwide race in specialization and diversification? Who will produce tomorrow's hit movies and series?

Moderator: Ms. Natalia Reiter, Journalist, Geneva, Switzerland

Panelists: Mr. Erick Bretas, CEO, Globo Play, Rio de Janeiro, Brazil

Ms. Orsi Nagypal, Film Director and Screenwriter, Budapest

Mr. Madhu Varma Mantena, Film Producer and Distributor, Mumbai, India

Video insights:

- Ms. Nandita Das, Actor and Film Director, Mumbai, India
- Ms. Daniela Vega, Actress, Santiago

Thursday, September 17, 2020

12.40 Conference goes online: Announcements and short videos

13.00 – 14.25 **Session 2 – Authors and Artists in an Evolving Value Chain**

A series of questions have arisen with the diversification of formats and channels (video sharing networks, playlists, podcasts, webzines, eBooks) in all creative fields with a direct impact for creators, including the relationship with publishers, producers, platforms and distributors, the attraction of self-production, self-publishing, and the self-management of their rights. How can the globalization of markets and audiences translate into financial rewards for authors and artists?

Moderator: Mr. Amobé Mévégué

Panelists: Ms. Yvonne Chaka Chaka, Creator and Performer, Johannesburg, South Africa

Mr. Crispin Hunt, Performer, London

Ms. Miranda Mulholland, Artist, President of Roaring Girl Records, Music Festival Founder, Toronto, Canada

Ms. Khadja Nin, Singer, Gitega, Burundi

Mr. Björn Ulvaeus, Member of ABBA, Co-  
 Founder, Music Rights Awareness Foundation,  
 Sweden

Video insights:

- Ms. Aibee Abidoeye, Executive President, Chocolate City, Lagos, Nigeria
- Ms. Nina George, President, European Writers' Council, Novelist, Journalist, Berlin
- Mr. Tore Engström Østby, Guitarist, Stockholm
- Mr. Nacho Garcia Vega, Singer, Madrid

14.25 – 14.35 **Creative Design Interlude: African Fashion**

A program coordinated by Ms. Nozipho Tshabalala, CNBC Africa, Johannesburg, South Africa

Director of photography: Mr. Tebogo Mogale (South Africa)  
 Sound, music and editor: Mr. Mpho Nthangeni (South Africa)  
 Line producer: Mr. Sammy Rabolele (South Africa)  
 Editor and visual effects: Mr. Sol Leferela (South Africa)  
 Producer: Ms. Sindiswa Myeza (South Africa)  
 Production assistant: Ms. Carrinna Buthelezi (South Africa)  
 Executive producer: Ms. Nozipho Tshabalala (South Africa)  
 Wardrobe and makeup: Ms. Khanyisile Matlaba (South Africa)  
 Founder of Africa Fashion International: Dr. Precious Moloi-Motsepe (South Africa)  
 Designers: Ms. Doreen Mashika of Doreen Mashika (Zanzibar), Ms. Anisa Mpungwe of Loin Cloth and Ashes (Tanzania and South Africa), Ms. Khadijah Eniafe of Ituen Basi (Nigeria)

14.35 – 15.20 **Exclusive Conversation: *The Global Online Art Market***

The impact of digital technologies is also increasing rapidly in the visual art sector, for everything from production to distribution. The rapid rise of art e-commerce and online auction markets has the potential to enable artists to engage in cross-border trade. What are the conditions and safeguards for this sector to fully benefit from these new trends?

Moderator: Ms. Natalia Reiter

Panelists: Mr. Soly Cissé, Visual Artist, Dakar

Mr. Olivier Masmonteil, Visual Artist, Paris

Mr. Sylvain Gaillard, Director, Opera Gallery Dubai, Dubai, UAE

Ms. Cécile Verdier, President, Christie's, Paris

Friday, September 18, 2020

12.40 Conference goes online: Announcements and short videos

13.00 – 14.15 **Session 3 – *Rights Management and Infrastructure Solutions: Driving the Future of GDCM***

As music and other creative content is increasingly consumed online, effective cross-border rights data and money flows are intrinsic to a functioning Global Digital Content Market. Focusing on music, the panel will debate whether centralized or decentralized authoritative rights management databases are most suited to making sure creators around the world get paid for the use of their songs and recordings, and provide views on the continuing evolution of the global rights management infrastructure in the years to come.

Moderator: Mr. Amobé Mévégué

Panelists: Ms. Alisa Coleman, Board Chair, Mechanical Licensing Collective Inc. and COO, ABKCO Music & Records, Inc., New York, USA

Mr. Niclas Molinder, Co-Founder and CEO, Session, Stockholm

Mr. Guillermo Ocampo, CEO, Latin Autor, Montevideo

Mr. Talal Shamoon, CEO, InterTrust, San Francisco, USA

Video insights:

- Mr. Wu Guanyong, CEO, FirstBrave Technology, Beijing
- Mr. Michael Huppe, President and CEO, SoundExchange, Washington DC
- Mr. Andrey Krichevskiy, President, IP Chain, Moscow

14.15 – 15.30 **Session 4 – *AI Lab: How AI is Transforming Creative Industries***

The impact of AI on creation, production, and consumption of creative content has yet to be fully explored. How can AI be of use in the creative industries, and how does it empower individual artists? Is AI creating opportunities to enhance the user's experience, or will it erode consumers' trust in what they see or hear?

Moderator: Ms. Natalia Reiter

Video: *Data as a New Art Medium*, produced by Mr. Refik Anadol, Media Artist, Istanbul, Turkey

Panelists: Mr. Refik Anadol

Mr. Timur Bekmambetov, Film Producer,  
Moscow

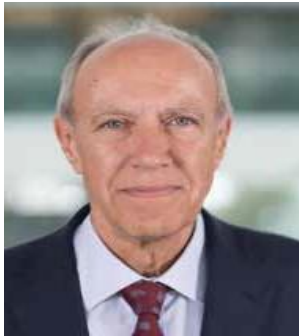
Mr. Youngsuk 'YS' Chi, Chairman, Elsevier,  
New York, USA

Dr. Ahmed Elgammal, Director, Art and Artificial  
Laboratory Rutgers University, New Jersey,  
USA

15.30 – 15.45 **Closing Ceremony:** Mr. Francis Gurry and Surprise Guest

## Moderator and Speaker Profiles

### Live Opening Ceremony



**Mr. Francis GURRY**  
**Director General, WIPO**

Francis Gurry is an Australian lawyer who has served as Director General of the World Intellectual Property Organization (WIPO) since October 1, 2008.

