

## 2008 Speakers



### Ron Sanders

*President - Warner Home Video*

RON SANDERS is President of Warner Home Video Inc., (WHV) a subsidiary of Warner Bros. Entertainment Company. As President, Mr. Sanders is responsible for all Warner Home Video's global business and its future development, including worldwide sales, marketing, finance, general operations, administration and supply chain management.

Warner Home Video is responsible for releasing the studio's many feature films and television shows on home video. WHV has maintained leading market share in the U.S. and most international territories for the past six years. This was due in large part to WHV's pioneering role in the immense success of the DVD format, which in five years became the fastest growing consumer electronics product ever launched. Operating in 90 territories, WHV also has a film library that is the largest of any studio, offering top quality new and vintage titles from the repertoires of Warner Bros. Pictures Inc., Turner Entertainment Company, Castle Rock Entertainment, HBO Home Video and New Line Home Video. The company has numerous distribution arrangements in the US as well and represents such diverse fare as BBC Video, National Geographic, Mattel, and sports leagues including NFL, NBA and NHL.

Mr. Sanders joined WHV in 1991 and has held various managerial positions including Vice-President, Rental Sales and Vice-President, Sell Through Sales before being promoted in 1999 to Managing Director, United Kingdom & Ireland, based in London. In 2000, he was promoted to Senior Vice President and Managing Director, Europe Middle East and Africa where he oversaw the company's efforts in 28 territories.

Returning to the US in 2003 he was appointed Executive Vice President and General Manager, North America before being named worldwide President in 2005. He previously held positions with Procter & Gamble and holds a BS in Business Administration from Auburn University in Alabama. He is also an alumnus of Harvard Business School's Advanced Management Program and now resides in Los Angeles with his wife and three children.



### Matt Brown

*Executive VP International - Sony Pictures Home Entertainment*

MATT BROWN is Executive Vice President - International for Sony Pictures Home Entertainment (SPHE). Mr. Brown is based in Los Angeles and oversees SPHE's International business. In this capacity, Mr. Brown creates and executes strategic business plans for SPHE's growth internationally, particularly the proliferation of new digital technologies in the region.

Prior to becoming EVP International, Mr. Brown served as Executive Vice President, Europe and Senior Vice President of Worldwide Franchise Properties for SPHE, where he supervised SPHE franchise properties including Spider-Man, The Da Vinci Code and Sony Pictures Animation Films Open Season and Surf's Up.

Before that, Mr. Brown was head of International Home Video for Dreamworks, SKG where he directed the video operation for the international sector overseeing a distribution network in more than 52 countries. He was also Executive Vice President and Chief Operating Officer for West Coast Entertainment Corporation and a Vice President of Sales Distribution at Walt Disney Company's Buena Vista Home Video. Mr. Brown started his career in the home entertainment business as a Senior Vice President and General Manager of Arce Distribution, a Vermont-based home video distribution organization. Mr. Brown attended the University of Rhode Island.



### Christophe Geoffroy

*International Non-Food Director - Groupe Carrefour*

Christophe Geoffroy is the International Non-Food Director for Groupe Carrefour, a remit that includes overseeing the group's home entertainment operations both online and through its vast network of stores.

Groupe Carrefour is the largest retail group in Europe and second only to Wal-Mart worldwide. The French-based company, which had a turnover of 997.2bn in 2006, operates over 14,500 outlets (13,000 in Europe) across four key formats: hypermarkets, supermarkets, hard discounters and convenience stores. The world's ninth largest private employer, it has a presence in 30 countries and continues to expand.

M. Geoffroy joined Carrefour in 1981, working for 15 years in an operational capacity in France before reaching the position of Communications Director in 1996. In 2001 he moved to Belgium, first as Marketing Director for Carrefour Belgique (2001-2003) and subsequently as Merchandising Director (2004-2006), before returning to his native France to take up his current post in September 2006.

Married with two children, he has a Diplôme d'Etudes Comptables Supérieures, France's highest accountancy qualification.



### Phillip Gérard

*Founder & CTO - 3DLized*

Phillip Gérard is the Founder, Chief Technology Officer (CTO) and Movie Director of 3DLized. He is a multi-disciplined engineer, event designer and a movie director. Philippe obtained an engineering degree, a PhD in computer science and a MBA. He was the event designer for many high profile shows such as the revealing of the Falcon 7X of Dassault Aviation. He was the head of several research projects in a national research Institute.

