

INFRASTRUCTURE PANEL

Régis Saint Girons



and ACTV, the US HDTV standard.

Régis Saint Girons is a key figure of the digital TV industry with more than 20 years of experience. Régis Saint Girons is today the CEO of High Tech TV (httv), a leading international technology and solution provider for interactive digital TV, Régis is also the President of the French HD Forum, as well as the Vice Marketing Chairman of the HbbTV Association. He has previously served as Senior Vice President OpenTV for NAGRA, a Kudelski group company. Prior to NAGRA, Régis Saint Girons was one of the OpenTV co-founder, a joint-venture between Thomson Consumer Electronics and Sun Microsystems. As its European General Manager, Régis was instrumental in positioning OpenTV as a Digital TV middleware world leader. Before that, Régis Saint Girons lead Thomson Research & Development laboratory in Los Angeles during 8 years. He positioned MPEG as the Digital TV solution for DirectTV

Kenny Huang



Tufts University and a BS degree from National Taiwan University.

VP/GM Greater China, S. Korea and ASEAN Region

Kenny Huang is responsible for Intertrust's growing East Asia business and technology activities. His regional responsibilities include Greater China, South Korea and South East Asia. Huang has over 20 years of experience at pioneering Internet companies, with substantial experience in the digital media and Internet security markets. Mr. Huang first joined Intertrust in 2000 to run our Professional Services business unit. He led the opening of our regional HQ in Beijing in 2008, where he currently resides. In the past, Mr. Huang has held a variety of engineering and business management positions at major Internet companies including Trend Micro, HelloAsia, Netscape and Silicon Graphics. Mr. Huang holds a MS Degree in Computer Science from

Keith POTTER,



Keith Potter is the CEO and founder of Digital TV Labs, a media device testing company. Keith was previously CEO of Cabot Software, part of Vestel Group. Prior to this Keith was European sales Director of Espial. Keith has an MBA and Bsc in Electronics from Bristol University.

APPLICATION PANEL

Mika Kanerva (Sofia Digital Ltd.)



Co-Founder and Chief Operating Officer at Sofia Digital Ltd.
Chairman of Finnish HDTV-Forum HbbTV working group

Mr. Mika Kanerva has over 10 years of experience in development of added-value services for television. He has extensive knowledge about service development for HbbTV and Connected devices. Mr. Kanerva has been closely involved in interactive TV standards development in Europe and the Nordic region in a position where he followed closely and provided insight for the television digitalization process. He graduated in 2008 as Master of Computer Sciences in the University of Tampere, Finland. He has been one of the

key persons in Sofia Digital since 2000 - company specializing in Digital TV services and software development for smart devices.

Gordon Maynard, S&T



Gordon Maynard has been working in interactive app development since the early days of digital television when he was technical Director of Teletext in the UK and led the creation of new services on satellite, cable and DTT.

Gordon developed a multi-screen publishing system called OnScreen Publisher and has now joined S&T to lead their new initiative to move beyond their traditional territory of MHEG5 to deliver content to smart TVs, tablets, mobile and, of course, HbbTV

NEW SERVICE PANEL

Chem ASSAYAG .

Executive Vice President of Sales at Viaccess-Orca



Chem graduated in management from EM Lyon, and holds a postgraduate degree in media management from ESCP Europe. He is responsible for global sales strategy and business development, driving business in new markets, managing the expansion of the sales force, and feeding into the product development process. He has strong experience in the world of digital television and content services. During his tenure at OpenTV, the worldwide leader in interactive television, he managed operations in Europe and the Middle East, growing revenues in the company's largest business region. He also led the worldwide sales, marketing, and business development functions for the MediaHighway® product line at NDS (now part of Cisco Systems). In the late 2000s he was also a key figure in Europe's mobile TV and mobile broadcast industry, leading Qualcomm's MediaFLO division in the region. Aside from his corporate sales and business experience, Assayag is an entrepreneur who founded, managed, and sold his own company, and has also driven a number of business startups.

Gianluca FERREMI



Gianluca Ferremi is currently VP Business Development at Motive Television since January 2014. He began working for Motive Television in January 2011 as VP of Sales and Marketing and held the post until December 2013. Before that he held the position of VP of Sales and Marketing at Adecq Digital S.A., owner of the brand Bestv®, since he joined the company in October 2009. Adecq Digital was acquired by Motive Television in October 2010. Since January 2008, Mr. Ferremi is also an independent strategic consultant at WaterJug, the company he founded with the objective to provide strategic sales and marketing services to companies active in the media, entertainment, and technology space. Before 2008, Mr Ferremi was responsible for developing the worldwide media and entertainment markets for Sun Microsystems, a hardware and technology company based in the United States now part of Oracle. His career at Sun started in 1998 covering a number of management positions in the sales and marketing organizations until 2004 when he became Head of Video and Media Business Worldwide. Mr. Ferremi received a Bachelor Degree from the Università degli Studi di Torino and a Master Degree from the Politecnico di Torino. A member of the Society of Industry Leaders, and of Gerson Lehrman Group.

Jean-Philippe PLANTEVIN



Jean-Philippe has been working in the Pay TV and Digital TV industry for over twenty years. He is currently Chief Commercial Officer of Quadrille a French company providing multimedia Push solutions. He previously held key management positions at SagemCom, a STB and Gateway supplier, Nagravision, a conditional access supplier and Harmonic.

BROADCASTER PANEL

Liz Ross



General Manager, Freeview

Liz's career in media has come full circle since her first role at Network 10. She pursued a media strategy career, and spent 18 years in a number of local media agencies including Bray Media, Mitchell Media and Carat as well as Leo Burnett, London. More recently Liz headed up national media marketing at News Limited and moved across to Fairfax in the role Director of Trade Marketing and Insights. Liz joined Freeview towards the end of 2011 with a primary focus on promoting FTA television through marketing and technology innovation.

David COURET



David COURET is Director of Technical Solutions for Distribution within FRANCE 24. After 5 years at BT Media & Broadcast, he joined the channel at the early stage of the project and started to set-up the EMEA satellite distribution network. Then, he's been working on the mobile distribution project, notably in collaboration with a technical partner, which allows FRANCE 24 to be the 1stTV channel live on the iPhone in February 2009. Early 2011, in addition to usual distribution, he worked on the harmonisation of the multimedia application for FRANCE 24 across the different devices (mobiles, tabs and connected TV/ OTT). Since 2011, he also worked on the worldwide distribution network to provide global footprint coverage to

FRANCE 24

Markus Fritz



BIO: With 20+ years of experience in the satellite, ICT and consumer electronics sectors, Markus Fritz spent more than 10 years with SES ASTRA before joining Eutelsat as Director of Commercial Development and Marketing. He also developed strategic and commercial services in Europe, the Middle-East, Africa and South-East Asia and held several senior managerial positions within ZVEI, which brings together in Germany the manufacturers of electric and electronic products, and within Digital Europe, a Brussels-based association representing the digital technology industry.