Mr. Gurry joined WIPO in 1985 and has held various positions in its Secretariat, including Legal Counsel, Assistant Director General and Deputy Director General.

He holds law degrees from the University of Melbourne, a PhD from the University of Cambridge and holds honorary doctorates from universities in many countries. He is also the author of a number of publications one of which has become a standard legal text in the UK and is published by Oxford University Press as *Gurry on Breach of Confidence*.



## Video message:



**H.E. Ivan DUQUE**  
**President, Republic of Colombia**

An expert on economic issues, H.E. Ivan Duque studied law at Sergio Arboleda University, Bogotá and later completed a master's degree in Public Policy Management at Georgetown University, Washington, DC.

From 2001-2010 he was a consultant at Andean Development Corp. He later served as an adviser to the Colombian finance ministry before working as a senior adviser at the Inter-American Development Bank (IDB).

From 2012-2013 he was the head of the IDB department of culture, solidarity and creativity and from 2014-2018 served as a Colombian senator for the rightwing Democratic Center party. On June 17, 2018, H.E. Duque was elected President of Colombia.



**H.E. Toomas Hendrik ILVES**  
**President, Estonia, 2006-2016**

Mr. Toomas Hendrik Ilves is an Estonian politician who served as the President of Estonia from 2006-2016.

President Ilves helped the country in the integration process into both the European Union and NATO while strengthening the country's ties to the United States. During his term, he served as a Chairman of the EU Task Force on eHealth. From 2012-2014 he was Chairman of the European Cloud Partnership Steering Board and from 2014-2015 was the co-chair of the advisory panel of World Bank's World Development Report 2016 "Digital Dividends."

President Ilves has a degree in psychology from Columbia University and a master's degree in psychology from the University of Pennsylvania.

**Video message:**



**H.E. Wishnutama KUSUBANDIO  
Minister of Tourism and Economy Creative, Republic of Indonesia**

H.E. Wishnutama Kusubandio has served as Minister of Tourism and Creative Economy of the Republic of Indonesia since 2019. An entrepreneur, he has extensively worked in the media industries. H.E. Wishnutama Kusubandio has won several awards including best CEO in Indonesia in 2010 by SWA magazine and Indonesia Marketing Champion in 2015.

## **Live Session 1 – Music Summit: Cutting-Edge Content Offers in a Fast Changing Landscape**

### **Moderator:**



**Mr. Amobé MÉVÉGUÉ**  
**Journalist, France 24, Paris**

Originally from Cameroon, journalist and producer Mr. Amobé Mévégué grew up in France. He has spent the last 20 years hosting and producing radio (i.e. Plein Sud on RFI) and television programs on international French-speaking networks. A recognized media personality, he is involved in press, audiovisual production and events.

Mr. Amobé Mévégué is the founder of Madinas, a development project that benefits African youth and which engages individuals committed to Africa's development.

**Speakers:****Mr. Adam GRANITE**  
**Executive Vice President of Market Development, Universal Music Group, London**

Mr. Adam Granite has been Executive Vice President, Market Development for Universal Music Group since September 2017, and is responsible for leading Universal Music Group's strategy across some of the most dynamic, fast growing and evolving music territories around the world. These include Greater China, Southeast Asia, Korea, India, Sub-Saharan and North Africa, Turkey, Israel and the Middle East.

In the three years since joining UMG, Mr. Granite has overseen the expansion of operations within Greater China (China, Hong Kong and Taiwan), the launch of Universal Music Nigeria as a new strategic division within West Africa, the launch of a dedicated headquarters for Universal Music Southeast Asia in Singapore and most recently the launch of new operations in Israel, Morocco and Vietnam. In addition, there have been a series of flagship frontline label launches including Def Jam Africa and South East Asia, Astralwerks Asia and Island Records Philippines in order to strengthen UMG's position as a market-leader for breaking domestic talent. In each of these regions there is a renewed focus on local A and R, with numerous high-profile signings within South Africa, Nigeria, Greater China, Korea, Indonesia, Malaysia, Thailand, Vietnam and India in recent months, alongside expanding partnerships, distribution and identifying new commercial initiatives including licensing and acquisitions that will help UMG artists both local and international to reach new audiences globally.



**Mr. Denis LADEGAILLERIE**  
**Founder and CEO, Believe, Paris**

With dual academic education in Business Law and Management (Paris School of Management ESCP, Master of Law at Duke University North Carolina), Mr. Denis Ladegaillerie passed the New York Bar in 1997. He started his career as Business Lawyer at Shearman & Sterling where he practiced from 1997 to 2000. He joined the financial department of Vivendi at the beginning of 2000 to take care of the restructuring of the portfolio of companies in the internet sector of the group. He then managed the internet and new media activities for Vivendi Universal in the United States as Chief Strategy and Financial Officer for two years and a half. There, he managed the restructuring and development of the first digital music service (eMusic), the first music social networking site (MP3.com), the leading mobile media distributor (Moviso / Infospace Mobile), as well as Rollingstone.com.

In 2005, he returned to France and founded Believe, which is today a leading global digital music distribution and service provider for independent artists and labels with more than 1,200 employees in 44 countries. Believe is part of the Next40 and recently won the Europe Allstar 2019 Company of the Year and the Grand Prix of France 2020 Future Unicorns.



**Mr. Eddy MAROUN**  
**CEO, Anghami, Beirut**

Mr. Eddy Maroun is the CEO and Co-Founder of Anghami. He is the co-founder of Anghami, the leading music streaming service in the Middle East.

In 2012, seizing the opportunity of a lack of proper digital music service, Mr. Maroun and his partner Mr. Elie Habib launched Anghami. Since then, Anghami has reached over 70 million users, streams close to one billion licensed Arabic and English tracks a month, and is integrated with more than 25 mobile operators.

Anghami successfully raised funds from venture capitalists, telecom companies and partnered with MBC, the largest media group in the region to raise digital awareness.

At Anghami, Mr. Maroun handles the business development and strategic partnerships among music labels, telcos, advertisers and media. He holds a master's degree in private law and an MBA in international business from Bordeaux Business School (Kedge). He is a musician at heart with a life long experience in live, digital and mobile entertainment. Mr. Maroun was selected an Endeavor high-impact entrepreneur in 2013 and a Lebanese Top Entrepreneur in 2012 and 2013.