3DLized is a recent company that started last year and has been founded to address the market of crating and displaying stereoscopic content. 3DLized was founded by Patrick Zucchetta European Development Manager of Doremi and Philippe Gérard. 3DLized is specialized in realizing 3D alternative contents and Commercial using in-house tools for 3D CG images, real 3D captured sequences or 2d to 3D conversion.



### Jean-Michel Cathonnet

*Vice President of European Logistics & Distribution - Cinram*

Jean-Michel Cathonnet is Vice President of European Logistics & Distribution for Cinram, the world's largest provider of pre-recorded multimedia products and related logistics services. Following several years spent in various management positions in a European retail chain, Jean-Michel spent 17 years in European distribution and supply chain management at a senior level. He joined Cinram Europe in his present position in 2001. Jean-Michel holds a degree in Economic Sciences (LSTEC Paris) from the University of Paris.



### Chris Deering

*Chairman - Codemasters*

Chris Deering served as COO of Columbia/Tristar Home Video International from 1985-1995, then as President/CEO of Sony Computer Entertainment (PlayStation) Europe in London through 2005. He was also President of Sony Europe (Electronics Division) 2003-2005. Chris' experience spans 3 decades of movie and interactive entertainment, with a focus on global marketing and technology. He is an alumnus of Harvard Business School and McKinsey & Co.



### Kim Hansen

*Product Area Manager - Co-op Denmark*

Coop is Denmark's largest co-operative consumer goods organisation and operates supermarkets under a range of brands; Kvickly, Kvickly xtra, Superbrugsen, Dagli/Brugsen and Lokalbrugsen as well as subsidiaries Fakta A/S and Irma A/S. The group has around 700 outlets in Denmark and is part of Coop Norden, a pan-Scandinavian co-operative founded in 2002 by consumer goods retailers in Denmark, Sweden and Norway in an attempt to better compete in the age of globalisation.

Coop sells packaged media mainly through supermarket chain Kvickly, through its online shop NetTorvet and through music e-tailer Musikshylden. It also offers online DVD rental in partnership with LoveFilm International through its Filmhylden website.



### Marcus Stewart Vannini

*EVP Corporate and Business Development, Head Eros New Media - Eros International*

Coop is Denmark's largest co-operative consumer goods organisation and operates supermarkets under a range of brands; EVP Corporate and Business Development, Head Eros New Media - Eros International

MARCUS STEWART VANNINI leads corporate and business development for the leading Indian Media & Entertainment company Eros International. Since joining Eros Marcus has led Eros' joint venture and acquisition initiatives, film slates, film funds, new media company, Hollywood co-productions and English-language film acquisitions. Marcus brings a wealth of new media, B2B, investment banking and management consulting industry experience to Eros as it seeks to maintain its position as the leading Indian Media & Entertainment company globally.

Prior to Eros, Marcus founded Saffron Media, a South-Asian focused media and entertainment company. Prior to Saffron, Marcus served as SVP of Marketing & Subscriber Acquisition for JumpTV.com, Managing Director of HarrisonGray's Media & Entertainment practice. Prior to working in media and entertainment Marcus worked in investment banking and management consulting industries with Arthur Andersen, Goldman Sachs and Mercer where he served a diverse array of multinational clients.

Marcus has been interviewed and featured for CNBC, Crain's, Forbes, Variety, Consultants News, Atlanta Constitution, India's DNA and WSJ. Marcus currently serves as an advisor to several leading companies including Intercontinental Hotels Group, Ameranth & QOS Gaming, YouAre Media, Duel Networks, Venture Gun and The Glass House. Marcus attended Boston College and the University of Georgia where he obtained degrees in Computer Science.



### Lloyd Wigglesworth

*MD - Twenty Twenty*

LLLOYD WIGGLESWORTH has just left wholesaler Entertainment UK where he was MD, having spent the last 4 years building the company through new business wins, acquiring THE & Bertrams and diversifying into digital distribution. He has previously been MD of WHSmiths News, EMAP & Frontline, having started his career with Mars. He has been on the Boards of Woolworths, WHSmith, Crest Nicholson & Donaldsons and currently sits on the Board of Paper House, the greetings cards publisher.



