



ABU-Rai Days 2024

AI Meets Public Service Media: A Global Perspective

Naples, 11 – 12 June 2024

Unione Industriali Napoli – Palazzo Partanna



Progetto cofinanziato dallo
Stato Italiano e dalla Regione
Campania, nell'ambito del
POC Campania 2014-2020

Con il contributo del



Unione Industriali
Napoli



Bio speakers

Day 1

09.00 - 09:40

Keynote Address: What is AI, where has it come from and where is it going?

EBU, Deputy Director General & Media Director, Jean Philip De Tender



Jean Philip De Tender is Deputy Director General/Director of Media at the European Broadcasting Union (EBU). He joined the EBU in 2015 from Belgian public broadcaster, VRT, where he held high profile roles including Director of Television and General Manager for Flemish channel, Eén. As Director of EBU Media, De Tender oversees a department with a significant service portfolio across news, music, TV, radio, digital, live events (including the world's biggest live music event, the Eurovision Song Contest) and strategic media events, such as the annual Media Summit. In July 2021, he assumed the additional role of Deputy Director General to support key management aspects of the organization, with an emphasis on strategic development and knowledge exchange.

This expanded remit includes oversight of the EBU's Media Intelligence Service and training division, EBU Academy. As the media landscape continues to rapidly evolve, De Tender's strategic role is focusing on the future proofing of public media through customised and expert support in areas including transformation and the provision of a central learning hub on artificial intelligence (AI), with

particular emphasis on how the industry addresses huge changes due to AI's increasing complexity. A Belgian national and fluent in Dutch, English and French, he is based in Geneva, Switzerland, at the EBU's head office.

09:40 – 10:40

Truth and Trust: Preserving identity and creativity in the world of AI

Moderator: ABU, Olya Booyar Head of Radio



Olya Booyar is Head of Radio for the Asia-Pacific Broadcasting Union, an association of broadcasting and associated industry bodies reaching more than half the world's population. Based at the ABU's headquarters in Kuala Lumpur, Malaysia, Olya is responsible for setting the strategic direction for the Radio as well as help drive an expansion of services to the ABU's more than 250 members organisation across the region and around the world. Born in Ukraine and educated in Canada, Olya began her career as an on-air broadcaster-journalist with the Special Broadcasting Service (SBS) in Australia and rose rapidly through the organisation to Corporate and Community Relations Executive, before leaving to become Deputy Director of the country's Classification Board. She has been a General Manager in charge of content, consumer and citizen matters for the Australian Communications & Media Authority (ACMA) and managed the communications and public affairs portfolios for the Australian Writers' Guild. She is a past-President of the global International Association of Women in Radio and Television (IAWRT) and is on the Board of the World Summit on Media for Children Foundation, the International Radio, and Television Union (URTI) and Australia's National Association for the Prevention of Child Abuse and Neglect (NAPCAN).

GPB, Director General, Tinatin Berdzenishvili



Tinatin Berdzenishvili - Ph.D. in Mass Communication, Director General of The Georgian Public Broadcaster, Head of Gender Equality Group of European Broadcasting Union (EBU). Tinatin Berdzenishvili has been working in the field of media and marketing communication for more than 25 years. She has extensive experience in media management, strategic planning, digital media, and the introduction of new technologies. She also has experience in effective communication with international organizations and the business sector, both in Georgia and in various European countries.

TRT, Deputy Director General, Ömer Faruk Tanrıverdi



Ömer Faruk Tanrıverdi is the Deputy Director General in charge of international broadcasting at Turkish Radio Television Corporation (TRT), the Turkish public service media. Prior to his appointment to TRT in December 2021, he worked as a foreign strategic communication advisor to the Ministers of Foreign and EU Affairs for nearly five years and as Head of the Public Diplomacy Department at the Presidency of the Republic of Türkiye Directorate of Communications for three years.

