

# WAVES OF CHANGE

EVENT PROGRAMME

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DTG

SUMMIT

2021

# WELCOME



**RICHARD  
LINDSAY-DAVIES**

Change. It's the constant we all live with, as individuals and as organisations. We're perpetually adjusting to changes in our environment. And what an adjustment we've all had to make in the past 18 months. Remote working and virtual meetings, national lockdown and the SVoD boom, we've seen an acceleration in change, both as a society and as an industry, like never before. Change that has swept aside what was perceived as normal and forced us to adapt to new ways of working, living and behaving.

## Welcome to Waves of Change, the DTG Summit 2021

And while it is easy to see the past 18 months as anomalous, in fact, economists have long recognised that profound change comes in waves, each the result of radical innovation. Mechanisation came first, and fuelled the industrial revolution, the first wave of change. Steam, electricity and mass production defined subsequent transformative waves.

A fifth wave began with the World Wide Web, ushering the age of information and the beginnings of the digital world we are all natives of.

Now economists talk of a sixth wave, characterised by intelligent networks and connected devices, advanced automation and virtualisation, machine learning and AI and all with sustainability and the protection of our future driving new innovation.

The 2021 DTG Summit has taken these Waves of Change as its theme; considering the technologies that have the potential to disrupt the television industry; innovations that could change markets and the tectonic shifts that could create entirely new business sectors.

We will be exploring three waves of change: the user experience, next-gen media and new distribution and we'll feature pioneering innovators, cutting-edge entrepreneurs and renowned thought leaders.. All of this will be brought to you by a state-of-the-art platform offering the latest in audience interaction and engagement blended with a live studio experience.

The UK creative industry, powered by our world-class engine of technologists, together provide an unparalleled bedrock of innovation which I have no doubt will shape and be shaped by the waves of change ahead.

It will uncover new players, it may wash others away, but the wave of change is coming so let's ride it together!

Enjoy the day!

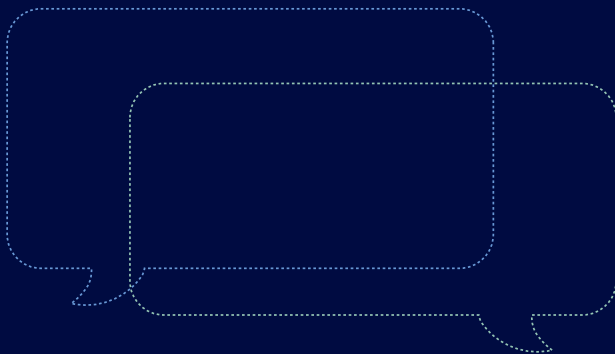
**Richard Lindsay-Davies** CEO, DTG



# PROGRAMME

0830 - 0930

## NETWORKING



0930 - 0940

## WELCOMING WAVE

Welcoming wave from event host **Georgie Barrat**, Technology Journalist & Broadcaster, and **Simon Fell**, Chair, DTG

0940 - 1000

## WAVES OF CHANGE INTERNATIONAL KEYNOTE: RIPPLES & REVOLUTIONS

Why is it hard to spot the initial ripples of revolutionary change – change that can disrupt markets and create entirely new business sectors? Why do some innovation ripples peter out, while others go on to become waves? Which technologies and innovations are likely to revolutionise the future of television, and what do we need to do to prepare for this?

Our international keynote speaker – a tech visionary and accomplished expert on the Web-based media standards that are transforming the broadcast industry – answers these fundamental questions as he considers the significance of innovation shifts we've witnessed in recent decades, and those we're about to see.

Speaker

○ **John Simmons**

Media Platform Architect

○ **Georgie Barrat**

Technology Journalist & Broadcaster

1000 - 1100

## WAVE OF CHANGE: THE USER EXPERIENCE

The user experience – how a person feels when interacting with a product or service – is a vital differentiator in the hypercompetitive TV and video market. Product design once focused primarily on aesthetics; now the emphasis is delivering a compelling experience – one that delights users, keeps them watching and subscribing, and inspires them to recommend products or services to others.