### Gary Warren

*Product Director - HMV*

GARY WARREN was appointed to the Board of HMV UK & Ireland in July 2007 having worked within the HMV Group of companies for close to twenty years.

As Product Director Gary manages a 40-strong team responsible for the purchase of all hmvs music, dvd, games, technology and other product lines for its stores and online at hm.com.

Gary came into the role having previously been Head of E-Commerce at sister company, Waterstone's. This was preceded by a five-year period as Vice President of Product and Operations for HMV Canada. As a member of the HMV Canada Board Gary assisted with the successful implementation of the HMV UK blueprint and best practice overlay to the Canadian business.

Prior to working in Canada, Gary held senior operating management roles throughout HMV UK and Ireland, beginning his career as a sales associate within HMV stores.



### Michael Gutowski

*CEO - Infodisc Technology*

MICHAEL GUTOWSKI was born in 1966 in Renchen, Germany. After his study and technical apprenticeship and completing the closing examination for the degree of master, Michael then began his academic studies in Business Administration. After his graduation he embarked upon his early career in the quality management areas initially within the automotive supply industries.

In 1995 he accepted the position of Operations Director at Rank Group (Deluxe Video Services in Willstätt, Germany).

Since 1999 he holds the position of CEO at Infodisc Technology GmbH one of the most advanced media manufacturers in Europe today.



### Simon Calver

*CEO - LoveFilm International*

SIMON CALVER is CEO of LOVEFILM International, one of Europe's largest online Entertainment services that merged with Video Island in 2006 and recently announced the acquisition of Amazon's online DVD rental businesses. Prior to the merger Simon was CEO of Video Island. Before joining Video Island in 2005, he held senior management positions at Riverdeep, Dell, Pepsi and Unilever, where he gained a wealth of relevant experience.

Previously Simon was Worldwide COO and President at Riverdeep, one of the fastest growing interactive digital education and productivity software companies. He was also General Manager and VP of Dell's UK and Ireland Home and Small Business operations based out of Ireland. Before that he was International VP of Sales Operations for PepsiCola, living in the US for three years and as General Manager and VP of PepsiCola UK where he launched Pepsi Max, Pepsi Blue and development of the Pepsi Music activity.

Early in his career he held a number of marketing and sales management positions in Unilever working for Lever Brothers and was a senior associate in the Strategy and Marketing group of Deloitte Haskins and Sells' management consultancy division.

Simon lives in Surrey with his wife, Christine, two dogs, a cat and a horse, and has a keen interest in cycling, collecting wines and watching rugby.



### Robin Truchy

*Director, Xbox Live Europe - Microsoft*

ROBIN TRUCHY is Director, Xbox Live for Europe in Microsoft's Entertainment and Devices Division, based in London. He is responsible for the European LIVE subscription business (Gold), the LIVE transaction business (marketplace) and the LIVE advertising business (New media). Prior to joining Microsoft, Robin worked six years in BT where he was instrumental to the launch of Broadband, the gaming venture and the IP TV venture with Microsoft TV as a partner. Prior to BT, Robin worked 4 years in PricewaterhouseCoopers Corporate Entertainment where he worked on mergers and acquisitions, privatisation and restructuring in the communications, entertainment and media sectors. Robin is a Telecommunications Engineer (ENSTB) with an MBA from ESSEC.



### Anthony Bay

*Executive Chairman & Co-founder - MOD Systems*

ANTHONY BAY co-founded MOD Systems in 2005 and brings more than 25 years of executive expertise and technology management to his current role as the company's executive chairman.

Previously, Bay served as the executive chairman of Loudeye Corporation (formerly NASDAQ: LOUD), which was acquired in 2006 by Nokia and now powers Nokia's global music service, OVI.

Bay also spent six years with Microsoft, most recently as corporate vice president and general manager of the Digital Media Division, and as a member of Microsoft's executive staff. He was responsible for Window Media, multimedia and digital rights management (DRM) technologies. He also served as general manager of Microsoft's Commercial Systems Division where he was responsible for much of the company's Internet services and e-Commerce platform.