Rai, Presidency, Head of PMO, Annalisa Polcino



Annalisa Polcino, with a degree in Statistical Sciences and a post-graduate degree in Big Data & Business Analytics, has spent a long analytical experience in big media company (Fox International, Discovery Italia) working on strategic and business analysis. She has been working at Rai since 2016, where she currently serves as PMO and Head of Special Projects within the Chairwomen's Staff. She is a member of the RAI AI Working Group, tasked with monitoring the evolving regulatory and community landscape, identifying and implementing market best practices, and mapping emerging needs and potential AI applications.

ROR, Director of International Relations, Dr Dan Santa



Dr Dan Santa has been the Director of International Relations for the Romanian Broadcasting Corporation (SRR) for nearly 20 years. For more than 15 years he was also the president of the Radio Committee of URTI (International Radio-Television Union) and member of the steering committee of COPEAM. Currently he is the Vice-President of URTI. He has held several positions for the EBU and carried out an internship at the EBU Brussels office. Dan received his PhD in philosophy at the University of Cluj, Romania, specialising in the philosophy of culture and religions. Between 1992-1998 he was a lecturer for the Philosophy Professorship at University of Cluj and between 1996-1998 editor-in-chief for the Ethnic Minorities Department at

Radio Romania. Dan worked as a radio programmer-producer, dedicated mainly to inter-cultural relations. He is the author of several books of philosophy and many studies on culture and religion and a writer of radio dramas.

BBC, Lead Gen AI specialist, Peter Archer (video contribution)



Pete Archer is Programme Director of Generative AI at the BBC. He leads the BBC's work on Generative AI, working across strategy, development, policy and partnerships. Prior to taking up this role, Pete was Director of Corporate Strategy and led the development of mission-critical strategy including the BBC's long-term plan, funding settlement, portfolio management and emerging technology strategy. Prior to joining the BBC Pete worked for the UK Government as a senior policy advisor at the Prime Minister's Strategy Unit, No 10 Downing Street.

11:00 – 11:50

AI Literacy: Our Audiences and Staff

Moderator: Rai, International Relations and European Affairs, Director, Simona Martorelli



Director of RAI's International Relations and European Affairs, Head of European Affairs and of the Brussels Liaison office with EU Institutions, Vice Chairman of the EBU Legal and policy Committee, Chair of IBA (International Broadcasting Assembly) 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 license fee and for national and international contracts; coproduction, 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. Formerly seconded as National Expert to the European Commission in the Audiovisual and Media policies Unit. Since 1999 Head of RAI's Liaison Office of European Affairs in Brussels

EBU, AI School, Justin Kings, Head of EBU Academy



Justin Kings, a senior media professional with over 30 years' experience in the industry, has been appointed as the new Head of the EBU Academy. He will take up the position on 1 November 2023.

Kings began his career at Capital Radio in London where he rose to the role of Group News Editor. He moved to the BBC's radio station for the capital, BBC London, where he led journalists and programme teams in the Corporation's first multimedia newsroom.

He left the BBC to start his own consultancy and training business and, as part of this, joined the EBU Academy Faculty in 2009. Over the past 14 years, he has specialized in social media trainings for the Academy as well as teaching topics including constructive journalism, young audiences, and podcasting.

ABC Australia, Steve Ahern, Manager, ABC Radio Sydney



Australian media executive, Steve Ahern, has been appointed Manager of ABC Radio Sydney. Ahern has been acting in the role since October 2022, having joined the ABC from the Asia Pacific Broadcasting Union in Kuala Lumpur where he was Director of the ABU Media Academy. Ahern's international career took him to many countries in Asia, the Middle East and Africa, where he founded the Nai Media Institute in Afghanistan, delivered training in mobile journalism and radio skills for Eye Media in South Sudan, and consulted to television and digital news companies in Liberia, Azerbaijan, Egypt, Indonesia, and Vietnam. Previously the Director of Radio at AFTRS, Ahern also worked

for the ABC in his early career as a producer, presenter, reporter and manager in Newcastle, Canberra, and Melbourne. He also held jobs in teaching and international diplomacy and was the founding editor of this publication.