This session explores:

- **The hallmarks of successful interface design:** How have interactive TV interfaces evolved? How can public service broadcasters' content remain visible on connected platforms?
- **Personalisation and accessibility:** How can recommendation engines embrace serendipity? How are access services evolving, and how are new technologies improving accessibility?
- **Targeted TV advertising:** What's driving recent growth in targeted TV ads? Why is it vital that TV has a targeted advertising solution? How is targeted achieved in live linear television?

- **Cybersecurity:** What's the vital link with user experience? What are the latest standards for IoT devices? How are products being certified in partnership with connected device manufacturers?

Speakers

- **Sarah Milton** Chief Operating Officer, Digital UK
- **Steve Russell** Chief Product Officer, Red Bee Media
- **Jon Ducker**  
Head of Product Performance, Virgin Media O2

- **Alex Buchan** Strategic Technologist for  
Spectrum & Security, DTG

Panel chair

- **Nicola Lewis**  
Global Chief Growth Officer, Finecast

# F:NECAST

Session Partner

1100 - 1110

## NETWORKING BREAK





1110 - 1210

## WAVE OF CHANGE: NEXT-GEN MEDIA

This session probes the complex challenge of presenting viewers with the highest quality content on a device of their choosing in the most seamless and intuitive way possible. We consider the technologies and innovations that are enabling this, as well as those that have the potential to deliver more immersive viewing experiences to consumers.

This session explores

- **AV codecs in a multi-codec world:** What has driven the development of new technologies to encode and decode video? How do new and more efficient codecs contribute to sustainability?
- **Image formats and display technologies:** When will 4K become the new standard? What is likely to drive adoption of 8K hardware? What do leading content producers want?
- **Next-generation audio:** How is NGA delivering audio experiences that are more accessible and personalised? How does NGA improve audio intelligibility and make viewing more immersive?

- **Immersive media:** What are the latest advances in virtual and augmented reality? What are the interoperability issues in VR and AR and how are these being addressed?

Speakers

- **Dr Mickaël Raulet**, CTO, ATEME
- **Andy Lucas**, SVP, Global Distribution Technology, Universal Pictures
- **Dr Lauren Ward**, Research Fellow in Media Accessibility, University of York AudioLab

Panel chair

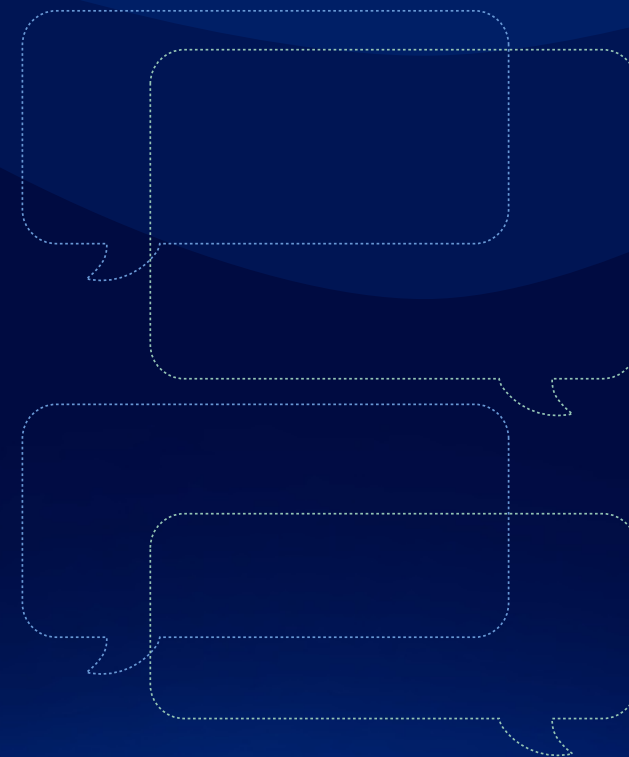
- **Simon Gauntlett** Director of Imaging Standards and Technology, Dolby, and Co-chair, Next Generation Media Group, DTG

The logo for ATEME, featuring a stylized 'A' icon followed by the word 'ateme' in a lowercase, sans-serif font.

Session Partner

1210 - 1400

## BREAKOUT SESSIONS & NETWORKING



1400 - 1500

## RIDING THE WAVES: NATURAL HISTORY PRODUCTION

Our feature session explores how natural history programme makers have harnessed the potential of technological innovation to capture iconic images of wild animals in their natural habitats and engage audiences with superlative visual storytelling. In our showcase we hear from the BBC's Natural History Unit which pioneered wildlife filming and programming formats in the 1950s to become the largest documentary production house of its kind in the world.