Bay also spent eight years at Apple Computer, three of which were spent at Apple's European headquarters in Paris. He served as general manager of Apple's Online Services in Europe, general manager for Enterprise Systems Europe, and product line manager for Apple's Workgroup Systems.

Bay earned a bachelor's degree from the University of California Los Angeles, an MBA from California State University San Jose, and studied at INSEAD in Paris, France, and at Goerg-August Universitaet in Goettingen, Germany.



### Co Mast

*CEO - Movie Max International*

CO MAST is Managing Director of Entertainment Retail Group, a holding company for about 15 retail and multimedia companies in Benelux and Switzerland. The largest of these is rental chain MovieMax, which operates seven corporate stores as well as franchised outlets in the Netherlands (180) and Belgium (75). In 2006 ERG acquired Dutch retail-rental chain Videoland which operates 170 franchised stores + 250 vending machines in the Netherlands. The group also owns two Hollywood Factory entertainment superstores, in Rotterdam and Eindhoven, each of which occupies more than 1,000 square metres.

Other ERG companies are involved in the distribution of straight-to-video productions and the group has also launched its own video-on-demand (VOD) services through www.moviemax.eu and www.videoland.nl. Future plans include the sale of own-branded set-top boxes to retail customers. Co is married with three daughters and lives near Rotterdam.



### Alan Bell

*EVP & CTO - Paramount Pictures*

AS Executive Vice President, and Chief Technology Officer for Paramount Pictures Dr. Bell is responsible for leading the company's efforts and strategy to best take advantage of advances in technology across a broad range of business areas centered on the preparation, distribution and consumption of digital motion picture content and related derivatives. Dr. Bell's current areas of interest include the development of next generation digital distribution methods and emerging applications for internet-based communities, high definition disc formats, digital home entertainment networks, stereoscopic display and the technologies and issues associated with digital content rights management.

Previous to joining Paramount Pictures, Dr. Bell was Executive Vice President, Technology at Warner Bros. Technical Operations Division, and was centrally involved in the unification of the DVD format and the development of CSS.

In recognition of his contributions to the DVD format, and to original research in optical storage technology Dr. Bell is an elected Fellow of the both the IEEE and the Optical Society of America. He received his doctoral and bachelor degrees from London University.



### John Robson

*VP & GM Digital Distribution EMEA - Paramount Pictures*

AS Vice President for Digital Distribution EMEA at Paramount Digital Entertainment, John is responsible for establishing Paramount's Digital Distribution interests including Download-to-Own, Video-on-Demand, Subscription and Free Video-on-Demand, across Europe, Middle East and Africa.

Previously, John held both positions as leading British supermarket chain; J Sainsbury's, including Home Entertainment UK. Prior to this, John held various roles at leading Director and Marketing Director of Sainsbury's, Pictures being responsible for their national television advertisement and in-store marketing strategy.

John holds a Bachelor's degree from Manchester Metropolitan University and currently resides in Cambridgeshire, UK with his family



### Frank Simons

*Senior Director, Communications - Blu-ray Disc Association*

FRANK SIMONS is Senior Director of Communications for Philips Intellectual Property & Standards, based in the Netherlands. He has been with Philips for 25 years and has been involved in the optical disc business since 1989. Over this time Frank has participated in the creation of CD-R, CD-RW, DVD, DVD+RW, DVD R/RW double layer and Blu-ray Disc. He is Chairman of the DVD+RW Alliance and of the European Promotions Committee of the Blu-ray Disc Association (BDA).



### Timothy Sassoon

*President - Sassoon Film Design*

TIM SASSOON is President of Sassoon Film Design (SFD), a Visual Effects and post-production facility in Santa Monica, California with long experience in large format, stereo and feature films.

Born in London, UK and with a degree in both Cinematography and Motion Graphics from California Institute of the Arts (CalArts), Mr. Sassoon was also trained in stage motion control/downshotter and optical printing before going digital in the early 1990's. He has supervised large productions at companies as diverse as Dream Quest Images and Buzz/FX.