**Mr. Ole OBERMANN**  
**Global Head of Music, ByteDance, London**

Mr. Ole Obermann is an American music industry executive serving as Global Head of Music at ByteDance where he oversees music business development and strategy. He is responsible for negotiating music rights for TikTok and streaming platform Resso and also drives the long-term strategy for music on TikTok. Since Mr. Obermann joined TikTok, the business has grown at pace globally, announced a series of new licensing deals and partnerships, and firmly placed music at the heart of its future growth and strategy.

Before joining, Mr. Obermann was the Chief Digital Officer at Warner Music Group. He was instrumental in closing the first Facebook deal for Warner Music Group and launched the Boost Fund to enable Warner Music to invest in promising music focused start-ups. Prior to that, he served as Executive Vice President of Global Digital Partner Development at Sony Music. He was one of the architects of the first Sony Music Spotify deal and developed the foundational infrastructure for predictive song analytics based on streaming data during his tenure. He also ran Liquid Audio, a technology platform that is credited with being one of the digital audio formats that emerged as the industry began its transformation to a digital format. Mr. Obermann has developed a strong reputation of understanding where the music industry is headed in its next phase of growth, as well as a well-balanced respect for intellectual property and technological innovation.

Mr. Obermann currently resides in London. He graduated with an International Relations degree from Colgate University and an MBA in Management and Strategy from Northwestern University's Kellogg Graduate School of Management. When asked about his favourite thing about TikTok, he says: "the amount of creativity and joy you can fit into a 15 second video never ceases to amaze me."





**Mr. Cussion Kar Shun PANG**  
**CEO, Tencent Music Entertainment Group, Shenzhen, China**

Mr. Cussion Kar Shun Pang has served as Chief Executive Officer of Tencent Music Entertainment Group (NYSE: TME) since July 2016. He is responsible for TME's strategic planning, business development, product strategy and management. Under Mr. Pang's leadership, on December 12, 2018, TME successfully listed on the New York Stock Exchange and became one of China's leading publicly traded internet companies.

For these accomplishments and his contributions to China's music industry, Mr. Pang was awarded "CEO of the Year 2019" by China News Weekly. He was named one of the "Persons of the Year of China's Cultural Industry in 2018" by Guangming Daily, and "Breakthrough Business Leader of the Year 2017" by BAZAAR Men's Style. Mr. Pang was the only Chinese business leader who won recognition on Variety's 2019 "International Power Players" list, and he was also named to Billboard's 2018 Power 100 List.

Mr. Pang joined Tencent in 2008 and was appointed as the company's Vice President in 2013. He worked on products, operations and sales and marketing across multiple businesses within Tencent including online games, e-commerce and social networking. Prior to joining Tencent, Mr. Pang worked for PCCW and a number of publicly listed companies in telecommunications, internet and media industries for over a decade. Since 1996, when he was involved in early internet projects, Mr. Pang has experienced the different development stages of the internet industry, and has extensive industry and management experience.

Mr. Pang received a bachelor's degree with honors from the University of Waterloo in Canada, majoring in mathematics, information systems and business administration.

## Video insights:



**Mr. José Antonio ABOUMRAD**  
**Director, Claro Sports, Mexico City**

Mr. José Antonio Aboumrad has been working as the General Director of Telmex Sport Institute, the Telmex Foundation and Claro Sports Mexico, since 2008.

Mr. Antonio studied Business Administration at Iberoamericana University, Mexico City. From 1994-2000, he worked at Scotiabank.



**Ms. Sheikha Bodour AL QASIMI**  
**Publisher, Sharjah, UAE**

Ms. Sheikha Bodour Al Qasimi is Chair of the Sharjah Investment and Development Authority (Shurooq) and Founder and CEO of the Kalimat Group. In 2014 she was ranked at number 34 by Forbes in its list of 200 Most Powerful Arab Women in Family Business.

Ms. Al Qasimi has a bachelor's degree from the University of Cambridge, an MSc in Medical Anthropology from University College London, and completed publishing courses from Yale and Columbia.

She is the founder of the Emirates Publishers Association (EPA), which in 2012 gained full membership of the International Publishers Association (IPA). In 2014 she became the first Arab woman to be elected to serve on the Executive Committee of IPA. She is also founder and Patron of the UAE Board on Books for Young People (UAEBBY), the national section of the International Board on Books for Young People (IBBY).

For her contribution to Arab literature, Ms. Al Qasimi was named "Personality of the Year" at the 2013 Emirates Airline Festival of Literature, as well as "Personality of the Year" at the Sharjah Award for Educational Excellence 2013. In 2014, she received the Arab Woman Award in the education category.



**Mr. Eduardo NAVARRO**

**Global Director of Strategy and Corporate Affairs of Telefonica S.A, Madrid**

Mr. Eduardo Navarro is the Global Director of Strategy and Corporate Affairs of Telefónica S.A.

He studied Metallurgical Engineering at the Federal University of Minas Gerais, Belo Horizonte, Brazil. Mr. Navarro started his career in 1986 as an Operations Engineer in a mining steel company, Grupo Siderúrgico Arbed. From 1994-1999 he joined Mckinsey & Company, where he led Telecommunications and Infrastructure projects in Latin America, Europe and Africa.

Mr. Navarro joined Telefónica in 1999, as Vice-President of Corporate Strategy and Regulatory Affairs for Telefónica Brazil. From 2011-2016, he worked as the Chief Commercial Digital Officer (CCDO) and Director of Strategy and Business Development, where he held key global positions in the Telefónica Group. Before assuming his current position, from 2016-2018 Mr. Navarro was President and CEO of Telefônica Brasil.



**Mr. Michal NOWAKOWSKI**  
**SVP Business Development, CD Projekt, Warsaw**

Mr. Michal Nowakowski began his professional career as an employee of Egmont (1999-2002) and Axel Springer Polska (2002-2005) where he was responsible for editing videogame-related periodicals and acquiring licenses for games bundled on CDs accompanying those publications.

Affiliated with the CD PROJEKT Group since 2005, Mr. Nowakowski has been a Member of the Board of Auditors of SPIDOR (Association of Producers and Distributors of Entertainment Software) since 2008 and a Member of the Board of the Polish Games Association.

As SVP Business Development, Mr. Nowakowski oversees formulation and implementation of the Company's sales and publishing policies.