In our innovation panel we meet innovators who have helped capture images of creatures great and small and brought nature – often from the most extreme locations on Earth – into our living rooms. And we consider what lies behind soaring global demand for natural history content and the industry trends this is driving.



Showcase speaker

○ **Colin Jackson**

Senior Innovation Producer, BBC Natural History Unit

Innovation panel

○ **Robert Dawes**

Senior Research Engineer, BBC Research  
& Development

○ **Patricia Doherty**

Producer Director, Candour Productions  
and Live + Wild, Project Director

Feature session chair

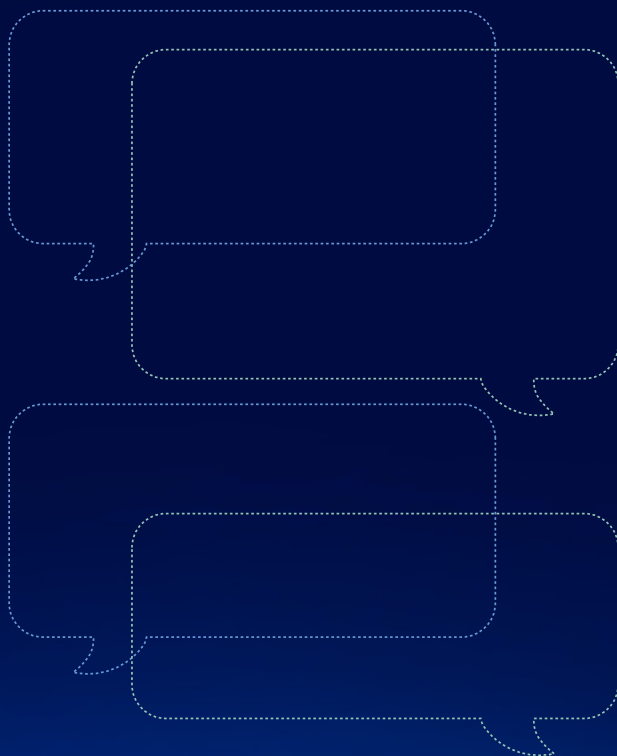
○ **Georgie Barrat**

Technology Journalist & Broadcaster



1500 - 1510

## NETWORKING BREAK



1510 - 1605

## WAVE OF CHANGE: NEW DISTRIBUTION

Consumer demand for content ‘anytime, anywhere’ has driven innovation in new delivery solutions and technologies. The diversification of delivery possibilities has prompted new industry challenges such as maintaining interoperability and end-to-end quality of experience and reach.

This session explores

- **Mobile distribution:** How might 5G enhance the live stadium experience by delivering multi-angle HD video streams direct to consumer devices? How might 6G deliver sustainability gains?
- **Spectrum:** What’s on the cards for WRC-23? What’s the potential impact for DTT, DTH, PMSE?
- **All-IP distribution:** What are the opportunities of an all-IP telecoms network by 2025? What are the infrastructure challenges of television’s transition to all-IP distribution?

- **Content security:** What are the latest trends and solutions? What impact has soaring demand for IP-distributed content during Covid lockdowns had on content security?

Speakers

- **Mohamed Aziz Taga** PM / Head of Business Development 5G Media Services, Rohde & Schwarz

- **Caroline Gabriel**  
Research Director, Analysys Mason

- **Matthew Stock**  
VP, Technology, Limelight Networks

Panel chair

- **Polly Hickling** Course Leader, Media Technology Programme, Solent University

1605 - 1645

## SUSTAINABILITY: INNOVATION IN THE SIXTH WAVE

The number of companies committed to reducing their environmental impact is growing as global citizens become more aware of the need for sustainable consumption and production solutions. In this keynote session we hear how innovation is delivering more sustainable solutions in the TV industry, and how those solutions are creating economic, social and competitive advantage. How is a major content producer working with partners to achieve its net zero carbon ambitions? How does cloud-native video editing contribute to reductions in carbon emissions? Where might further industry collaboration have a positive impact on sustainability goals?

