

WIPO Conference: The Global Digital Content Market

Geneva, April 20 to 22, 2016

Speaker Profiles



#digicontent2016

Speaker Profiles

Welcome address



Francis Gurry

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 is an honorary professor of, 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*.

Keynote address



Jaron Lanier

Jaron Lanier is a computer scientist, composer, artist and author.

His most recent book is *Who Owns the Future?* He offers a critical and insightful perspective on big data: who owns the data, what it all means for our society and the quest for a sustainable digital economy. An international bestseller, it was declared the most important book of 2013 in *The New York Times* and was celebrated prominently in Europe when he was awarded the 2014 Peace Prize of the German Book Trade, one of the highest literary honors in the world.

In recent years, Mr. Lanier has been named one of the world's top 100 public intellectuals by *Foreign Policy* magazine, one of the top 50 World Thinkers by *Prospect* magazine and one of history's 300 or so greatest inventors in the *Encyclopædia Britannica*.

Mr. Lanier is also a musician and artist. He has been active in the world of new "classical" music since the late 1970s and writes chamber and orchestral works. He is a pianist and a specialist in unusual and historical musical instruments, and maintains one of the largest and most varied collections of actively played instruments in the world. Recent works include a symphony with full choral settings about William Shakespeare's contemporary and friend Amelia Lanier, commissioned for the Bach Festival Society of Winter Park. Mr. Lanier's paintings and drawings have been exhibited in museums and galleries in the United States and Europe.

Moderators



Shaili Chopra

Shaili Chopra is an award-winning broadcast journalist who has founded two successful digital content platforms in India.

She has a strong profile in the media business in India especially, backed by her experience with top channels like NDTV and Economic Times. She is one of the most trusted faces in business journalism and a recipient of the Ramnath Goenka Award for Excellence in Journalism, considered the highest honor for journalists in India.

Ms. Chopra has covered global events like the World Economic Forum in Davos, the G20 summit and President Obama's re-election, and was the first woman to report from the Taj Hotel terror attacks in Mumbai. Her interviewees include Warren Buffet, George Soros, finance ministers of several countries and Indian business and political leaders.



Mishal Husain

Mishal Husain presents BBC Radio 4's *Today* – one of the most popular news and current affairs programmes in the British media since its inception in 1957. She also appears elsewhere on BBC News including international broadcasts on BBC World News and the main TV news bulletins on BBC1 in the United Kingdom. She has also been based in Washington as a foreign correspondent and Singapore as a business presenter.

Ms. Husain was born in the UK and grew up in the Middle East before studying Law at Cambridge University and completing a Master's degree in International Comparative Law at the European University Institute in Florence, Italy.

Music – from vinyl to streaming

Panelists



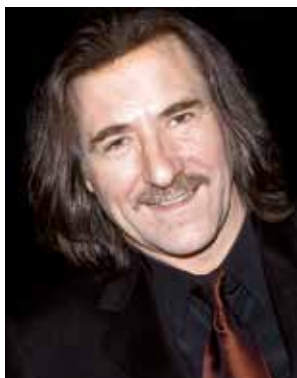
Edgar Berger

In 2014 Edgar Berger was named Chairman & CEO, International of Sony Music Entertainment following his appointment as President & CEO, International in 2011. In his role, Mr. Berger oversees Sony Music Entertainment's operations outside the United States, with 45 countries from all continents reporting into him.

From 2005 to 2011, Mr. Berger served as CEO of Sony BMG Germany and CEO of Sony Music Germany, Switzerland and Austria, based in Munich.

Mr. Berger began working for Bertelsmann AG in 2000 and held corporate roles heading up worldwide corporate development and synergy management based in Germany until 2005.

He is a member of the board at Kulturkreis der Deutschen Wirtschaft im BDI e.V. and is also a board member of IFPI, representing the music industry worldwide. He is a private investor in Internet and technology companies.



Luis Cobos

Luis Cobos is a composer and orchestra conductor.

He has composed orchestral music, electronic music, songs, film scores and music for theater and television.

His records are distributed worldwide and sales have exceeded 15 million copies. He has been awarded more than 100 Gold, Platinum and Diamond records in several countries and has received many other awards for his work.