Capital Maharaja Group, Group Director, Chevaan Daniel (video contribution)



Chevaan Daniel is Group Director of CMG, one of Sri Lanka's most diversified companies. He heads the groups Media Network, which is Sri Lanka's largest. He is also the leader of 'Gamamdda', an award-winning Grassroots Movement that touches the lives of millions of Sri Lankans. Chevaan is a Fulbright Scholar, an Eisenhower Global Fellow, a UTC Fellow, and an Asia 21 Fellow.

His work experience includes stints with NBC & MSNBC in New York. Chevaan is an internationally certified Swift Water Rescuer and a Global Ambassador for The Sri Lanka Life Saving Association. His passions include ancient Sri Lankan history and rock climbing.

Rai, Digital and Transmedia Content, Caterina Stagno



Caterina Stagno has a Bachelor's Degree in Economics and is a Senior Manager of "Digital Content 2" in the department of "Digital and Transmedia Content" at Rai. In particular she's responsible for: Digital inclusion (addressing the impact of technologies on equal opportunities, societal inequalities, generational divides, the exercise of citizenship, employment prospects and new skill sets); Funded Editorial Projects; Innovation Lab (dedicated to integrating innovation and technology into production).

11:50 – 13:00

AI in practice: What PSM already do

Moderator: Asun Gómez Bueno, Director International Relations RTVE



Asun Gómez Bueno works for RTVE since 1989, when she graduated in Journalism at Complutense University of Madrid. She is currently director of International Relations for RTVE. She's been elected member of EBU News Committee in November 2023 for the next two years after having served as chair and vice chairwoman. She chairs the Journalists Protection Task Force. She is member of COPEAM steering committee.

2009-2012 she served as director of the 24 Hours News Channel, which was awarded as Best Thematic Channel in 2010 and 2012 by the Spanish TV Academy. She has participated in many projects related to the defence of the PSM, how to fight disinformation, independence of journalism apart from the Newsroom integration and application of Artificial Intelligence. She holds an Executive MBA from ESADE Law & Business School. She has also published a

book, three tales and numerous articles in the most important newspapers in Spain

ABC, Technical lead machine learning - AI, Gareth Seneque



Gareth leads the Machine Learning & AI team at the ABC, who aim to drive and guide the adoption of AI in a values-led and principled way. He combines technical expertise & publication in ML with an education in Philosophy & Political Science to understand how technology can be used to improve content workflows and the audience experience.

CMG Mobile, Digital Media Operation Department, AI Microdrama Initiative, Deputy Director, Dr. Yang Na (Video Contribution)

Media Prima Malaysia (Video Contribution)

Rai CRITS (Center for Research, Innovation, Technology, Experimentation), Head of Production Systems, Giorgio Dimino



Giorgio Dimino joined the RAI Research Centre in 1988. For many years his activity has been on digital video and audio coding, contributing also to the works of several international bodies including ITU and MPEG. He then moved to the study of audiovisual archives digitisation and indexing, working at the automation of archive documentation through the massive use of machine learning algorithms. Since 2008 he manages the Research Centre activities on production and archiving, that span from IP based production, UHD/HDR video content generation, augmented reality, to metadata management and artificial intelligence.

Rai Cinema, Senior Marketing Executive, Federica Lo Jacono



Federica has an extensive experience in leading companies in international marketing and rights distribution. She has developed a deep knowledge of the sector of international sales of film and TV rights and she took part at several markets of the entertainment industry all over the world. She started her career as a marketing analyst in a large broadcaster in Middle East (Orbit TV). In her current role in the Strategic and Digital Marketing in Rai Cinema, she takes part at complex, multi-disciplinary initiatives, coordinating others' work and developing in team several projects with virtual reality, metaverse and artificial intelligence.