## **Exclusive Conversation: Changing Content Landscape for Film**

### **Moderator:**

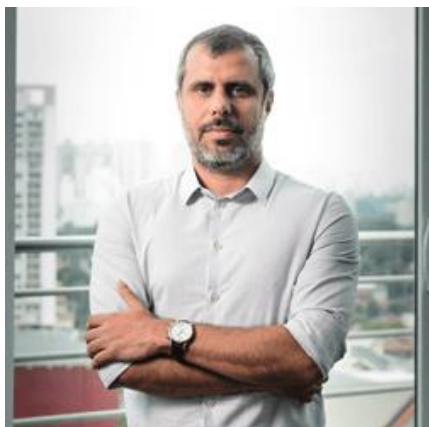


**Ms. Natalia REITER**  
**Journalist, Geneva, Switzerland**

Ms. Natalia Reiter is the founder and director of EyeTalk Communications, a boutique communications agency specializing in sustainability, responsible business and positive change.

In 2004, she began her career at Die Zeit as a reporter and journalist writing articles for the print edition, as well as covering Europe's fascinating stories. From 2004-2008, Ms. Reiter worked as a correspondent for General News, Politics and Finance at Thomson Reuters, covering key general, political and financial stories. She later joined WWF, a non-profit organization, where she initially worked as a media and communications manager, and later as a communications and external relations adviser to the WWF director general. Since then, Ms. Reiter has supported the EU and the governments of Ghana and Myanmar on climate change communication.

## Speakers:



**Mr. Erick BRETAS**  
**CEO Globo Play, Rio de Janeiro, Brazil**

Mr. Erick Brêtas joined Globo in 1997, where he was a producer, editor, regional director of journalism and executive director of journalism. He was Globo's business director in California and is currently responsible for the digital products and services area.

Globoplay is a Brazilian subscription video on demand service owned by Grupo Globo. It was launched in Brazil on October 26, 2015. Globoplay offers video streaming or on-demand content of programs from Rede Globo's archived library as well as original programs and exclusive international programs. In addition, Globoplay also offers live streaming of Rede Globo free-to-air channel.



**Ms. Orsi NAGYPAL**  
**Film Director and Screenwriter, Budapest**

Ms. Orsi Nagypal is a Hungarian filmmaker, who escaped the glitzy world of advertising to study at the London Film School, where she graduated with distinction in 2010.

She is currently working on the post prod of her second feature, the US indie dystopian drama "The Deal" - produced by Dean Devlin - globetrotting between Hungary, Serbia and Los Angeles.

In 2017, she wrote and shot her first feature film in Hungary "NYITVA/OPEN", a sexual dramedy on the impossibility of monogamy - and its alternatives. The movie premiered in Montreal IFF in 2018, and arrived to Hungarian cinemas in October 2018 to critical acclaim. Ms. Nagypal was praised for the witty and outspoken script, the nuanced performances, the mix of humor and drama using strong visuals.

Since 2013, Ms. Nagypal has been busy directing TV shows, commissioned by HBO Europe and Hungarian TV channels, and since 2019, the US CW. She has thus far directed drama, "romcom," fantasy and satire TV series helmed at more than 50 episodes and has supervised 26 more episodes as lead director.

Between 2010 and 2015, she wrote and directed four fictional short films, which were screened in numerous international film festivals such as Clermont-Ferrand and of which she won awards all over the world. She has taken part in many screenwriting workshops across the globe including Binger, Sources2 and Ekran, Berlinale TC and Midpoint.

Ms. Nagypal is most interested in everyday heroes, human sexuality, strong, complex female characters, and how we find our true selves whilst struggling with the constraints of our societies. As life tends to do, she loves mixing humor with drama, provocative with mundane, lust with awkwardness. She is also lead singer and guitarist of a female punk and hip-hop band, The PinUps.





**Mr. Madhu Varma MANTENA**  
**Film Producer and Distributor, Mumbai, India**

Mr. Madhu Mantena is a highly accomplished and successful film producer and media entrepreneur involved in the production and distribution of feature films across Hindi, Telugu, Tamil, Bengali, Marathi and Gujarati cinema, having successfully produced over 25 feature films to date. In 2008, he co-produced the blockbuster film *Ghajini*, starring Aamir Khan, which has been the highest-grossing Indian feature film till date. Since then Madhu has produced several hit films such as the trilingual *Rakht Charitra*, Marathi film *Yougraad*, Gujarati film, *Wrong Side Raju* and the Bengali super hit film *Autograph*.

In 2011, Mr. Mantena co-founded India's first director's production company Phantom Films along with Anurag Kashyap, Vikas Bahl and Vikramaditya Motwane. This went on to deliver several commercial and critical successes including *Lootera*, the National Award-winning film *Queen*, *Hasee Toh Phasee*, *Bombay Velvet*, *NH10*, *Shandaar*, *Ugly*, *Masaan*, *Udta Punjab*, *Raman Raghav*, *Trapped*, *Bhavesh Joshi*, *Super 30* and the globally acclaimed web series *Sacred Games* for Netflix. Following this, Mr. Mantena is now currently producing one of India's most expensive and anticipated films, *Ramayan*.

Mr. Mantena has also co-founded KWAN, one of India's largest and most successful pop culture agencies which presently commands a variety of business interests and manages the professional careers of a huge repertoire of Indian film, television and music industry. The portfolio includes actors Ranbir Kapoor, Hrithik Roshan, Tiger Shroff, Rana Dagubatti, Mahesh Babu, Deepika Padukone, Sara Ali Khan, Shraddha Kapoor, Kriti Sanon, Music Director Pritam, Naezy, Film Directors Kabir Khan, Hansal Mehta and Shashank Ghosh among several others.

## Video insights:



**Ms. Nandita DAS**  
**Actor and Film Director, Mumbai, India**

Ms. Nandita Das has acted in more than 40 feature films in 10 different languages. In 2008, her directorial debut was *Firaaq*. She has been twice on the jury of the Cannes Film Festival, among others. She has a master's degree in Social Work and is a strong advocate for social justice and human rights. She was conferred the 'Knight of the Order of Arts and Letters' by the French Government. Ms. Das was the Chairperson of the Children's Film Society and wrote a monthly column for 8 years in the Indian magazine, *The Week*.