Mr. Cobos has conducted many orchestras in recordings and concerts, including the Royal Philharmonic Orchestra, Vienna Symphony, Moscow Symphony, Los Angeles Symphony, Beijing Symphony, Europe Symphony, London Symphony, Kansai Philharmonic (Japan) and a long list of professional orchestras, several bands and musical groups.

As music director, composer or producer, he has worked with Plácido Domingo, Julio Iglesias, Pedro Vargas, José Carreras, Antonio Banderas, Paco de Lucía and many other international artists.

Mr. Cobos plays a leading role in the music industry through roles such as President of AIE (Artists Society of Spain), President of FILAIE (Ibero-Latin-American Federation of Performers) and Chairman of the Latin GRAMMY Cultural Foundation.



Christopher Tin

Christopher Tin is a two-time Grammy-winning composer of concert, film and video game music. His theme song “Baba Yetu” from the video game *Civilization IV* became the first piece of video game music ever to win a Grammy award, and his album *Calling All Dawns* won the last Grammy for Best Classical Crossover Album. His follow-up album, *The Drop That Contained the Sea*, opened at #1 on Billboard’s classical chart, and was given its world premiere at Carnegie Hall. He is a Governor of the Los Angeles Chapter of the Recording Academy, and serves as the Vice-Chair of Advocacy.



Tammy Weis

Tammy Weis is a critically acclaimed Canadian singer and songwriter who has appeared on TV and radio stations across the globe. She has performed with the likes of Michael Bublé, Jamie Cullum, Bobby McFerrin and Randy Bachman, to name just a few. Her most recent album, *Where I Need To Be*, was released to a sold-out crowd at the legendary Ronnie Scott’s Jazz Club in London. As a songwriter, she has written songs used by Michael Bublé and *American Idol* finalist Scott MacIntyre.



Photo: Fiona Garden

Imogen Heap

Self-produced, engaged, twice Grammy award-winning, Imogen Heap blurs the boundaries between pure art form and creative entrepreneurship. She has always communicated and collaborated with her loyal following in pioneering ways, both on and offline; currently she has over 2.2 million Twitter followers alone. She is the founder of the Mi.Mu glove system, which allows the wearer to sculpt music through gestures.

As an independent artist, Ms. Heap started to think about how the music industry could be improved in the wake of blockchain technology and smart contracts. So in her spare time, she has mainly been speaking and meeting up to develop what she calls “Mycelia” – a foundation from which to create, champion and maintain the ethical, technological and commercial standards required to run a fair-trade music industry.

Film – sustaining the film industry in the digital environment

Panelists



Bobby Bedi

Bobby Bedi is an award-winning film producer from India.

His many critically and commercially successful films include *Bandit Queen*, *Fire*, *Saathiya*, *Maqbool* and *The Rising*. He has received the National Award for Best Film twice from the President of India and his films have featured at major film festivals, including Cannes, Venice, Berlin, Toronto, Locarno, Sydney and Busan.

Mr. Bedi has been invited to speak at and participate in conferences at WIPO in Geneva several times, and has addressed a US Congressional hearing on anti-piracy and many other events relating to intellectual property rights. He represented the International Federation of Film Producers Associations (FIAPF) at the Beijing Conference in 2013 and at the Internet Governance Forum 2015 in Brazil.

He is a Vice President of the Film Federation of India and on the Governing Council of the Indian Motion Picture Producers' Association.



Oreka Godis

Oreka Godis is a film and television actor, radio personality, spokes-model and content creator.

Since returning to Nigeria in 2009, she has enjoyed a strong public profile through radio presenting and television and film acting.

Ms. Godis is a self-confessed cineaste and is devoted to spreading the message of self-actualization, diversity and equality. She is a part-time tomboy and full-time life enthusiast who enjoys reading, writing short stories and screenplays. She is also currently working on a novel which she hopes to publish soon.

Above all, Ms. Godis is a storyteller – seeing film as a most noteworthy platform to tell and explore the African story on Africans' own terms.



Nikita Mikhalkov

Born in Moscow in 1945, Nikita Mikhalkov started his career as an actor, turning later to directing and producing his own films. He has been highly successful in his filmmaking, and is extremely popular in Russia both as a director and as an actor. His films are widely acclaimed by international audiences and have received numerous international awards.