### Speakers

- **Bee Devine**  
Director of Content Operations, Sky Studios
- **Ian McDonough**  
CEO, Blackbird
- **Will Ennett**  
Head of Sustainability, TalkTalk

### Chair

- **Georgie Barrat**  
Technology Journalist & Broadcaster

1645 - 1700

## FINAL WAVES

Summary of the day's sessions with

- **Georgie Barrat**  
Technology Journalist & Broadcaster
- **Richard Lindsay-Davies**  
CEO, DTG
- **Chris Shipton**  
Creative Director & Virtual Scribe, Live Illustration



## OUR HOST



**GEORGIE  
BARRAT**

Technology Journalist  
& Broadcaster

Georgie is a leading technology journalist and presenter of Channel 5's The Gadget Show, testing latest devices and reporting on consumer trends. Alongside her Gadget Show work Georgie has reported for ITV Tonight, Good Morning Britain and ITV Weekend, and is a regular on The Jeremy Vine Show. Georgie also comments on breaking tech stories for the likes of Channel 5 News, Radio 5 live, talkRADIO and BBC Radio 2. Her writing credits include The Mirror, Tech City News, The Guardian, Marie Claire and Metro. Georgie is passionate about women working in technology and devotes time to encouraging more girls to be involved in STEM subjects. She works alongside Girls in ICT, the IET and Childnet in striving to make technology and the digital world as exciting, safe and inclusive as possible. Never one to shy away from a challenge, Georgie once held the world record for the longest time spent in virtual reality (VR) – 26.5 hours. And pushing the VR experience to the max she once bungee jumped while wearing a VR headset! Georgie graduated from King's College London with a First in English Literature and has a Diploma in Radio Production.

## SPEAKERS A-Z



**ALEX  
BUCHAN**

**Strategic Technologist  
for Spectrum & Security, DTG**

Alex is Strategic Technologist for Spectrum and Security at the DTG. He coordinates and manages activities for several DTG working groups such as the RF Group, the Cyber Security Group and the PMSE Implementation Group, and provides technical direction and strategy for the business with regards to future delivery of TV services. Alex is the project lead and co-founder of the 5G VISTA project, a consortium led by the DTG which is part of the UK 5G Trials and Test Beds programme and which is developing 5G broadcast solutions for live sporting events. He is also a Director at SafeShark, a DTG Testing joint venture developing a consumer IoT cyber security assurance scheme which Alex is leading. Alex also runs DTG Testing's wireless testing facilities and UK Approved Body services, achieving UKAS accreditation for all the services it offers, and providing certification for products being sold in the UK and EU markets.



**ROBERT  
DAWES**

**Senior Research Engineer,  
BBC Research & Development**

Robert is a Senior Research Engineer in BBC R&D. He studied computer science at the University of Bristol before joining BBC R&D on their graduate scheme in 2006. He worked on set top box technologies and in the BBC iPlayer team before specialising in the application of image analysis, computer vision and tracking technologies to broadcasting. He currently leads the Intelligent Video Production Tools team which investigates and develops tools to process, analyse and understand video, normally in real time. The team works with broadcast companies and production teams to try and create practical tools to help them with their work. This has included several years of work on sports analysis and graphics systems. In recent years, Robert has worked in collaboration with the BBC Natural History Unit to investigate new ways to monitor and capture wildlife footage. Much of this work takes advantage of the rapidly developing field of artificial intelligence and machine learning.



**BEE  
DEVINE**

**Director of Content Operations,  
Sky Studios**

Bee is Director of Content Operations at Sky Studios, Sky's production and development arm across Europe, where she is responsible for UK production management across all scripted Sky Originals, as well as broader operations across Sky Studios markets. Most recently, Bee was the architect of Sky Studios COVID Safety Guidelines for TV production as well as Sky Studios industry-leading Sustainable Production Guidelines; a key pillar of Sky's ambition to become Net Zero Carbon by 2030. In addition to this, Bee currently oversees the launch operating model for Sky Studios Elstree, expected to be the world's most sustainable film and TV studio when it opens in 2022. Prior to Sky Studios, Bee held a range of roles at Sky, having joined the business in 2013, including Entertainment production management at Sky Production Services, the build of Content Resource Planning and Content Supply Chain Metadata platforms.