*Manto*, Ms. Das's second directorial film premiered in 2018 at the Cannes Film Festival and can be watched on Netflix. Her first book 'Manto & I' chronicles her 6-year long journey of making the film. She wrote, directed, produced and acted in a short film called, *Listen to Her*, that sheds light on the increase in domestic violence and overburden of work that women have been facing during the lockdown



**Ms. Daniela VEGA HERNÁNDEZ**  
**Actress, Santiago**

Ms. Daniela Vega Hernández is a Chilean transgender actress and lyrical singer. She was born in San Miguel, Santiago, Chile. At the age of eight, one of her teachers discovered her talent to sing opera and thereafter began performing in small productions in Santiago.

After finishing high school, she started working as a hair stylist. In her spare time and without any other formal education, she got involved with the local acting atmosphere. In 2014 she got notoriety when she appeared in the video clip of the songwriter Manuel García's song "Maria." That same year, she made her filming debut in *The Guest*.

In 2017, she acted in the play "Migrantes," which was chosen as one of the best in the Festival Teatro a Mil. In that same year she starred in the Chilean movie, *A Fantastic Woman*. The film was released in the 67th edition of the Internationale Filmfestspiele Berlin (Berlin International Film Festival) and was critically acclaimed, eventually winning Best Foreign Language Film at the 2018 Academy Awards.

## Live Session 2 – Authors and Artists in an Evolving Value Chain

### Moderator:



**Mr. Amobé MÉVÉGUÉ**  
**Journalist, France 24, Paris**

Originally from Cameroon, journalist and producer Mr. Amobé Mévégué grew up in France. He has spent the last 20 years hosting and producing radio (i.e. Plein Sud on RFI) and television programs on international French-speaking networks. A recognized media personality, he is involved in press, audiovisual production and events.

Mr. Amobé Mévégué is the founder of Madinas, a development project that benefits African youth and which engages individuals committed to Africa's development.

## **Speakers:**



**Ms. Yvonne CHAKA CHAKA**  
**Creator and Performer, Johannesburg, South Africa**

Ms. Yvonne Chaka Chaka has been at the forefront of South African popular music for 27 years, becoming known as the “Princess of Africa.” Having shared the stage with creators including Angélique Kidjo, Annie Lennox, Bono, Queen, Miriam Makeba and Youssou N’Dour, Ms. Chaka Chaka has also performed for Queen Elizabeth II, US President Bill Clinton, South African President Thabo Mbeki and a host of other world leaders.

She is a champion for the Global Fund to Fight AIDS, TB and Malaria, the United Nations MDG Envoy for Africa, and the Goodwill Ambassador for the Roll Back Malaria Partnership. Nelson Mandela chose Ms. Chaka Chaka as the first ambassador for his children’s fund. She has her own established charity, the Princess of Africa Foundation.

In June 2020, Ms. Chaka Chaka was elected Vice President of CISAC.



**Mr. Crispin HUNT**  
**Performer, London**

Mr. Crispin Hunt is a performer, author, studio producer, elected Director PPL & PRS and the Chair of the Ivors Academy of Music Creators.



**Ms. Miranda MULHOLLAND**

**Artist, President of Roaring Girl Records and Music Festival Founder, Toronto, Canada**

Ms. Miranda Mulholland is a Canadian musician, label owner and artistic director of the Muskoka Music Festival. Currently, she is a member of the Americana duo, Harrow Fair. Her most recent solo release, *By Appointment or Chance*, was recorded in Twyford, England with an international band and has received much critical acclaim. Dubbed the “Sweet secret weapon of Canadian Roots Music” by Brad Wheeler at the *Globe and Mail*, her touring and recording credits include *Great Lake Swimmers*, *Bowfire*, *The Jim Cuddy Band* and many, many more. She has performed on over 70 albums as well as TV shows and film scores. She runs a boutique record label out of Toronto called *Roaring Girl Records* which is the home to a select group of diverse artists.

Over the past three years, Ms. Mulholland has emerged as one of the world's foremost artist advocates speaking at the WTO, WIPO, a NAFTA negotiating around in Washington, DC, and was the first creator to take the podium at the Economic Club of Canada.

Ms. Mulholland studied opera performance at The University of Western Ontario and McGill University. She was recently presented with the Global IP Champion award from the US Chamber of Commerce and was runner up to Margaret Atwood for 2019's Artist of the Year in the *Globe and Mail*. She sits on the board of governors, Massey/Roy Thomson Halls and is chair of the Music Canada Advisory Council.



**Ms. Khadja NIN**  
**Singer, Gitega, Burundi**

Ms. Khadja Nin is a well-known Burundian singer and musician. She was born in Burundi to a father who was a diplomat. Ms. Nin was given the opportunity to study music at an early age, and at the age of seven became one of the lead vocalists in the Bujumbura choir performing at local cathedrals.

Ms. Nin began her professional music career in 1996 and released her album, *Sambolera*, which contained songs in Swahili, Kirundi and French. She is known for blending African rhythms with modern pop styles that have enabled her to create her own unique sound.





**Mr. Björn ULVAEUS**  
**Member of ABBA and Co-Founder, Music Rights Awareness Foundation, Sweden**

Mr. Björn Ulvaeus is a Swedish songwriter, musician, singer, guitarist, producer and a member of the Swedish musical group ABBA. Mr. Ulvaeus's songs, co-written with his ABBA partner and close friend Mr. Benny Andersson, became some of the most famous hits of all times, selling more than 400 million records all over the world. Mr. Ulvaeus was co-composer of the musicals Chess, Kristina från Duvemåla, and Mamma Mia!, and he co-produced the films Mamma Mia! and Mamma Mia! Here We Go Again with Mr. Benny Andersson.

Moreover, since June this year, Mr. Ulvaeus has been the President of the Paris-based Confédération Internationale des Sociétés d'Auteurs et de Compositeurs, CISAC.

Mr. Ulvaeus has also been a longstanding tireless advocate for authors' rights. Together with Mr. Max Martin, he launched "Music Rights Awareness" to help creators around the globe better understand their rights. Mr. Ulvaeus also operates many successful businesses.

**Video insights:****Ms. Ibukun "Aibee" ABIDOYE**  
**Executive President, Chocolate City, Lagos, Nigeria**

Ms. Ibukun "Aibee" Abidoeye is a Nigerian businesswoman and New York trained attorney. Ms. Abidoeye has built an outstanding reputation as general manager of Chocolate City Group and logged 8 years of transactional experience in the field of intellectual property, with particular focus on music and copyright law. She is a recognized expert in the licensing, distribution and publishing of indigenous music content for film and television, and collaborates with platforms like Facebook, Apple Music and YouTube and mobile network operators like Etisalat and MTN as the future of digital media unfolds. She is an active member of the Copyright Society of Nigeria representing Chocolate City at the COSON board meetings. Ms. Abidoeye was selected in her right to join a fifteen-man committee tasked studying the state of Digital Music dissemination and consumption within Nigeria. She is staunch advocate for the rights and recognition of songwriters and producers in the Nigerian content value chain.