Mr. Mikhalkov is President of his own film production company, Three T Productions. He is also the Head of the Russian Filmmakers Union, Chairman of the Russian Cultural Foundation and a member of the Russian Presidential Council of Culture.

Mr. Mikhalkov is a Board Member of the European Film Academy, a Full Member of the Academy of Humanitarian Sciences of Russia and a Professor at the Academy of Humanitarian Sciences of San Marino.



Uloma K. Onuma

Uloma K. Onuma is Head Legal and Corporate Counsel to iROKO Partners, an international media and entertainment company and the fastest-growing technology company in Africa. At iROKO, Ms. Onuma has advised on investments from international venture capital firms including Tiger Global, Kinnevik, RISE Capital and Canal+, multimillion-dollar content distribution and license deals, the subscription video-on-demand platform *www.irokotv.com* and mobile technologies.

Ms. Onuma has deep knowledge of African markets and legal experience in Western Europe, North America and Africa. Prior to iROKO, she worked in various legal and policy roles, including as an associate at a private law firm and as legal affairs intern at the UNFCCC and the Secretariat of the Basel Convention on the Control of Transboundary Movements of Hazardous Wastes and their Disposal.

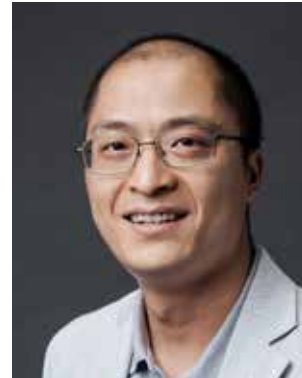


Esperanza Silva

Esperanza Silva is an actress and the President of Chile Actores, the collective management organization for actors' intellectual property rights in her native Chile. She is also Vice President of Latin Artis, the Ibero-American association of actors' organizations, President of the *Gestionarte* Foundation and an Advisor to the Chilean National Television Council.

Ms. Silva has enjoyed a long career in theater, television and cinema. She graduated from the School of Drama of the University of Chile, and her career has remained linked to the University, where she studied Theatre Directing at the Catholic University.

Her theater career began in the 1980s with plays such as *La Colombiana*, a stage adaptation of Mario Vargas Llosa's novel *Pantaleón y las visitadoras*. She has also appeared in many television comedies and soap operas such as *Tiempo final* (2004), *Heredia* (2004), *Loco por ti* (2004) y *Reporteras* (2006), while her film work includes roles in Edgardo Viereck's comedy *Mi famosa desconocida* (2000) and Silvio Caiozzi's acclaimed *Cachimba* (2004).



Yang Xianghua

Yang Xianghua is Senior Vice President of iQIYI.com.

Mr. Yang joined iQIYI in 2010 as Senior Vice President. He is in charge of iQIYI VIP Membership Business (subscription business) and iQIYI Motion Pictures. Before then, he was the head of the company's New Business Unit and Mobile Internet Department.

Mr. Yang graduated from Tsinghua University with a Master's degree. He co-founded GoodFeel.com in 2002 and became Vice General Manager for Sohu's Wireless Business Department in 2004.

Broadcasting – new models for connection with the audience

Panelists



Ritu Kapur

Over the past year, Ritu Kapur has co-founded The Quint, a mobile-first, digital-only news and content site. The Quint is targeted at India's millennials and creates a seamless blend of video, audio, graphics and text. The site has created quite a buzz in a very short while, with a Facebook fan following of 3.7 million.

Ms. Kapur joined Network 18 as a founder member in 1992. She started by producing *The India Show*, the country's first local production on a satellite channel, Star Plus.

In 1995 she moved to drama on television, as director and screenplay writer of the real-life docu-drama series *Bhanwar*. When Network 18 launched an English News Channel (CNN IBN), she took over as its Features Editor.

Ms. Kapur pioneered citizen journalism on Indian television in 2008 when she launched *The CJ Show* on CNN IBN. The show aimed to democratize news on television, enabling every Indian to contribute and raise issues using the mobile phone as a news-gathering tool. It won several awards.

In 2011, she launched History TV18 (a joint venture with A+E Networks) as the Head of Programming, while continuing her work as Features Editor of CNN IBN. History TV18 became the leading factual channel within months of the launch.