14:00 - 15:00

Toward an AI blueprint: European, Asia-Pacific and global developments in regulation

Moderator: Rai, International Relations and European Affairs, Director, Simona Martorelli



Director of RAI's International Relations and European Affairs, Head of European Affairs and of the Brussels Liaison office with EU Institutions, Vice Chairman of the EBU Legal and policy Committee, Chair of IBA (International Broadcasting Assembly) 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 license fee and for national and international contracts; coproduction, 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. Formerly seconded as National Expert to the European Commission in the Audiovisual and Media policies Unit. Since 1999 Head of RAI's Liaison Office of European Affairs in Brussels

EBU, Legal and Policy, Senior Analyst, Michele Evangelista



Michele Evangelista serves as the Senior IP Counsel for the European Broadcasting Union (EBU). Prior to his role at EBU, he was an associate legal counsel at the World Intellectual Property Organization (WIPO), focusing on international copyright and geographical indications policies. Earlier in his career, Michele worked with the External Action Service of the European Union and practised law in Naples. He holds a master's degree in International and European Law from Radboud University in the Netherlands, as well as a master's degree in Law from Federico II University of Naples.

ABU, Chair, IPLC & CMG Sri Lanka, Legal Affairs Director, Suranga B. M. Jayalath



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 the current Chair of ABU IPLC. He is a member of London Court of International Arbitration (LCIA) and a member of Commonwealth Lawyers Association.

FRTV, Head of audiovisual and digital law unit, data protection officer (DPO) Bertrand Scirpo



Bertrand Scirpo is head of the audiovisual and digital law unit and data protection officer (DPO) of France Télévisions. He was previously secretary general of the regional network of France 3, head of cabinet of the RFO channel and deputy director of institutional relations at France Télévisions.

University Federico II, Naples, Philosophy of Science and Technology, Guglielmo Tamburrini



Guglielmo Tamburrini (PhD in Philosophy, Columbia University, 1987) is Research Associate and retired Philosophy of Science and Technology Professor at Università di Napoli Federico II in Italy. His research interests focus on ELSE (Ethical, Legal, and SocioEconomic) issues in the context of AI, human-computer and human-robot interactions. Coordinator of the first European project on the ethics of robotics (ETHICBOTS, 2005-2008) and Giulio Preti International Prize, awarded in 2014 by the Regional Parliament of Tuscany for contributing to the dialogue between Science, Philosophy and Democracy. Scientific Board member of USPID (Unione degli Scienziati per il Disarmo), Fellow of the Nexa Center for Internet and Society at Politecnico di Torino, and Member of ICRAC (International Committee for Robot Arms Control).

15:30 – 16:30

AI Technologies and Tools for broadcasters

Moderator: RAI, Head Asia and Africa Desk, International Relations and European Affairs, Maria Luisa Mazzei



Maria Luisa has been working for Rai since 1986, in different roles: production, international distribution and international relations. She conducted multilateral negotiations for the distribution of Rai channels with a focus on countries in Asia and Africa. She represented Rai in the annual Caasba Satellite Industry Forums in Hong Kong, Mipcom and MipTV in Cannes, and in conferences in other parts of the world. She was a member of the Bruges Group (a group of more than 20 European public service media with international satellite channels) now in the IBA (International Broadcasting Assembly) and participated in the work of the IBG (International Broadcasting Group for radio channels).

In her current role at Rai, she contributes to the promotion of Italian culture, to the development of coproductions, and to the creation of a dialogue and cooperation between Rai and broadcasters in Asian and African countries.

NHK, Science Technology and Research Labs, Executive Research Engineer, Matsakazu Iwaki



Iwaki Masakazu was appointed Executive Research Engineer of Science & Technology Research Laboratories (STRL), NHK in June 2023. Prior to that, from 2021-2022, he was Deputy Director of NHK-STRL. From 2015 to 2017, as head of STRL's Human Interface Research Division, he oversaw research and development of human interface technologies to improve media accessibility using AI. While working at NHK, he also served as Vice Chairperson and Chairperson of the ABU technical committee from 2010 to 2018.