Prior to joining Chocolate City, Ms. Abidoeye worked as a summer law clerk for Hon. Sterling Johnson Jr. (US District Court), and at the Johnny Cochran Law Firm. She received her B.A. in Political Science at Pepperdine University, a Music Business and Management certification from UCLA and her J.D of Law at Benjamin N. Cardozo School in New York. Ms. Abidoeye is a Certified Mediator.



*Photo: Helmut Henkensiefken © Nina George*

**Ms. Nina GEORGE**  
**President of the European Writers Council, Novelist, Journalist, Berlin**

Ms. Nina George is a prize-winning international bestselling novelist ('The Little Paris Bookshop', translated into 37 languages, New York Times Bestseller) and freelance journalist. Ms. George is member of the administrative board of the CMO VG Wort and chairwoman of the VG-Wort-working group 'e-Book'. She represents the German Writers Union VS (Verband deutscher Schriftstellerinnen und Schriftsteller) in the committee for authors' rights at the German Culture Council. She had been advisor on the topics authors rights and artificial intelligence in the Boards of the German Writer's Union VS and of the German PEN-Centre. Since 2019, Nina George is President of the European Writers' Council, which represents 160,000 writers and translators from 41 writers' unions and associations in 27 countries. Nina George lives in Berlin.



**Mr. Tore Engström ØSTBY**  
**Guitarist, Stockholm**

Mr. Tore Østby, currently living in Stockholm, Sweden, is the founder, guitarist, songwriter and producer for Norwegian experimental metal band Conception and Norwegian-American progressive rock band ARK. Conception released four albums in the nineties and toured internationally. They released the first album themselves, and with their comeback in 2018 they went full circle and self released an EP, later to be followed by a full album in 2020.

Alongside his musical career, Mr. Østby has since the late nineties been strongly involved in featured artists rights on both individual and collective basis. He is senior advisor for the Norwegian artists' organization GramArt, where he has been employed since 1999, and is one of the founding members and director of the board of International Artist Organisation (IAO).



**Mr. Nacho GARCIA VEGA**  
**Singer, Madrid**

Mr. Nacho García Vega is a Spanish performer, songwriter, producer and founder of Nacha Pop, among other pop-rock bands.

Since 1980, Nacho has recorded and produced over twenty albums and participated in numerous musical projects, TV shows, and tours.

Since 2017, he has chaired the (International Artist Organisation (IAO), the umbrella organisation for 11 national coalitions of featured artists that promotes a review of the rules and the artists' rights in the digital environment.

## Creative Design Interlude: African Fashion



**Ms. Nozipho TSHABALALA**  
**Conversation Strategist, Johannesburg, South Africa**

Ms. Nozipho Tshabalala is a Conversation Strategist moderating global conversations that are designed to have measurable outcomes. She is in demand for her unique and insightful ability to facilitate difficult conversations with courage, depth and breadth. As an internationally acclaimed conference moderator and human capital advocate for The World Bank and global citizen, she has successfully moderated conversations for global and African institutions including, leading listed and unlisted multinational corporations, business schools, and civil society organizations that seek to leverage conversations for change.

Ms. Tshabalala is also an award-winning financial markets broadcaster lifting the African business story through the lens of leadership, performance, the political economy, development finance, gender mainstreaming, and youth development. She is a faculty member for Duke Corporate Education in Africa, a fellow of the Gordan Institute for Business Science's Centre for African Management and Markets (CAMM), a Tutu fellow, and Executive Director of LRMG. In 2019, she was named as one of the Top 100 Most Influential Young Africans and most recently as one of the Top 100 Most Influential Young South African's. She is an alumni of the following academic institutions: Saïd Business School, Oxford (Tutu Fellow), University of London (Masters in International Studies), Stellenbosch Business School (Masters in Development Finance – cum laude) and University of Pretoria (Hons: International Relations).

## **Exclusive Conversation: The Global Online Art Market**

### **Moderator:**



**Ms. Natalia REITER**  
**Journalist, Geneva**

Ms. Natalia Reiter is the founder and director of EyeTalk Communications, a boutique communications agency specializing in sustainability, responsible business and positive change.

In 2004, she began her career at Die Zeit as a reporter and journalist writing articles for the print edition, as well as covering Europe's fascinating stories. From 2004-2008, Ms. Reiter worked as a correspondent for General News, Politics and Finance at Thomson Reuters, covering key general, political and financial stories. She later joined WWF, a non-profit organization, where she initially worked as a media and communications manager, and later as a communications and external relations adviser to the WWF director general. Since then, Ms. Reiter has supported the EU and the governments of Ghana and Myanmar on climate change communication.



**Mr. Soly Cissé**  
**Visual Artist, Dakar**

Mr. Soly Cissé is a Senegalese painter, sculptor, photographer, videographer and scenographer.

Mr. Cissé graduated from the École des Beaux-Arts de Dakar in 1996. He gained international reputation after being featured at the Sao Paulo Biennial in 1998, at the Dakar Biennial and the Havana Biennial in 2000.

As a painter, some of his famous works reflect a personal methodology where hybrid forms of humans, animals, improbable beings and death masks, are mixed. Some of Mr. Cissé's works are sold on online platforms.





**Mr. Olivier MASMONTEIL**  
**Visual Artist, Paris**

Mr. Olivier Masmonteil is a French painter. He studied at the École des Beaux-Arts de Bordeaux from 1996 to 1999. As a painter, he dedicates many of his works to beautiful landscapes, among other subjects. He has exhibited his work in Europe, Canada, China and Kazakhstan. Some of his works are sold by online platforms such as Artsper, one of the largest online contemporary art sellers in Europe.



**Mr. Sylvain GAILLARD**  
**Director, Opera Gallery Dubai, Dubai, UAE**

Mr. Sylvain Gaillard is the Director of Opera Gallery Dubai, an international gallery exhibiting 20<sup>th</sup> and 21<sup>st</sup> century works by both established and emerging artists. Before his 2014 appointment to this post, which perfectly embodies his childhood passion for visual arts, he had developed a career as a private banker, working in Turkey, Switzerland and Russia.