Ms. Kapur has now moved on from Network 18, where she was the founder and controlling shareholder, to co-found Quintillion Media Pvt Ltd. The company's first offering is The Quint: www.thequint.com.



Dima Khatib

Dima Khatib is Managing Director of Al Jazeera's digital-only news platform, AJ+.

She joined Al Jazeera in 1997 as a broadcast journalist in its Doha newsroom. She quickly became a news producer, known for managing the channel's coverage during the Iraq War. She set up bureaus in China and Venezuela for the network and was its first female bureau chief (in Latin America).

In 19 years, Ms. Khatib has reported from more than 30 countries, interviewing presidents and people from all walks of life. In 2012 she was classified as the most connected woman on Twitter in the Middle East. She has also worked for the World Health Organization, Swiss Radio International, Radio Qatar (French) and AFP, and has lectured in journalism at the American University in Dubai.

Of Palestinian and Syrian heritage, Ms. Khatib studied English Literature at Damascus University and holds a Master's degree in Translation from the University of Geneva, Switzerland. She speaks eight languages and writes in four of them. She has published one poetry collection in Arabic: *Love Refugee*.



Naja Nielsen

Naja Nielsen is Deputy News Chief at DR News (Danish Broadcast Corporation) and also Head of Innovation and Events, including digital development.

Previously, she was Head of TV AVISEN, where she helped build and innovate DR's news and election coverage.

Before taking on executive roles, she worked as a reporter, radio and TV host, producer and executive producer.

Ms. Nielsen believes that modern digital media consumption requires both media and journalism to be re-invented in order to be relevant and important to people.

She is a specialist in mass communication, impactful and agenda-setting journalism, storytelling and big political TV debates, election nights and TV news.



Shaili Chopra

Shaili Chopra is an award-winning broadcast journalist who has founded two successful digital content platforms in India.

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Publishing – the codex in the digital age

Panelists



Youngsuk “YS” Chi

Youngsuk “YS” Chi is a leader in the media-tech industry. As Chairman of Elsevier, he works with governments, customers and industry associations worldwide. As head of Corporate Affairs and Asia Strategy for RELX Group, he is responsible for government affairs, corporate communications and corporate responsibility for Elsevier’s parent company. Dr. Chi served as President of the International Publishers Association for four years and will be Past President through 2016. He is also Chair of the American Association of Publishers, a trade association that serves over 400 publishers. Dr. Chi is based in London and New York, but travels extensively to meet with members of scientific research communities and governments.

Dr. Chi joined Elsevier in 2005 after serving as Chairman of Random House Asia and President of Random House. Prior to that, he held several President and CEO positions at Ingram Distribution Holding, the parent company of Ingram Book Group, and co-founded Lightning Source, the book industry’s first print-on-demand and e-book distribution company.



Trasvin Jittidecharak

Trasvin Jittidecharak is from Chiang Mai, Thailand, where her parents owned a bookstore.

In 1991, she founded Silkworm Books, a general, independent publisher of English-language books on Thailand and Southeast Asia. Silkworm Books has a reputation among Thai scholars and academics for editorial quality. It now offers a range of e-books and is moving into enhanced e-books and games.

In 2005, with funding from the Rockefeller Foundation, Ms. Jittidecharak founded Mekong Press, later to become Mekong Press Foundation in 2008, in order to support publishing activities in the Greater Mekong Subregion and to establish a network of publishers in the region.

She was a resource person in book design and publishing for organizations at both national and regional levels, as well as a judge for a number of national publication design competitions. Since 1989, she has been actively supporting adherence to copyright law in Thailand. In 2008 she became a member of the International Publishers Association’s Freedom to Publish Committee.

Ms. Jittidecharak was an advisor to the board of the Publishers and Booksellers Association of Thailand (PUBAT) from July 2009 to June 2015. She chaired the Organizing Committee of the 30th International Publishers Association (IPA) Congress, Bangkok 2015. She has been on the Executive Committee of the IPA since 2012.



John Makinson

John Makinson is Chairman of Penguin Random House, having previously been the Chairman and CEO of the Penguin Group. He was the Finance Director of Pearson, Penguin's parent company, between 1996 and 2002.