Rai, CRITS (Center for Research, Innovation, Technology, Experimentation) Director, Gino Alberico



Gino ALBERICO joined RAI Research Centre in 1988 where he has been involved in the launch of RAI's Digital TV services and in the deployment of multimedia and interactive television services. Currently the main activities at RAI R&D range from IP-based production technologies to Artificial Intelligence applications in the media domain, in addition to programme distribution over broadcasting and broadband platforms and also accessibility services. He is also member of the EBU Technical Committee and Head of the Working Group in the HD Forum Italia Association, which deals with the editing of HD-Books, the technical specification of digital receivers for the Italian market.

ABU, Director of Technology, Dr Veysel Binbay



Dr. Veysel Binbay is a distinguished Electronics Engineer from Turkey with over 25 years of expertise in broadcast engineering. He began his education with a Bachelor's degree from Gazi University (1997), and obtained his Master's (2002) and Doctorate (2009) in Science from Dicle University. His career started at the Turkish Radio and Television Corporation (TRT), advancing from an Electronics Engineer to Chief Engineer and IT Director, where he led significant technical operations and managed teams. In 2019, he joined to the Asia-Pacific Broadcasting Union, where he now serves as the Director of Technology & Innovation. Beyond his technical roles, Dr. Binbay has been an influential lecturer on various communication technologies and systems, demonstrating his commitment to knowledge sharing and continuous learning.

EBU, Chief Technology Officer, Antonio Arcidiacono



Antonio is a seasoned professional with a rich history of pioneering roles in the convergence of media and technology. Currently serving as the Director of Technology & Innovation at the European Broadcasting Union (EBU), he leads a team of experts to drive innovation and R&D activities among EBU Members. His notable contributions include the development of AI-based media products like EuroVOX, an open toolbox for language management, and the News Pilot, which integrates news from 28 EBU Members with recommendation tools. Antonio also chairs the 5G Media Action Group, advocating for media interests in 5G and 3GPP fields, and leads the Joint Technical Committee ETSI, CENELEC, and EBU.

With a history of groundbreaking work at the European Space Agency (ESA), Antonio conceptualized and launched the DVB-IP standard, facilitating the convergence of media and the internet. His innovations led to the introduction of satellite internet services and affordable interactive

satellite terminals. He later contributed significantly to Eutelsat's development, from its international organization phase to privatization and IPO.

As a founding member of DVB and a board member since 1993, Antonio has been instrumental in developing satellite systems and services, including satellite IoT and OTT platforms. His career began with Telespazio and Selenia Spazio, and he holds numerous international patents and technical publications, serving as the editor of Tech-i magazine, dedicated to media innovation.

Day 2

09:05 – 09:45

Super Panel Dialogue - A New Digital Revolution

Moderator: EBU, Michelle Roverelli, Director of Member Relations and Communication



Michelle Roverelli is Director of Member Relations and Communications at the European Broadcasting Union (EBU). As part of the EBU's senior leadership team, Michelle is responsible for Member and Institutional Relations, supporting EBU Members in 56 countries and championing the values and needs of public service media in Europe and beyond. Michelle also leads marketing, communications and events for the organization. Rome native, Michelle joined the EBU in 2007 as a senior communications officer. She was appointed Head of Communications in 2011, and took over the responsibilities for marketing, branding and events in 2018 before being appointed Director. Prior to joining the EBU, she held senior roles in two global public affairs and communications consultancies in Brussels and

Geneva. She also has extensive experience with some of the most influential lobbies in Brussels. Michelle is multi-lingual and graduated in Political Science from Luiss Guido Carli University in Rome; she also holds a Masters in EU Policy and Economics from the Université Libre de Bruxelles.

