



## Streaming Platforms - Accelerate Your Options

### Speakers Bios

*10<sup>th</sup> November – 26<sup>th</sup> November 2020*

#### **Session 1:**

Analysis - The Media Technology and Entertainment landscape(MET) following the wave of streaming platform launches in 2020

Tuesday 10<sup>th</sup> November 2020 – 10:30am-12pm GMT

#### **Ben Keen**

Non-Executive Chairman, MediaXchange  
United Kingdom



In addition to serving as Non-Executive Chairman of MediaXchange, Ben is Strategic Advisor to immersive entertainment research firm Greenlight Insights, Senior Advisor to start-up accelerator Match-Maker Ventures, Senior Associate at digital sports consultancy Seven League, International Broadcasting Convention (IBC) Content Steering Board Member, advisor to 3 media-tech start-ups, and expert advisor to high-level government-industry liaison organisation British Screen Advisory Council.

Until 2017, Ben was Chief Analyst & VP for TMT at IHS Markit and before that was instrumental in building leading research firm Screen Digest, sold to IHS in 2010. Ben has delivered over 1,000 presentations and lectures, including keynote addresses at many international conventions and guest lectures at leading University business schools. Additionally, he has contributed articles to more than 20 different books, magazines and newspapers.

## Session 2:

Forecasting the changing needs of the global streamers

Thursday 12<sup>th</sup> November 2020 – 12:00pm-13:30pm GMT

### Julien Leroux

CEO & Founder

Paper Entertainment, United Kingdom

Julien Leroux is the CEO and founder of London based production company Paper Entertainment which was created in April 2020. Julien and Paper Entertainment are behind the AppleTV+ first international hit series TEHRAN. Prior to Paper Entertainment, Julien was leading Cineflix Group scripted co-production initiatives, setting up creative partnerships with producers, talent, and networks to deliver hit dramas for the global market amongst which we can quote Berlin Official Selection HAPPILY MARRIED, political Icelandic drama THE MINISTER, Series Mania Award winning Russian series AN ORDINARY WOMAN, European Alliance commissioned international thriller MIRAGE, etc.

Prior to Cineflix, Julien was Executive Vice President, Content Development & Sales at the UK arm of France's Newen Group, the company behind Osmosis, Ouro, Emmy®-award winning Spiral, and Witnesses. Previously, he was Deputy Managing Director, International Sales, Acquisitions & Marketing of Paris-based Newen Distribution where he worked with broadcasters and platforms including Netflix, Disney, BBC, Channel4, National Geographic Channels, Discovery, ZDF, Mediaset, AMC Networks, and NBC.



### Christian Wikander

Commissioning Editor and VP Original Programming

HBO Nordic, Sweden



Christian Wikander joined HBO Europe in September 2020, taking on the role as Commissioning Editor and VP Original Programming for the Nordic productions. Christian's extensive credits from the TV industry includes Head of Drama at SVT and serving as Executive Producer on shows such as **The Bridge**, **Real Humans**, **The Restaurant**, **Bonus Family**, **Spring Tide** and **Jordskott**. As Head of Drama and Entertainment at SVT

West (Gothenburg) he amongst other things brought Sweden's longest-running gameshow **On Track** into a modernized version reaching new audiences, and commissioned International Interactive Emmy awarded drama **The Truth About Marika**. As producer and director, Christian run SVT's flagship drama **High Seas** for 3 years. He was also one of the founders and CEO of TV Spartacus, one of the first successful independent production companies in Sweden, where he served as creator, producer and writer of **Hotel Caesar**, **Seven Sisters** and **Three Crowns** – three of the most watched

series in Scandinavia to date. Most recently and before joining HBO Europe, Christian headed drama at London based Twelve Towns, including development and production of original premium dramas such as **The Child in Time**.

## **Yulia Poltorak**

Head of International Content Distribution  
Roku, USA

Yulia Poltorak leads international content distribution at Roku. She oversees the content distribution strategy and execution across the 16 Roku's international markets Roku operates in, which include LATAM, Canada and Europe. She fosters Roku's partner relationships across including content distribution, app development, audience development aspects and overall platform and partner growth. Since joining in January 2019, Yulia built



locally-based team with executives in each key market to ensure strong local expertise. Yulia played a key role in securing key local content distribution deals as Roku entered Brazil earlier in 2020. Prior to joining Roku, Yulia worked at Walt Disney Company for more than a decade where she lead company's key initiatives such as global accounts licensing and international distribution strategy. Yulia holds an MBA from the MIT's Sloan School of Management, a Ph.D in Sociology from the University of Pennsylvania and a bachelor's degree in Economics from the Moscow Plekhanov Institute of National Economy. Yulia currently resides in New York City with her family.

## Session 3:

### Identifying your partners and buyers

Tuesday 17<sup>th</sup> November 2020 – 10:30am-12:30pm GMT

#### Jens Richter

CEO, International

Fremantle Media, United Kingdom

Jens Richter is CEO, International at Fremantle. He oversees content acquisition and investment strategy for the global distribution of Fremantle's finished programming and home entertainment catalogue and manages the global sales and acquisitions team.