Mr. Makinson's career has included journalism and investor relations both in London and abroad. After graduating from Cambridge with Honours in History and English, he joined Reuters as a journalist, working in the London, Paris and Frankfurt offices, where he remained until 1979. He then moved to the *Financial Times*, becoming editor of the Lex column and Financial Editor. From 1986 to 1989, he held the position of Vice Chairman of Saatchi & Saatchi's US holding company in New York.

On returning to London, he co-founded and ran Makinson Cowell, a specialist independent consultancy which advises leading international companies on their relationships with the financial community.

In 1994, Mr. Makinson returned to the FT as Managing Director, responsible for the production, distribution and marketing of the newspaper worldwide.

Mr. Makinson is Chairman of the National Theatre and was recently appointed Chairman of J. Rothschild Capital Management's US subsidiary. Previously, he served as Chair of the Institute for Public Policy Research (IPPR), the UK's leading progressive think tank, and of the International Rescue Committee (UK), a humanitarian organisation.



Federico Polak

Federico Polak is an author of legal, commercial and fiction books. He is currently Dean of the Law Faculty of UMSA University in Buenos Aires and the President of CADRA.

He studied in the University of Buenos Aires (UBA) and gained a PhD *Summa cum laude* at UMSA.

Dr. Polak has held many prestigious public and political positions, including being a spokesman for the then President of Argentina, Dr. Raúl Alfonsín, in the 1980s.

Digital architecture – the soft infrastructure of the global market

Speakers



Angela Mills Wade

Angela Mills Wade is Executive Director of the European Publishers Council (EPC). She has over 30 years' experience of media and communications – business, legal, technological and social – across the European Union. Since 1991, Ms. Mills Wade has been the Executive Director of the EPC, a high-level lobby group of chairmen and chief executives of major European media corporations whose businesses deliver independent journalism and a diverse range of quality content and entertainment across all platforms and devices, bringing print or digital newspapers, magazines, journals, e-learning solutions, books and broadcasting to citizens across the EU and globally.

Ms. Mills Wade holds a number of additional roles including Director of Europe Analytica and Non-Executive Director of EurActiv PLC.

During her earlier career her roles included Head of European Affairs and Special Issues at the UK Advertising Association (1989–1991) and European Executive for the ITV Companies' Association (1983–1987).



Dominic Young

Dominic Young is CEO of the Copyright Hub Foundation. He spent many years in and around the licensing of content in the newspaper industry and beyond. Before the Copyright Hub, he was a consultant to various media and investment businesses and a non-executive director with two startup companies in the media sector. Prior to that, he held a number of senior roles at News Corporation, latterly as Director of Strategy and Product Development for News International and Managing Director, International for the News Corp Digital Media Group. During his time at News he also served as Director of Intellectual Property and represented the company on the board of the Newspaper Licensing Agency as Non-Executive Director and Chairman for many years. He was initiator of the ACAP project and a founder of the News Media Coalition. Throughout his career, he has focused on the practicalities of copyright and licensing, a focus he continues at the Copyright Hub with its mission to make licensing simpler.

Panelists



Tracey L. Armstrong

Tracey Armstrong is President and CEO of Copyright Clearance Center, bringing more than 20 years of experience in rights management with CCC to the industry. Leading the organization through a period of phenomenal change and challenge, she has helped transform its licensing solutions to meet the needs of today's digital publishing world.

Ms. Armstrong works with publishers, authors, universities, businesses and industry associations around the world, addressing copyright concerns and establishing new alliances. In addition, she frequently speaks at industry conferences and events as a thought leader on digital copyright licensing issues.

Ms. Armstrong holds an MBA from Northeastern University and serves on the Board of the International Federation of Reproduction Rights Organisations (IFRRO).



Richard Hooper CBE

Richard Hooper is Chairman of the Copyright Hub Foundation, which is developing open-source technology that allows copyright content on the Internet to be licensed easily for reuse in new copyright works. It is at the heart of making copyright licensing easier with very low transaction costs, thus addressing one of the major problems with copyright in the digital age.

Mr. Hooper has devoted his 50-year career to the converging worlds of media, telecommunications and technology. At the BBC in the 1970s he was a founder of the Open University. At British Telecom in the 1980s he pioneered viewdata/video-text, the precursor of the Internet. He was founding Deputy Chairman of the converged regulator Ofcom from 2002 to 2005.