RAI, Rai Chairwoman Marinella Soldi



Marinella Soldi was appointed Chairwoman of Rai, the Italian public service media, in July 2021 by the Draghi government. She was born in Italy and grew up in London, Marinella was CEO of Discovery Networks Southern Europe 2009-2018. She trained and worked as a leadership coach for nine years prior to her experience in Discovery. She began her career in 1990 at McKinsey Company and spent five years in senior roles at MTV Networks Europe, including SVP Strategic Development in London and GM, MTV Italy in Milan. In September 2023 she became a non-executive Director of the BBC, and she is also currently a member of the Board of Directors of EBU.

ABU Ahmed Nadeem, Secretary General



Ahmed Nadeem assumed the role of the seventh Secretary-General of the Asia-Pacific Broadcasting Union on April 1, 2023. Previously he led the ABU Technology Department from 2008. Before his current role, he served as the Director of Technology and Innovation from May 2018 to March 2023. With over 25 years of expertise in broadcasting and telecommunications, Mr. Nadeem is a distinguished engineer in electronic and information technology.

EBU Noel Curran, Director General



Noel took up the role of Director General of the EBU in September 2017. The EBU has member organizations from countries throughout Europe with additional Associates in Asia, Africa, Australasia, and the Americas. Our members operate nearly 2,000 television, radio and online channels and services, and offer a wealth of content across other platforms. Together they reach an audience of more than one billion people around the world, broadcasting in more than 160 languages. The EBU operates Eurovision and Euroradio services. He was formerly the Director General, Managing Director of Television and Editor of Current Affairs of RTÉ, Ireland's national television and radio broadcaster. As Director General he successfully led RTÉ during one of the most financially challenging and competitive periods in media history. A strong and long-time advocate of public service media, Curran is an award-winning investigative journalist and Producer. As an Editor and Producer, Noel's investigative documentaries won numerous awards for journalism in Ireland and internationally. He was also Executive Producer on a range of live television events, including General Elections, European Elections, and live music events such as the Eurovision Song Contest in 1997. Noel has worked in both the public and private sectors in his career and has managed large editorial and commercial teams during his time at RTE. Noel originally graduated from Dublin City University with a degree in Communication Studies, where he specialized in national and international broadcasting policy and wrote a thesis on the role of Public Service Broadcasting. He later 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.

09:45 – 10:45

AI in PSM newsrooms: promoting excellence and trust

Moderator: ABU, Head of Radio, Olya Booyar



Olya Booyar is Head of Radio for the Asia-Pacific Broadcasting Union, an association of broadcasting and associated industry bodies reaching more than half the world's population. Based at the ABU's headquarters in Kuala Lumpur, Malaysia, Olya is responsible for setting the strategic direction for the Radio as well as help drive an expansion of services to the ABU's more than 250 members organisation across the region and around the world. Born in Ukraine and educated in Canada, Olya began her career as an on-air broadcaster-journalist with the Special Broadcasting Service (SBS) in Australia and rose rapidly through the organisation to Corporate and Community Relations Executive, before leaving to become Deputy Director of the country's Classification Board. She has been a General Manager in charge of content, consumer and citizen matters for the Australian Communications & Media Authority (ACMA) and managed the communications and public affairs portfolios for the Australian Writers' Guild. She is a past-President of the global International Association of Women in Radio and Television (IAWRT) and is on the Board of the World Summit on Media for Children Foundation, the International Radio, and Television Union (URTI) and Australia's National Association for the Prevention of Child Abuse and Neglect (NAPCAN).

TRT World, Director, Mevlüt Selman Tecim



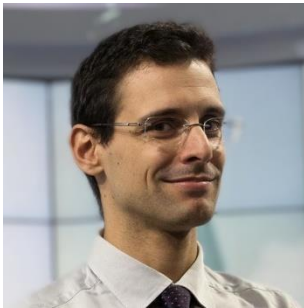
Mevlut Selman Tecim has been with TRT World since it started. He has held various positions and, as of January 2024, serves as the Director of TRT World. Previously, he was the Deputy Director, managing seven digital news platforms across twelve languages. Tecim is also advancing his studies in a doctoral program focused on Media and Security.