## SPEAKERS A-Z



**PATRICIA  
DOHERTY**

**Producer Director, Candour Productions  
and Live + Wild, Project Director**

Patricia is an award-winning filmmaker who has made documentaries for all major television broadcasters and a range of online platforms, art galleries and film festivals. She is passionate about storytelling through documentary and its power to give ordinary people a voice to share extraordinary moments in their lives. She is an industry mentor, a lecturer at the Northern Film School and is researching a PhD exploring digital innovation and its impact on authenticity in documentary film. Patricia devised and leads Live + Wild, the DCMS funded research project, which explores how 5G could help filmmakers create live and fast-turnaround content in challenging conditions, without compromising on production values.



**JON  
DUCKER**

**Head of Product Performance,  
Virgin Media O2**

Jon is Head of Product Performance at Virgin Media O2, the integrated media and telecommunications company jointly owned by Liberty Global and Telefónica. Jon took up the post in June 2021, joining from Digital UK where he was Head of Product Management. Before Digital UK, which he joined in 2019, Jon was Product Development Consultant at Liberty Global. That followed working as Head of TV Product Management and Development at Vodafone UK where he built a TV product management team and developed a disruptive new multiscreen TV service for OTT. Jon previously worked at Virgin Media as Head of Consumer Platforms, responsible for TV platform and product strategy, and as Senior Product Manager of the TV product portfolio.



**WILL  
ENNETT**

**Head of Sustainability,  
TalkTalk**

Will is Head of Sustainability at TalkTalk and has over 15 years' experience in building strong commercial partnerships across the TV, film, technology and telecoms sectors. Will is responsible for the sustainability agenda within TalkTalk, a value provider of fixed line TV, mobile and broadband in the UK. Will is chair of the Technical Advisory Group for Net Zero at Business in the Community. The group represent a diverse group of companies across sectors, who have provided webinars and factsheets to enable businesses to transition to net zero by answering questions on potential barriers, such as supply chain, carbon measurements and engaging employees. TalkTalk is the UK's leading value for money connectivity provider, founded in 2003 on the belief that simple, affordable, reliable and fair connectivity should be available to everyone. TalkTalk relocated its company headquarters to Salford in 2019 and now has 1,800 staff based in the area.

## SPEAKERS A-Z



**SIMON  
FELL**

Chair, DTG

Simon was appointed independent Chair of the DTG in February 2019. His career across IT, online and broadcast media, telecoms and airport technology spans five decades. Simon was most recently Director of Technology & Innovation at the European Broadcasting Union (EBU). Based in Geneva, Simon led the team driving the industry's digital transformation and introduced several new initiatives bringing focus to areas such as cyber security and OTT and establishing the EBU Innovation Awards. Simon also chaired numerous international working groups and standards bodies, as well as represented broadcasters in their negotiations with the EU on spectrum. Before joining the EBU in 2013 he was CTO at Heathrow Airport where he managed the technical architecture department and introduced an innovation team. He has held several executive positions at UK broadcasters including ITV where he was Director of Future Technologies.



**CAROLINE  
GABRIEL**

Research Director,  
Analysys Mason

Caroline leads Analysys Mason's Networks research practice, as well as leading many 5G-related research activities across multiple programmes. She is responsible for building and running Analysys Mason's unique research base of mobile and converged operators worldwide. She works directly with Analysys Mason's research clients to advise them on wireless network trends and market developments. She has been engaged in technology analysis, research and consulting for 30 years, and has focused entirely on mobile and wireless since 2002. Her focus is on critical issues and trends related to mobile and wireless infrastructure, particularly operator deployment intentions for 4G, 5G, cloud-RAN and other technologies. Caroline co-founded Rethink Technology Research in 2002. Prior to that, she held various executive positions at VNU Business Publishing (then Europe's largest producer of technology-related B2B reports and publications). She holds an MA from the University of Oxford.