Today, he has various company directorships and also carries out advisory work for the public and private sectors in the UK, Singapore, Australia and New Zealand.

He is married to the Australian writer and historian Meredith Hooper and is father of the Oscar-winning film director Tom Hooper (*The King's Speech*, *The Danish Girl*). He graduated from Oxford in 1963 with a First-Class Honours degree in German and Russian.



Elton Yeung

Elton Yeung is the CEO of the Composers and Authors Society of Hong Kong Ltd (CASH).

He has had a strong passion for music since childhood, and named himself after Elton John. Before joining his beloved music industry, Mr. Yeung held management posts in major Swiss/German banks in Hong Kong and Canada. In 2001, he left the banking industry after more than 20 years and joined CASH as CEO. With his extensive management and marketing experience, he strives to enhance creativity and safeguard music copyright.

Mr. Yeung serves as a committee member of various public organizations. Not only does he help the underprivileged, he also contributes to the cultural and creative industries and speaks out for the music industry. He loves what he is working for and, with this passion, he and CASH are determined to become “your music partner” in Asia.

He holds a Business degree from Canada and a Master's degree in Commercial Law from the United Kingdom.

Opportunities and challenges – markets, policy and diplomacy

Keynote speaker



Senator Chris Dodd

Former United States Senator Chris Dodd is the Chairman and CEO of the Motion Picture Association of America, Inc., which serves as the voice and advocate of one of the United States’ most creative and storied industries around the world. Appointed in March 2011, Senator Dodd’s highest priority is championing the creative freedoms of filmmakers by safeguarding intellectual property rights, advancing technology-driven innovation and opening global markets to the uniquely powerful mediums of film and television.

During his 36 years serving in the United States Congress, Senator Dodd was recognized as one of its most widely respected legislators, participating in nearly every major national and international policy debate over the course of three decades. Senator Dodd is perhaps best known for authoring or co-authoring the Family and Medical Leave Act in 1993, the Patient Protection and Affordable Care Act, and the Dodd-Frank Wall Street Reform and Consumer Protection Act.

Panelists



Clément Épié

Clément Épié is a French entrepreneur and researcher. For the past ten years, he has been working as a science and technology analyst. He is the Co-Founder of Cellabz, working to build the next generation of R&D Labs – creating global, anti-disciplinary and distributed labs combining blockchain and emerging technologies. He is also an innovation and investment advisor for startups, corporations, venture capitalists, universities, governments and communities.



Guilherme Felitti

Guilherme Felitti is a Brazilian journalist specializing in technology, the Internet and telecommunications. Since 2004, his work has been published in large Brazilian news outlets like *Época Negócios*, *O Estado de S. Paulo*, *Superinteressante*, *Meio & Mensagem* and *Computerworld*. For the past three years, he has hosted a weekly technology column on CBN, Brazil's biggest news radio station.

Mr. Felitti studied Journalism and holds a Master of Science in Digital Design from the Pontifical Catholic University of São Paulo (PUC-SP). As an independent academic researcher, he has published articles about blogs, crowdfunding platforms and messaging applications inside newsrooms in Brazil. Currently, he leads a group inside Editora Globo, the second-biggest print publisher in Brazil, seeking to understand the impact of data and programming languages in journalism.



Larry Madowo

Larry Madowo is arguably Kenya's most influential journalist working across television, radio, print and online.

He is the Online and Technology Editor at Kenya's leading urban TV station, NTV. He runs the country's leading digital team which manages some of Africa's most important digital brands on Facebook, Twitter, Instagram and Tumblr. He also anchors *NTV Weekend Edition* on Saturday and Sunday and hosts Kenya's most popular live TV show, *#theTrend*, on Friday nights.

Mr. Madowo writes a column in one of Africa's highest-circulation newspapers, the *Daily Nation*, every Tuesday called *#FrontRow* and hosts a Sunday show on Nation FM.

He has one of Kenya's largest audiences on social media, with nearly 1.5 million followers.

His work or commentary has appeared on a host of international outlets including CNN, the BBC, Forbes, RTÉ Ireland, ABC News Australia, TechCrunch and Public Radio International.

Mr. Madowo has travelled to more than 30 countries in four continents over the last decade, interviewing world leaders, entertainers, global CEOs and everyone in between.

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