All India Radio, Director News, Nilesh Kumar Kalbhor



Experienced Government Media professional with over 13 years of experience in news production, media communication, and public relations. Proven track record of leading news teams & managing communication strategies for government organizations. Adept at media monitoring, news editing and public relations with a strong background in Development Communication & Law.

Rai, Editorial Offering and Information coordination, Andrea Gerli



Andrea Gerli, Editorial Offering and Information coordination, Rai
Andrea Gerli is a journalist, head of Digital Information for Rai, where he also works on the AI use in newsrooms. He is also foreign news editor for In Mezz'ora - a Rai3 show. Previously, he's been anchor and foreign news deputy editor for TG1, Rai and Italy's first TV news outlet, and anchor and foreign news reporter for RaiNews24, Rai's all-news channel. He has extensive experience in immersive journalism, data journalism, and the development of 3D models, maps and charts to enhance news coverage. He is Online Journalism professor at Rai and University of Perugia's Journalism School in Perugia.

EANA (European Alliance of News Agencies), Alexandru Giboi



"Alexandru Giboi is the Secretary General of the European Alliance of News Agencies - EANA. Elected by the General Assembly of the organisation in September 2018, then reelected in October 2021, Alexandru Giboi had previously been the General Director and President of the Directors' Council of AGERPRES, the Romanian National News Agency. Born in Bucharest, Romania, he was a member of the EANA Board between 2015 and 2018. Also, he was Secretary General of ABNA-SE - the Association of Balkan News Agencies between 2014 and 2018, and also acting President of the same organisation for one year between 2013 and 2014. He is a global media consultant and networker. He has close to 20 years of experience of working with the media."

11:10 – 12:00

“Verification Assisted” - how to tackle the problem of disinformation with the help of AI.

Moderator: EBU Legal and Policy, EU Policy Adviser, Isabelle Dochy



In 2017, Isabelle joined the European Broadcasting Union - Brussels Office, which follows EU regulatory and policy developments affecting the audiovisual sector and ensures that public service media perspectives are taken into account by EU decision-makers. Isabelle is passionate about the media and European integration. Recently, Isabelle completed an advanced master's programme (LL.M.) in intellectual property and information technology law, which complements her degree in Information and Communication and her post-graduate studies in European Politics.

MediaCorp Singapore, Lead AI Strategy & Solutions, Chua Chin Hon



Chua Chin Hon is Lead, Artificial Intelligence Strategy and Solutions for Mediacorp News Group. He was formerly a supervising editor at TODAY and before that bureau chief in China and the United States with The Straits Times. He made a career transition to data science in 2018, and worked at a local start-up before returning to Mediacorp in 2021.

In his current role, he works with teammates in the News AI team as well as research institutions, start-ups and tech companies to prototype, test, and deploy AI-powered solutions for Mediacorp's multi-lingual newsrooms. Chin Hon is currently focused on two areas: content verification platforms/technology, and text-based AI projects, both in the Generative AI and "legacy" space.

Olle Zachrison, Head of Artificial Intelligence & News Strategy, Swedish Radio



Olle Zachrison is Head of AI & News Strategy at Swedish Radio, the Swedish public broadcaster, with overall strategic responsibility for accelerating Swedish Radio's AI in line with its editorial vision and to enhance internal efficiency. He also directs its News Strategy - combining editorial and technological advances in AI to push truth-seeking, independent journalism and give users a better digital experience. Olle lead SR's AI council, draws up our overall digital strategies and does strategic commissioning of news content e.g. audio clips, podcasts and live linear.

University Federico II, Naples, Professor, Luisa Verdoliva



Dr. Luisa Verdoliva is Full Professor at University of Naples Federico II, Italy. In 2018 she has been visiting professor at Friedrich-Alexander-University and in 2019 visiting scientist at Google AI in San Francisco. Her scientific interests focus on multimedia forensics and more recently on deepfake detection. She is the local coordinator of the DISCOVER project funded by DARPA and the HORIZON Europe vera.ai project. Dr. Verdoliva is Deputy Editor-in Chief for IEEE Transactions on Information Forensics and Security. She is the recipient of the 2018 Google Faculty Award and a TUM-IAS Hans Fischer Senior Fellowship. She is IEEE Fellow.