Since joining the business, Richter has built and strengthened Fremantle's slate and has driven activity in the co-financing and co-production space. With Fremantle partnering with Oscar-winning Fabula to produce the powerful Spanish-language series from Chile, *La Jauria*, and bringing Arte & Hulu's *No Man's Land* to screens worldwide. Richter has since been instrumental in the global roll-out of dramas such as Luca Guadagnino's television directorial debut, *We Are Who We Are* and the TV adaptation of Elena Ferrante's best-selling *My Brilliant Friend* novels for HBO and Rai.



Richter has been driving forwards the company's high-end factual strategy by acquiring quality content and nurturing talent relationships. Fremantle has recently partnered with UFA and Wild Blue Media on a landmark documentary, *Arctic Drift*, covering the ground-breaking MOSAiC Expedition. They have also secured the global distribution rights to *Enslaved*, the new documentary series for EPIX and CBC directed by three-time Emmy award-winning journalist Simcha Jacobovici, hosted by Samuel L. Jackson and featuring best-selling author Afua Hirsch, which will launch into 130 territories.

His team also amplify the international reach of Fremantle's formats by working with local production partners in some parts of the world.



## Nanna Mailand-Mercado

Senior Executive Producer, International Scripted Content  
Viaplay, Denmark

Nanna Mailand-Mercado is senior executive producer at Viaplay. Viaplay is a streaming platform in the Nordic region that covers Sweden, Norway, Denmark, Finland, Island and soon also Latvia, Estonia and Lithuania. Viaplay has existed for nearly a decade. In recent years, Viaplay has started to make its own original series – with the ambition of becoming the leading provider of Nordic TV series. The goal is to launch 35 original series each year split between Nordic and International series. Currently there are more than 80 projects in development.

Nanna has been with Viaplay since 2017 and been the executive producer on shows like ‘Wisting’, ‘Darkness: Those Who Kill’, ‘Pro’s & Con’s’ and the up and coming ‘The Defeated’. Prior to that, she worked as a producer at The Danish Film Institute, the primarily public funding entity in the film and TV industry in Denmark. She carries a producing degree from The American Film Institute and has worked in Los Angeles for The Mark Gordon Company as a story editor. Nanna’s been in the film and TV business for more than 25 years, where she’s worked on films like ‘Breaking the Waves’, ‘Les Misérables’, ‘House of Mirth’ and the Oscar winning short film ‘Election Night’ among others.

## Elly Vervloet

International drama expert  
EBU/VRT, Belgium

Elly Vervloet is the international drama expert of VRT, the Flemish public broadcaster (Belgium). As part of VRT’s drama strategy, it is the ambition to make high quality drama with international appeal and potential. Therefore, Elly takes up the responsibility to find international financing partners and to set up international co-productions. It is her role to build an international network, to introduce VRT as a strong drama-partner and to share her expertise within the company, in order to create a sustainable drama strategy that reinforces the local ecosystem.



Elly combines her work for VRT with being coordinator of the “**EBU Drama Initiative**”; an initiative that helps European Public Broadcasters to network, coproduce and access world class drama.

## Session 4:

### Pitching to streamers

Thursday 19<sup>th</sup> November 2020 – 10:30am-12pm GMT

#### Tom Winchester

President & Producer in television and film  
Heyday, The United Kingdom

Tom is currently President of Heyday Television, a joint venture between film producer David Heyman (*Once Upon a Time... in Hollywood*, *Gravity*, *Harry Potter*) and NBCUniversal. The company has offices in London and LA and is currently producing a second series of *The Capture* for BBC1, and *Clickbait*, a US set thriller for Netflix. *The Capture* was BBC1's highest rated original drama of 2019 and the most requested new show on BBC iPlayer that same year.



Prior to working for Heyday Television Tom joined DNA Films in 2014 to set-up a TV department through a first-look deal with the FOX Network Group. During Tom's tenure as Creative Director the company achieved greenlights for three productions; *Black Narcissus* for the BBC, and *Devs* and *Shogun* for FX.

Previously Tom worked in development at Mammoth Screen, Bentley Productions, Tiger Aspect and Hat Trick Productions, with credits including *Endeavour*, *Secret Diary of a School Girl*, *Bouquet of Barbed Wire* and *Midsomer Murders*. Tom's first job in the industry was as part of the small team who developed and produced the 2005 winner of the Academy Award for Best Foreign Language feature, *Tsotsi*.

#### Jörg Winger

Founder  
Big Window Productions, Germany



Jörg Winger is Co-Creator and Executive Producer of the award-winning, eight-part spy series DEUTSCHLAND83/86/89. DEUTSCHLAND83 garnered numerous international and national accolades, including the International Emmy Award in the Drama Series category, the Grimme Award, and the Peabody Award. Jörg Winger has produced 300 episodes of the multi-award-winning primetime series SOKO LEIPZIG for ZDF. He also created and produced

the award-winning German-Romanian cybercrime drama HACKERVILLE (HBO Europe & TNTSerie). Before becoming a producer, Jörg Winger got a master's degree in Economics and worked as a journalist.