**SIMON  
GAUNTLETT**

Director, Imaging  
Standards and Technology

Simon is Director, Imaging Standards and Technology, at Dolby Laboratories where he leads a team that works with international standards bodies, broadcasters, and consumer electronics manufacturers toward the development and adoption of advanced imaging standards. His focus is on improving image quality and experience and is involved with several exploratory projects relating to virtual and augmented reality. Prior to joining Dolby in 2016, Simon was the CTO of the Digital TV Group, where he helped set up the UK UHD Forum, and was editor-in-chief for the D-Book, the UK specification for interoperability of the DTT (Freeview) and Connected TV platforms. Simon has a master's degree in electronics and communications engineering from Exeter University and BBC graduate training. He is a Fellow and current UK Chair of the Society of Motion Picture and Television Engineers (SMPTE).



## SPEAKERS A-Z



**POLLY  
HICKLING**

Course Leader, Media Technology  
Programme, Solent University

Polly is the course leader for the media technology programme at Solent University in Southampton. She joined the team in September 2009 and has had a variety of roles in research and teaching before becoming the course leader for the programme in 2013. Polly has strong connections with the media technology industry, particularly with the course alumni and organises work experience, placements and graduate positions with companies within the broadcast industry. She is particularly interested in outside broadcasting and has gained many links with large outside broadcast providers. Polly also has a keen interest in e-learning research, predominantly the use of video and mobile applications for online and distance learning and completed a master's in media applications development in 2017. She recently joined the SMPTE Education Advisory Committee.



**PAUL  
HIGGS**

VP Video Industry  
Development, Huawei

Paul is a highly experienced systems architect, engineer, technologist, innovator and development manager working for more than 20 years in next-generation technologies. He has a proven track record in delivering leading communications and entertainment solutions in the telecoms and media industries. Paul was appointed to the post of VP, Video Industry Development, at Huawei in January 2020 having previously served as Chief Strategy Officer of Huawei's Video Product Line. Before joining Huawei in 2016 Paul worked in senior product, engineering, and technology roles at Ericsson over a 24-year period. During 2019, Paul served as President of the Virtual Reality Industry Forum which seeks to "further the widespread availability of high quality audiovisual VR experiences, for the benefit of consumers". Paul is also Chair of the DVB Project's TM-I Working Group which leads the technical specification work for DVB-I.



**COLIN  
JACKSON**

Senior Innovation Producer,  
BBC Natural History Unit

Colin has worked in the BBC Natural History Unit (NHU) for over 20 years, working on a range of innovative output from the very first Springwatch and Big Cat Live to launching BBC Earth's Earth Unplugged Channel. More recently Colin has been responsible for the Natural History Unit's output on the One Show, pioneering the use of novel technologies from 360 GoPro time-slice rigs to 'sound cameras'. Colin is an enthusiastic adopter of new technologies. As Senior Innovation Producer he works with all NHU productions to look at the future of wildlife film making and how new technology such as drones, thermal imagery and remote cameras can be integrated to allow us to bring the natural world to our audiences in ways never previously achieved.

## SPEAKERS A-Z



**NICOLA  
LEWIS**

Global Chief Growth Officer,  
Finecast

Nicola is Global Chief Growth Officer at Finecast, leading engagement with agencies and clients and building partnerships with media owners worldwide. Nicola is responsible for ensuring launch markets are set up successfully and in line with the strategic direction of Finecast, working with local market vendors and representing Finecast in global client pitches to ensure Finecast is positioned on the global stage as a leader in the future of television. A highly respected media executive, with extensive experience across all channels, including a strong point of view on digital integration, and digital transformation, she held the position of Chief Investment Officer for GroupM Australia and Mindshare Australia prior to Finecast. Before moving agency side, Nicola spent her career at market leading publishers in both Australia and the UK. Nicola earned a degree in Psychology at Sussex University before joining the Conde Nast sales team based in central London. In 2018, she was named the ninth most powerful woman in media by B&T Magazine, and was shortlisted as Executive Leader of the Year within the Women in Media Awards.



**RICHARD  
LINDSAY-DAVIES**

CEO,  
DTG

Richard is responsible for the DTG's growth and development. With over 20 years of TV industry experience, Richard drives the DTG's unique collaborative culture. Before the DTG, Richard spent 15 years in the TV industry with roles at Sony, Toshiba and Pace. Richard joined the DTG in 2004 as Director of Public Affairs. He was appointed Director General in 2006 before transferring to Freesat as Commercial Development Director. Following Freesat's launch Richard returned as DTG Director General in 2008 and latterly as CEO. Richard was recently named one of the top 50 most influential people in the sector.