Rai, Editorial Offering and Information coordination, Karina Laterza



Graduated in Political Economy from Bocconi University Karina is a professional journalist since 1990. In 1991 she began collaborating with Rai, in Tg1, the news of the first channel. In Radio 3 she conducted a program for children, and at Tg2 – on “Society”. In 1999 she won the “Saint Vincent” award. In January 2014 at RaiNews24 she became editor-in-chief of the Society editorial team. From 2017 to 2020 Karina was General Secretary of the “Prix Italia”, the international competition organized by Rai, aimed at rewarding innovation and excellence in TV, radio and multimedia. Subsequently she became deputy director of the Rai documentaries direction and from 2023 she is Head of Quality of News Structure in the Editorial Direction for the Information Offer. Karina is also President of the Rai Equal Opportunities Commission and of Copeam Diversity and Equal Opportunity Commission.

12.00 – 12.30

AI's future in the media: The good, the bad and the brilliant

Moderator: Giuseppe Solinas, International Relations and European Affairs



Giuseppe Solinas is responsible for cooperation at the International Relations and European Affairs Department of RAI, the Italian national Public Service Company.

RAI, Sustainability, ESG, Deputy Director, Micol Rigo



Currently deputy director in Rai's newly set up Rai for Sustainability – ESG Department. I am a qualified lawyer since 1999, specializing in EU, antitrust and corporate law (LLM College of Europe, Bruges). Following several years at prominent International law firms (Cleary Gottlieb and Clifford Chance) I have been in charge of EU and antitrust Affairs in Fastweb, an Italian broadband telecoms company and of legal departments in American Express (from 2011 to 2016) and 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). Prior to my recent career move into sustainability, I have been in charge – within Rai's legal and corporate affairs department - of providing legal assistance in the field of EU and international law, Collective Societies and Criminal litigation. In my new role in Rai for Sustainability – ESG department, I am in charge of the corporate Sustainability Plan as well as of legal/regulatory monitoring on ESG issues and of national / international initiatives concerning sustainability, including the participation to EBU's committees and working groups, in close coordination with all competent departments.

ABC Australia, Steve Ahern, Manager, ABC Radio Sydney



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for the ABC in his early career as a producer, presenter, reporter and manager in Newcastle, Canberra, and Melbourne. He also held jobs in teaching and international diplomacy and was the founding editor of this publication.

NHK, Science Technology and Research Labs, Executive Research Engineer, Matsakasu Iwaki



Iwaki Masakazu was appointed Executive Research Engineer of Science & Technology Research Laboratories (STRL), NHK in June 2023. Prior to that, from 2021-2022, he was Deputy Director of NHK-STRL . From 2015 to 2017, as head of STRL's Human Interface Research Division, he oversaw research and development of human interface technologies to improve media accessibility using AI. While working at NHK, he also served as Vice Chairperson and Chairperson of the ABU technical committee from 2010 to 2018.

Rai, CRITS (Center for Research, Innovation, Technology, Experimentation), Lorenzo Canale



Lorenzo Canale is an Italian researcher specializing in computer science and technological innovation. After completing his classical high school education, he earned dual degrees in Cinema and Media Engineering from the Politecnico di Torino and Data Science from Télécom ParisTech. Since 2018, he has pursued a research career, earning a Ph.D. in Computer Science from the Politecnico di Torino, focusing primarily on learning analytics and gamification in education. He is currently working at the RAI Research Center for Technological Innovation and Experimentation, where he addresses topics such as editorial segmentation and gamification in the context of fake news. In addition to his research, Lorenzo channels his passion for the arts as a singer-songwriter and music video director.