## Matti Halonen

Founder

Fisher King, Finland

Matti Halonen started in the film industry in the 1990s as a production manager, line producer and producer. In 2005, he joined FS Film Oy, the Finnish subsidiary of AB Svensk Filmindustri, the biggest distributor and production company in Scandinavia, to set up the company's Finnish production arm FS Film Production.



In 2013, he founded production and IPR company Fisher King Oy/Ltd. The companies develop and make feature films and TV-drama series for the local and international markets. Fisher King Ltd became a part of the Beta Nordic Studio in 2019.

In Fisher King, he has produced the TV series 'Nymphs' (MTV, distributed 60 countries), 'Replacements' (TV Nelonen) and acclaimed Scandi crime Bordertown (Yle, distributed worldwide) which has now reached three seasons and a feature film (Yle, Netflix). On top of that he has produced several local features in a career that includes over 30 feature films, TV series and commercial production all over the world as line producer and producer.

Matti Halonen is a member of European Producer Club EPC, European Film Promotion EFP, Ateliers du cinéma européen ACE and European Audiovisual Entrepreneurs EAVE and member of international Academy of Television Arts and Science.

## Session 5:

### Making deals - principal terms for talent, IP and future rights exploitation

Tuesday 24<sup>th</sup> November 2020 – 10:30am-12pm GMT

#### **Phil Rymer**

Consultant  
Lewis Silkin,  
United Kingdom

Bio to follow



#### **Robin Kerremans**

Head of International Coproductions  
Caviar  
Belgium

Robin joined Caviar in 2016. He is a multilingual, dynamic producer of international co-productions in feature film, documentary and television. He enjoys connecting with producers and creatives all over the globe in order to find and develop daring and exciting projects.

Over the last 10 years, Robin worked as a business lawyer and legal affairs manager, advising and helping businesses in various fields, such as international film production, financing and distribution, online video production, marketing, and many more.

## Session 6:

### Optimise your strategy

Tuesday 26<sup>th</sup> November 2020 – 10:30am-12pm GMT

#### Justin Judd

Consultant / Content Advisor  
i-Rights/Hulu

Justin is a highly experienced media professional with a long track record of attracting and engaging mass audiences. Justin produced drama and comedy programmes for the BBC, Granada Television / ITV and Channel Four and won an Emmy Award in 1994. More recently working as a consultant, Justin advises and represents Hulu (amongst others) on content investment, co-production and acquisition opportunities in the UK and Europe.



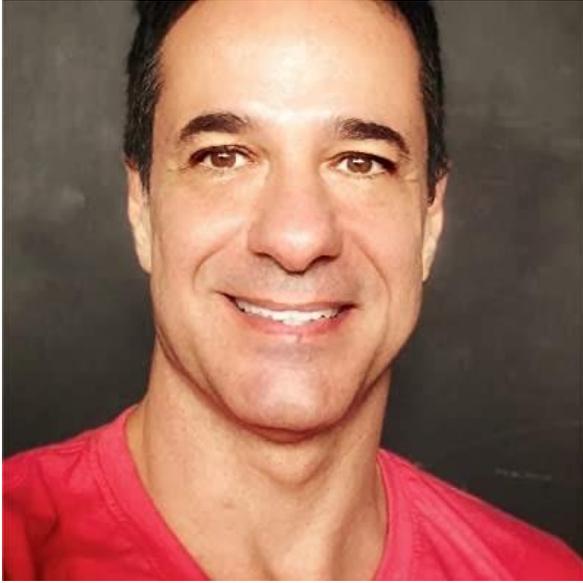
#### Moritz Polter

Executive Producer International Television Series  
Bavaria Fiction, Germany

As Executive Producer International Television Series, Moritz Polter is responsible for the company's international co-production slate. Named among *Variety's Top 10 Global Creatives to Watch*, Moritz leads the creation, development and funding for series such as "*Das Boot*" (Sky), "*Arctic Circle*" (Elisa Viihde/ZDF) and "*Freud*" (Netflix/ORF).

Previously Moritz Polter spent nine years with Tandem Productions (formerly Tandem Communications), ultimately as Vice President of Production. In this capacity he supervised numerous outstanding productions, including the internationally successful TV series *Crossing Lines*, starring Donald Sutherland and William Fichtner, and the critically acclaimed *Spotless*, a CANAL+ Création Originale series.

Moritz Polter graduated from King Alfred's College in Winchester, England in Business, Media and Film Studies.



## **Ian McKee**

CEO and Co-founder  
Vuulr, Singapore

Ian McKee is the CEO of Vuulr, the online global Film & TV content marketplace. Vuulr connects buyers with distributors worldwide, allowing them to negotiate directly with distributors, and complete deals online in days, not months. While distributors can showcase their catalogue to worldwide audiences with no upfront costs with Vuulr.

Ian has more than 20 years' experience in the field of technology, digital marketing and disruptive innovations under his belt. Prior to Vuulr, he founded the largest social media technology agency in Southeast Asia, Vocanic, which was acquired by the WPP Group in 2013.