**ANDY  
LUCAS**

SVP, Global Distribution Technology,  
Universal Pictures

Andy is Senior Vice President, Global Distribution Technology for Universal Pictures based in London and has over 25 years technology experience in the media industry. Currently Andy is focused on managing the technical aspects of Universal's premium video on-demand initiative, new innovative experiences around the purchase of digital content, immersive experiences, how artificial intelligence and machine learning can enhance the viewing experience of movies, as well as how it can help content protection initiatives. Innovation has been key throughout his career and recently he received a Fellowship from the Royal Television Society for his "outstanding contribution to television". He has also recently worked as a UK Section Manager for the Society of Motion Picture & Television Engineers and has been an active member of the Digital Television Group in the UK as well as other cross industry forums. His previous roles include Head of Technology Planning for ITV in the UK where among other projects he was involved with was the launch of digital terrestrial television, widescreen and latterly the successful trials of high definition distribution.



## SPEAKERS A-Z



**IAN  
MCDONOUGH**

CEO,  
Blackbird

Ian is Chief Executive Officer of Blackbird, the video editing and production workstation in the cloud. Since joining Blackbird as CEO in September 2017 he has relaunched, refinanced, rebranded and repositioned the company as a remote editing solution for global media players. Ian joined Blackbird from Turner where, as SVP and Managing Director of UK & Northern Europe, he led the largest and most profitable arm of Turner's businesses in EMEA. Before Turner he spent five years at BBC Worldwide where he was responsible for BBC Worldwide businesses in 102 countries across the Central & Eastern Europe, Middle East and Africa region. Ian has also previously held senior commercial posts at A&E Europe and Viacom Asia.



**SARAH  
MILTON**

Chief Operating Officer,  
Digital UK

Sarah leads the day-to-day running of the Freeview TV platform and is responsible for delivering the best possible end-to-end customer experience of Freeview. Previously she worked at Channel 4 over 15 years. During this time she was at the forefront of its digital transformation, as one of the original team that developed and launched 4oD – Channel 4's ground-breaking video-on-demand service – in 2006. More recently Sarah was Head of Product, responsible for the functionality and UX of All 4 across all platforms and devices. She has also worked in business development and strategy at ITV, and at internet start-up Webrewards. Sarah began her career at the management consulting firm McKinsey and holds an MA in Economics from Cambridge University.



**DR MICKAËL  
RAULET**

CTO,  
ATEME

Dr Mickaël Raulet is Chief Technology Officer at ATEME, where he drives research and innovation with various collaborative R&D projects. He represents ATEME in several standardisation bodies: ATSC, DVB, 3GPP, ISO/IEC, ITU, MPEG, DASH-IF, CMAF-IF, SVA and UHDForum. He is the author of numerous patents and more than 100 conference and journal scientific papers. In 2006 he received his PhD from INSA in electronic and signal processing, in collaboration with Mitsubishi Electric ITE (Rennes, France).

## SPEAKERS A-Z



**STEVE  
RUSSELL**

Chief Product Officer,  
Red Bee Media

Steve is Chief Product Officer at Red Bee Media. Steve has been launching, growing and managing innovative products and services within the media industry for nearly 20 years. Steve has led successful product teams in a range of global roles at BT Media and Broadcast, Tata Communications and Belgian start-up Yucom. Steve brings a passion for fusing technology, business and media transformation in services that deliver growth for Red Bee and its customers.



**CHRIS  
SHIPTON**

Creative Director &  
Virtual Scribe, Live Illustration

Main sessions at Waves of Change, the 2021 DTG Summit will be illustrated live by artist Chris Shipton. Chris has been drawing since he could hold a pen. He's a cartoonist whose work has appeared in The Times and i newspapers, with one piece residing in the Cartoon Museum's collection in London. Chris set up Live Illustration in 2015. The agency's team of talented artists – also known as 'digital scribes' – work with a diverse set of clients from a large variety of sectors. Says Chris: "Cartoons are entertaining. But they're much more than just funny pictures. They're a simple, quick and direct method for delivering complex ideas, and importantly sequences of ideas. "It might only take a few seconds to read a cartoon, to 'get' the message. But the meaning lasts far longer, lingering in the consciousness long after the viewer has moved on." Chris' clients have included UCL, the Open University, Oxford University, Goldman Sachs, GlaxoSmithKline, Novartis, SAS, Tesco and Roche.