**Ms. Cécile VERDIER**  
**President, Christie's, Paris**

Ms. Cécile Verdier is the President of the internationally renowned auction company, Christie's France. With her previous experience as director of decorative arts and design department at Sotheby's, among others, she has more than 25 years of experience in the art market, including the recent development of the online art market. She graduated from the Institut d'Etudes Politiques "Sciences Po" Paris.

## **Live Session 3 – Rights Management and Infrastructure Solutions Driving the Future of GDCM**

### **Moderator:**



**Mr. Amobé MÉVÉGUÉ**  
**Journalist, France 24, Paris**

Originally from Cameroon, journalist and producer Mr. Mévégué grew up in France. He has spent the last 20 years hosting and producing radio (i.e. Plein Sud on RFI) and television programs on international French-speaking networks. A recognized media personality, he is involved in press, audiovisual production and events.

Mr. Mévégué is the founder of Madinas, a development project that benefits African youth and which engages individuals committed to Africa's development.

## Speakers:



**Ms. Alisa COLEMAN**  
**Board Chair, Mechanical Licensing Collective Inc. and COO at ABCKO Music and Records, New York, USA**

Ms. Alisa Coleman is a senior business executive and innovative thought leader in the music and entertainment industry and has a 30+ year track record and reputation for producing top line growth and bottom-line profits. During her long tenure at ABKCO, she has greatly expanded the exposure of the company's legendary catalog, increasing its reputation and value, and is known for her innovative deal structures that focus on the long-term value of intellectual property and licensing partnerships. Ms. Coleman is an acknowledged expert in the field of intellectual property management, legacy content development, new media innovation, and transformative digital strategy.



**Mr. Niclas MOLINDER**  
**Co-Founder and CEO, Session, Stockholm**

Mr. Niclas Molinder is a Swedish songwriter, producer, music publisher and engineer, entrepreneur and one of the founders of *Session* (formerly Auddly), a venture between Niclas Molinder, Max Martin and Björn Ulvaeus from ABBA. *Session* works with ProTools, Universal, Spotify and others to ensure that rights are tracked and reported accurately right from the point of creation on through to the end consumer.



**Mr. Guillermo OCAMPO**  
**CEO, Latin Autor, Montevideo**

Mr. Guillermo Ocampo is the CEO of LatinAutor, a consortium of Latin American CMOs offering direct multi-territorial digital licensing of its members repertoire to DSPs providing online access to music in Latin America. Mr. Ocampo is also the Director General of SADAIC, the Collective Management Organization (CMO) representing music authors and composers in Argentina.

LatinAutor represents music authors, publishers and CMOs in the following territories: Argentina (SADAIC), Bolivia (SOBODAYCOM), Chile (SCD), Colombia (SAYCO), Ecuador (SAYCE), Paraguay (APA), Peru (APDAYC), Uruguay (AGADU), Venezuela (SACVEN), Honduras (AACIMH), Costa Rica (ACAM), El Salvador (SACIM), Guatemala (AEI), Panama (SPAC) and Dominican Republic (SGACEDOM).



**Mr. Talal SHAMOON**  
**CEO, InterTrust, San Francisco, USA**

Mr. Talal G. Shamoan is a Silicon Valley executive, computer scientist, entrepreneur, and investor. In 2003, he became the CEO of Intertrust Technologies Corporation. Mr. Shamoan has been involved in the development of digital rights management (DRM) technology which was first targeted to copyrights holders such as movie studios, music labels and publishers. He is the Chair of the developer community for the DRM technology Marlin.



## Video Insights:



**Mr. Wu GUANYONG**  
**CEO, FirstBrave Technology, Beijing**

Mr. Wu Guanyong is the CEO of FirstBrave Technology.

Founded in 2011, FirstBrave is a copyright service and content provider empowered by AI and other IT technologies, providing copyright monitoring, copyright certification, electronic evidence collection and big-data services to the content creation industries.

FirstBrave's mission is to tackle online piracy and to promote licensing for a healthier digital content ecological environment.

Through the EQain AI copyright big-data platform, FirstBrave provides copyright monitoring systems and services for various types of digital content including online games, images, videos, music and online literature, which are designed to meet the needs of copyright enforcement and illegitimate content filtering throughout the respective industries.



**Mr. Michael HUPPE**  
**President and CEO, Sound Exchange, Washington, DC**

Mr. Michael Huppe is the President and CEO of SoundExchange, where he is responsible for the strategic direction of the nonprofit organization that represents the entire recorded music industry. The organization collects statutory royalties on behalf of over 100,000 recording artists and master rights owners for the use of their content from satellite radio, Internet radio, cable and satellite TV music channels and other services that stream sound recordings. The Copyright Royalty Board, created by Congress, has entrusted SoundExchange as the only entity in the United States to collect and distribute these digital performance royalties from more than 2,500 services. SoundExchange has paid out more than \$7 billion in royalties since its inception.

Mr. Huppe began his career as a commercial litigator and joined SoundExchange as its General Counsel in 2007, helping to forge the policies that would move the organization forward through advocacy, efficiency and strong partnerships. He also oversaw rate proceedings that brought increases of over 300% to artists and labels for the use of their music on Internet and satellite radio. Under Huppe's leadership as President and CEO, SoundExchange's royalty collections have increased significantly and now amount to 14% of all recorded music revenue. Mr. Huppe helped lead the charge for the passage of the Music Modernization Act, which was passed in 2018 to ensure that all artists are paid fairly when their music is played. During that same year, SoundExchange distributed nearly \$1 billion to music creators – a record for the organization.

Mr. Huppe is a graduate of the University of Virginia and Harvard Law School. He is an adjunct professor at Georgetown University teaching a course on Music Law, and has also lectured at Harvard Law, George Washington Law School, and George Mason University. He is a member of the Community Advisory Board of The Kennedy Center for the Performing Arts.



**Mr. Andrey KRICHEVSKIY**  
**President, IP Chain, Moscow**

Mr. Andrey Krichevskiy is a Russian lawyer and businessperson. He is President of the IP Chain, member of the RSPP Management Board, Chairman of the RSPP Committee on Intellectual Property and Creative Industries, CEO of Firma Melodiya JSC, General Director of the Russian Union of Rightholders, General Secretary of the Eurasian Confederation of Societies of Rightholders.