He opened SFD in 1997, and has grown it into a constantly busy facility whose key personnel have won several VES Awards, more than any other facility of its size. A pioneer with a dozen years of experience in not only working with high-resolution stereo imaging, but also the conversion of standard 2D images to stereoscopic 3D, SFD has completed two full-length IMAX 3D conversions, including "Lions 3D" for National Geographic, and "Mummies, Secrets of the Pharaohs 3D", which is in current release from Giant Screen Music. "Mummies 3D" is remarkable for being the first film planned for 3D, but shot in 2D by noted cinematographer Reed Smoot, ASC purposefully for post conversion.

Additionally SFD provides scene conversions and Visual Effects (VFX) services for many other 3D films. SFD has completed more live action conversions actually in release than any other company. Some other recent projects include the graphics and compositing for "UZ-3D", VFX, title design, and 3D conversion for "Sea Monsters", "Grand Canyon Adventure", VFX for Working Title's "Wild Child", and special edition VFX for a number of Sony Blu-Ray disc releases.

Mr. Sassoon also taught at Art Center College of Design for many years, contributes to various industry magazines and forums, is an exhibiting artist, and professionally active photographer and cinematographer.

He is a member of SMPTE, the Giant Screen Cinema Association (GSCA), and the Visual Effects Society (VES).



### Jim Taylor

*Senior VP & GM Advanced Technology Group - Sonic Solutions*

JIM TAYLOR is Chief of DVD Technology and General Manager of the Advanced Technology Group at Sonic Solutions, the leading developer of DVD and CD creation software. He is the author of DVD Demystified, the best-selling book about DVD technology, published by McGraw-Hill. Called a "minor tech legend" by E! Online, Jim created the industry DVD FAQ, writes articles and columns about DVD, serves as Chairman of the DVD Association, and sits on advisory boards of leading-edge companies in the DVD industry. Jim received the 2000 DVD Pro Discus Award for Outstanding Contribution to the Industry, was named one of the 21 most influential DVD executives by DVD Report, was an inaugural inductee into the 2002 Digital Media Hall of Fame, and was named one of the Pioneers of DVD by One to One magazine. He has worked with interactive media for over 25 years, developing educational software, learning systems, CD-ROMs, Web sites, and DVDs, along with teaching workshops, seminars, and university courses. Before joining Sonic in 2001, Jim was DVD Evangelist at Microsoft, and was formerly VP of Information Technology at VideoDiscovery, an educational multimedia publishing company.



### Matt Jeffery

*Platform Development Manager - Sony Computer Entertainment Europe*

MATT JEFFERY is Platform Development Manager at SCE and is responsible for platform planning and new business development activity for Sony's PlayStation business for the European Region. He has been with Sony computer entertainment for 5 years and previously worked in the banking sector specializing in international corporate credit. He has been involved in several strategic deals in the network area including the recent Joint Venture between Sony and BSkyB for video downloading and the collaboration with British Telecom PLC for WiFi access and communications services for PSP.



### Rob Wickberg-Taylor

*Director of Sales, EMEA - Technicolor Electronic Distribution Services*

ROB WICKBERG-TAYLAR has 15 years experience in the broadcast media and film entertainment industries. Most recently, he was Operations Director for Universal Pictures with responsibility for the four Nordic countries (Sweden, Norway, Denmark & Finland).

Before that he served as senior sales manager of European DVD manufacturing services at Sonopress, and marketing and business development for leading postproduction facility, DGP, where he was involved in the creation of their DVD compression and authoring department. Prior to that, Wickberg-Taylor was the founding member of Black Diamond Films Ltd., specializing in sports programs for TV and video.

Wickberg-Taylor holds a degree in Economics and Economic History from University of Kent, in Canterbury.



### Pierre Brossard

*CEO - TF1 Video*

PIERRE BROSSARD is President and CEO of TF1 Vidéo, the video arm of France's leading independent broadcaster. He joined TF1 in 1989, and was responsible for launching the company's

video operations, which he has subsequently built into the leading independent video company in France, employing around 120 people. Drawing on a library of both French and international films and TV titles, TF1 Vidéo ranks alongside the US majors in terms of market share. M. Brossard is also leading TF1's exploration of the YouTube market through its TV1 Vision service. Prior to joining TF1, M. Brossard worked for Phonogram, Sony and CIC Video in France.



### Daniel Doll-Steinberg

*CEO & Founder - Tribeka*

DANIEL DOLL-STEINBERG is Founder and Chief Executive of Tribeka Ltd, the architect and developer of the SoftWide system, an award-winning and innovative solution for the retail selling of computer software, games and any other entertainment media.