**JOHN  
SIMMONS**

Media Platform Architect

John Simmons is an industry recognised expert on Web media standards. He drove Microsoft's efforts to define DRM-interoperable encoding, adaptive bitrate streaming, the collaboration with Google, Comcast, Netflix and the W3C for HTML5 Media Extensions and a multi-year Apple collaboration to develop the Common Media Application Format. John's standards evangelism across the media and entertainment industry led to the creation of the Consumer Technology Association (CTA) Web Application Video Ecosystem (WAVE) project, a 60-company collaboration to adopt ISO/IEC and W3C standards for streaming media on a global scale. John received the CTA 2017 Technology Leadership Award for the creation of the WAVE Project and the National Academy of Television Arts & Sciences (NATAS) 2019 Emmy Award for the Microsoft, Google, Comcast, Netflix and W3C "Standardisation of HTML5, Encrypted Media Extensions (EME) and Media Source Extensions (MSE) for a Full TV Experience". Recently retired from Microsoft, John now runs a media standards consulting business from his home in the Cascade Range foothills, east of Seattle, Washington.



## SPEAKERS A-Z



**MATTHEW  
STOCK**

VP, Technology,  
Limelight Networks

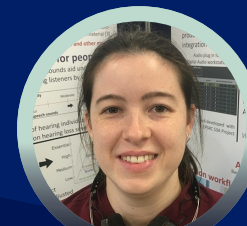
Matthew is Vice President, Technology, at Limelight Networks. He was appointed to the post last September having served as Principal Architect at Limelight for two years. Before that he was Principal Advanced Services Architect, helping Limelight leverage the unique skills of its Advanced Services team. Matthew first joined Limelight as Advanced Services Architect in 2013 from the University at Buffalo where he held a range of senior IT roles. Matthew has a BS degree from the University at Buffalo in computer science and an MS in computer science and engineering. Alongside his Limelight role Matthew is Adjunct Professor of Computer Science and Engineering at the University at Buffalo.



**MOHAMED  
AZIZ TAGA**

Product Manager / Head of Business Development 5G Media  
Services & Transmitter Systems, Rohde & Schwarz

Mohamed Aziz Taga is product manager for 5G Broadcast/Multicast & Transmitter Systems with Rohde & Schwarz, Munich, Germany. Aziz leads the 5G Broadcast/Multicast business development activities and associated projects worldwide. After obtaining his Master's degree in Computer Networking and Telecommunications, Aziz became a Mobile Core Network Specialist within Nokia Networks with an extensive Cellular PDN/EPS/IMS/SDM technical background before joining Rohde & Schwarz in 2018.



**DR LAUREN  
WARD**

Research Fellow Media Accessibility,  
University of York AudioLab

Dr Ward is a Research Fellow in Media Accessibility at the University of York AudioLab. She is part of the XR Stories project, a Creative Industries Cluster for Immersive and Mixed Reality Storytelling, and leads the Screen Industries Growth Network project A3I: Accessible Audio for Autistic Individuals. Lauren completed her PhD in Acoustic and Audio Engineering (University of Salford, UK, 2020) while working for BBC R&D. Her PhD developed novel technology to improve the accessibility of broadcast media for hard of hearing listeners, for which she won an EPSRC Connected Nation Pioneer Award (2018). She also collaborated with BBC Studio's Casualty in a number of high-profile audience trials of this technology, for which they were runner-up at the EBU's Technology and Innovation Awards (2020). She is a General Sir John Monash Scholar and has a Bachelor of Engineering (Hons) in Electronics and Communications (2014) and a Bachelor of Philosophy (2015), both from University of Tasmania, Australia. Previously Lauren has worked in commercial, public sector and community radio, including for the ABC. Outside of research she can be found kayaking white-water, hiking, throwing axes, crocheting or baking cakes.

THANKS TO OUR EVENT PARTNERS

PLATINUM PARTNER



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DTG SUMMIT 2021

WAVES OF CHANGE, DTG SUMMIT 8 JULY 2021





# WAVES OF CHANGE

DTG SUMMIT 2021

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