The primary goal of IP Chain is to develop standards, technologies, and tools to enable effective collaboration between IP market participants in the digital domain. IP Chain is working on the unification of the standards describing IP objects, transactions, and participants' rights with a view to create tremendous opportunities for exporting IP rights and help local rights holders enter into the global intellectual property market.

## **Live Session 4 – AI Lab: *How AI is Transforming Creative Industries***

### **Moderator:**



**Ms. Natalia REITER**  
**Journalist, Geneva**

Ms. Natalia Reiter is the founder and director of EyeTalk Communications, a boutique communications agency specializing in sustainability, responsible business and positive change.

In 2004, she began her career at Die Zeit as a reporter and journalist writing articles for the print edition, as well as covering Europe's fascinating stories. From 2004-2008, Ms. Reiter worked as a correspondent for General News, Politics and Finance at Thomson Reuters, covering key general, political and financial stories. She later joined WWF, a non-profit organization, where she initially worked as a media and communications manager, and later as a communications and external relations adviser to the WWF director general. Since then, Ms. Reiter has supported the EU and the governments of Ghana and Myanmar on climate change communication.



**Mr. Refik ANADOL**  
**Media Artist, Istanbul, Turkey**

Mr. Refik Anadol is a media artist and director who currently lives and works in Los Angeles, California. He is a lecturer and visiting researcher in UCLA's Department of Design Media Arts.

He works in the fields of site-specific public art with parametric data sculpture approach and live audio/visual performance with immersive installation approach, particularly his works explore the space among digital and physical entities by creating a hybrid relationship between architecture and media arts with machine intelligence. He holds a master of fine arts degree from University of California, Los Angeles in Media Arts, master of fine arts degree from Istanbul Bilgi University in Visual Communication Design as well as bachelors of arts degree with summa cum laude in Photography and Video.

As a media artist, designer and spatial thinker, Refik Anadol is intrigued by the ways in which the transformation of the subject of contemporary culture requires rethinking of the new aesthetic, technique and dynamic perception of space. Anadol builds his works on the nomadic subject's reaction to and interactions with unconventional spatial orientations with data and machine intelligence. Embedding media arts into architecture, he questions the possibility of a post digital architectural future in which there are no more non-digital realities. He invites the viewers to visualize alternative realities by presenting them the possibility of re-defining the functionalities of both interior and exterior architectural formations. Anadol's work suggests that all spaces and facades have potentials to be utilized as the media artists' canvases.



**Mr. Timur BEKMAMBETOV**  
**Film Producer, Moscow**

Timur Bekmambetov is a Russian-Kazakh director, producer and screenwriter who has worked on films, music videos and commercials.

Russia's top grossing filmmaker, Bekmambetov broke out with Russian fantasy epics *Night Watch* (2004) and *Day Watch* (2005). His directorial debut in Hollywood was the blockbuster *Wanted* (2008) starring Angelina Jolie and Morgan Freeman.

Bekmambetov has made his name in recent years by staking on digital filmmaking and technological innovations. He is the pioneer of the Screenlife films, in which the action takes place on the screens of computers or smartphones. The first film in this format, *Unfriended* grossed about \$65 million worldwide in 2015 and was one of the year's top ten most profitable film projects by rate of return. *Searching* (2018), starring John Cho, raked in \$75 million. In 2018, the Berlinale and SXSW audience awards went to his political thriller *Profile*. In 2016, Bekmambetov founded the tech startup Screenlife Limited developing products based on AI and deep learning for the mass production of screenlife content.



**Mr. Youngsuk 'YS' CHI**  
**Chairman, Elsevier, New York, USA**

Mr. Youngsuk 'YS' Chi is an international businessman and a global thought leader in the publishing, education and information solutions industries. As Chairman of Elsevier, the world's leading scientific, technical and medical information and analytics company, he works directly with key stakeholders in government, academia and industry to support over 30 million scientists, students and healthcare professionals around the world. In his role as Director of Corporate Affairs for RELX, Elsevier's parent company, he is responsible for government affairs, corporate communications and corporate responsibility across all four of the group's market segments. Based in London and New York, Chi travels extensively to engage with scientific and medical research communities, he delivers thought leadership on key trends and advises stakeholders, boards and groups across industries. Mr. Chi serves as Distinguished Visiting Professor at Korea Advanced Institute of Science and Technology (KAIST) and also as an independent director of Ingram Industries Inc. (Nashville, USA) and CFI Education (Vancouver, Canada).

Early in his career as CEO of Ingram Book Group, Mr. Chi co-founded Lightning Source, the first ever print-on-demand distributor and e-book services provider. After holding several senior executive positions at Ingram Book Group's parent company, he became Chief Operating Officer and President of Random House. As founding Chairman of Random House Asia, he led efforts to make Random House the first foreign trade book publisher with local language publishing in Japan and Korea. Prior to joining the publishing industry, Chi spent 13 years in IT and international banking.

Mr. Chi has served on dozens of charitable, educational and industry boards, including the Association of American Publishers, the International Publishers Association, Princeton University, the Ban Ki-Moon Foundation, the Korea Society and KAIST Foundation. Mr. Chi is a graduate of Princeton University, Columbia University Graduate School of Business and was awarded a PhD (Hon) in Literature from Sejong University.



**Dr. Ahmed ELGAMMAL**


**Director, Art and Artificial Laboratory Rutgers University, New Jersey, USA**

Dr. Ahmed Elgammal is a professor of computer science, Rutgers, the State University of New Jersey, and the director of the Art and Artificial Intelligence at Rutgers.

Dr. Elgammal is also the founder of Playform, a platform that enables artist and creative professional explore integrating AI in their creative process. Dr. Elgammal has a 25-year career as AI and computer vision researcher with over 180 peer-reviewed papers. Dr. Elgammal's research on knowledge discovery in art history and AI art generation, received wide international media attention, including reports on the Washington Post, New York Times, NBC News, the Daily Telegraph, Science News, New Scientist, and many others. In 2016, a TV segment about his research, produced for PBS, won an Emmy award. He has been given awards, residencies and has served as a guest lecturer.

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World Intellectual Property Organization  
34, chemin des Colombettes  
P.O. Box 18  
CH-1211 Geneva 20  
Switzerland

Tel: +41 22 338 91 11  
Fax: +41 22 733 54 28

For contact details of WIPO's  
External Offices visit:  
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