SoftWide licenses and manufactures a product fully equal in quality to the conventional version, on demand to customers in 2 to 3 minutes at each individual store. With a showcase store operated at London Heathrow Airport Terminal 4 to prove the technology, Tribeka is now licensing SoftWide to retailers worldwide. The first of these launched in Borders flagship Oxford Street on February 4th and Tribeka already has a pipeline of retail deals building for Europe and Asia.

Daniel is an Electronic Engineering graduate from Manchester University and is an Honorary Senior Research Associate at University College London. Prior to founding Tribeka Ltd he was Assistant Vice President of Equity Systems at Credit Lyonnais in New York.

He is very active in innovation policy and is a member of the European Policy Group - Business Chamber, a founding member of the Voices for Innovation technology policy community and is an Association of Competitive Technologies Innovator of the Month.

Daniel lives in London, where Tribeka Ltd is based.



### Christophe Brossier

*Co-founder & CEO - Trioviz*

CHRISTOPHE BROSSIER is CEO & Co-Founder of Trioviz. TRIOVIZ has developed a new technology that easily allows 3-D contents to be watched and enjoyed on the ordinary 2D television screens. Unlike the red-and-blue 3-D glasses of the past, the innovative yet inexpensive Trioviz glasses render 3-D entertainment with natural colors and no discomfort. This solution allows 3-D contents to be quickly realized in DVD, VOD, Broadcast TV and Video Games. Prior to co-founding Trioviz, Christophe was a partner at Binode for 6 years where he was in charge of Prospective & Innovations. He is also an alumnus of HEC Start-Up Program."



### David Stevens

*VP International Marketing - Twentieth Century Fox Home Entertainment*

DAVID STEVENS is responsible for the development of marketing functions within the European markets. He is also responsible for the development and implementation of emerging technologies across Europe. He holds the DDI certification and conducts management training courses in the European markets. Prior to this David worked for TCFHE UK for seven years, where he developed market leading developing approaches to strategic sales management, category management and retail marketing, driving the UK business to become the market leader in its industry. He has various qualifications including CIM, DISP, and a First Class BA Honours Degree in Marketing.



### Antoine Ménard

*Worldwide Licensing Marketing Manager, - Ubisoft*

ANTOINE MENARD is Worldwide Licensing Marketing Manager at Ubisoft since March 2008. Antoine is based at the Ubisoft Head-Office in Paris.

The Licensing Department is dedicated to evaluate and acquire AAA licenses from the entertainment industry: films, TV series, board games, sports, etc.

With the King Kong, TMNT and more recently, Naruto and LOST acquisitions, Ubisoft's licenses portfolio has become one of the most significant of the marketplace and represents 25% of Ubisoft's revenue. In parallel, Ubisoft has an established portfolio of own IP's which have raised the interest of the movie industry for adaptations into movies, TV series...

Prior to that, Antoine spent 5 years as Senior Product Manager at Fox Pathé Europa, the joint-venture distributing Twentieth Century Fox, Pathé and EuropaCorp movie catalogs on the DVD French market. He has successfully launched a large suite of features films, among them: Kingdom of Heaven, Little Miss Sunshine, Arthur and the Invisibles, Borat, The Fantastic Four and the Silver Surfer...

Antoine attended the Institut d'Etudes Politiques de Paris (Sciences Po) where he obtained degrees in Marketing. He also earned a Master from La Sorbonne University in Law and Management in the Entertainment field.



### Gregoire Gabalda

*Global Market Intelligence Director Europe - Vivendi Games*

GREGOIRE GABALDA is Director, Global Market Intelligence at Vivendi Games, based in Paris. He is responsible for Market Research for Vivendi Games' divisions including Blizzard Entertainment, Sierra and Vivendi Games Mobile. In this capacity, Grégoire provides Market trends analyses and strategic recommendations, particularly on the expansion of online gaming and gaming based on digital distribution franchises.

In the past 8 years Grégoire has worked on various projects including World Of Warcraft and many Movie based games such as Ice Age 2 and Scarface. The scope of his activity covers Europe, USA, and APAC territories.



### Julie Demarigny