

## Ownership Structures and Managerial Challenges in the African Media and Telecommunications Sectors

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<https://www.unine.ch/africamedia>

### List of the Speakers



**Robert Picard** @picard\_robert

Prof. Robert G. Picard is one of the world's leading experts on media economics and management, and government communications policies. He is North American Advisor for the Reuters Institute in the Department of Politics and International Relations at University of Oxford, fellow of the Royal Society of the Arts, and affiliated fellow of the Information Society Project at Yale Law School, Yale University. He is the author and editor of more than 30 books including the *Handbook of the Economics of the Media*, *The Economics and Financing of Media Companies* and *Media Economics: Concepts and Issues*. He has consulted for governments in North America, Europe, Africa, and Asia and for international organizations including the European Commission, UNESCO, and the World Intellectual Property Organization.

### Tina Freyburg

Tina Freyburg is Professor of Comparative Politics in the School of Economics and Political Science at the University of St.Gallen. She currently serves as the Academic Director of the MA program "International Affairs & Governance." Tina studies the chances and risks that emerge for democracy in a globalizing and digitalizing world. Her main ongoing projects explore the perception and the quality of democratic governance beyond the nation-state, as well as the promotion of democratic rules and practices through conditionality and private business. Tina received her Ph.D. from ETH Zurich in 2011. Prior to returning to Switzerland in 2015, she was a Max-Weber-Fellow at the European University Institute in Florence (2011/2) and then assistat and associate professor at the Department of Politics & International Studies at the University of Warwick, UK.



## Veronique Wavre



After studying International Relations at the Graduate Institute of International and Development Studies in Geneva, Switzerland, Veronique gained an MA in Middle East Policy Studies in Exeter, UK in 2008. She then enrolled in a Graduate Traineeship in Middle East Banking in Switzerland and worked in Geneva and Zurich. In 2012, she started a PhD in politics at the University of Exeter and participated to two university exchanges (Centre for Studies on Media, Information and Telecommunication (SMIT) at the Vrije Universiteit Brussel (VUB) Belgium & Centre for Studies in Democratisation, at the University of Warwick, UK. She is now working as a post-doctoral fellow in comparative politics at the University of St.Gallen, Switzerland, with Professor Tina Freyburg. In spring 2018 Veronique published *Policy Diffusion and Telecommunications Regulations* with Palgrave Macmillan.

## Giacomo Mazzone

Giacomo Mazzone is currently Manager of the Public Service Broadcasting and Media (ClubMediaItalia) with a 30-year experience in the information, sports and international relations sectors. He is trained as a journalist, with a great deal of experience in international companies and organizations (RAI, Euronews, Eurosport, and now EBU). He has worked for all traditional media (press, radio, general interest TV) but also in new media (all-news channels, Internet portals). Expert in European and multilateral negotiations, he has been chosen to represent the Italian government in the UNESCO at the negotiations for the Cultural Diversity convention. As head of Institutional Relations and of Members Relations at the European Broadcasting Union, he is in charge of the relations with the United Nations system (ITU, UNESCO, IGF, UNCTAD, etc.), with the Council of Europe and other international bodies.



## Grégoire Ndjaka



Mr Grégoire Ndjaka has been the Chief Executive Officer (CEO) of the African Union of Broadcasting (AUB) since January 2016. He is a senior journalist with 31 years of professional experience. Before his election by the General Assembly, he was the Director of Human Resources of the Cameroon Radio Television (CRTV), where he also held several other positions. In 1988, Grégoire NDJAKA graduated from the Advanced School of Information Science (Yaoundé-Cameroon), one of the best-known journalism education institutions in French-speaking Africa. He is a fellow of the Japan Foundation and has been interested in exchanging news between Africa and the Asian continent for several years.

## Eli Noam

Eli Noam has been Professor of Economics and Finance at the Columbia Business School since 1976. He is the Director of the Columbia Institute for Tele-Information (CITI), a university-based research center focusing on strategy, management, and policy issues in telecommunications, computing, and electronic mass media. In addition to leading CITI's research activities, Prof. Noam initiated the MBA concentration in the Management of Media, Communications, and Information at the Business School and the Virtual Institute of Information, an independent, web-based research facility. He works on the economics, management, and policy of media and the digital world, most recently on global media ownership and on next-generation "Cloud-TV". He has written over 400 articles and has authored, edited, and co-edited over 30 books.



## Patrice Schneider @mdiforg



Patrice Schneider is currently Chief Strategy Officer for the Media Development Investment Fund (MDIF), which invests in independent media around the world providing the news, information and debate that people need to build free, thriving societies. He started his publishing career as a journalist reporting from conflicts in Central Asia and Eastern Europe in the '80s. For many years, he has been actively promoting the value of investing in the free flow of quality information as one of the cornerstones of an open society and a dynamic democracy. Before joining MDIF in 2002, within the AOL Time Warner Group he served as Managing Director of Netscape Europe overseeing its European websites. In 1998, before joining AOL Time Warner, Patrice was Senior Adviser for the World Economic Forum. From 1994 to 1998, he was Deputy Managing Director at Hachette Filipacchi Medias – the leading French publishing group.

## Akinwale Goodluck @G\_Akinwale

Akinwale Goodluck is the Head of the GSMA in Sub-Saharan Africa and has primary responsibility for the attainment of the GSMA's objective to serve as a guiding beacon for the mobile industry in Africa, focusing on collaboration between mobile operators, governments and other ecosystem players to overcome the physical, social and economic barriers to GSMA's vision for a better future. Akinwale Goodluck is also a Solicitor of the Supreme Court of Nigeria and has had a career spanning from Investment Banking to Legal Practice. In the last 15 years, he has been engaged in the ICT & mobile communications sector working for MTN Nigeria Communications Limited for 14 years.



## Emmanuel Biney



Emmanuel Biney is CEO of Media 7 Consult Group, a company specialized in consulting services for multimedia broadcast solutions on multiple platforms. The group offers strategic consulting services to governments on how to effectively design and deploy their national media and telecommunications infrastructures for their multimedia needs. Through Media 7 Emmanuel Biney accompanied the migration of the Ghanaian broadcasting system from analogue to digital technology. He further operates in the business of setting up TV and Radio channels on all modern technological platform with IP and RF solutions, working with professionals from renowned companies such as BBC and CNN. Emmanuel Biney's academic background is in multimedia productions.

## Paulo Faustino

Paulo Faustino is Chairman of the International Media Management Academic Association (IMMAA: [www.immaa.org](http://www.immaa.org)) and professor at the Journalism and Communication Sciences Department at Porto University where he teaches Cultural Marketing and Management of Creative Industries. He is the founder and co-director of the Journal of Creative Industries and Cultural Studies. Paulo Faustino is also guest professor at the School of Communication and Media Sciences of the Polytechnic Institute of Lisbon. His research focuses on ownership concentration, media policies, media economics and management of creative industries. He is Non Executive President of Formalpress/Media XXI – Publishing & Consulting Company – [www.mediaaxi.com](http://www.mediaaxi.com).



## Sotiris Blanas



Sotiris Blanas is currently Microeconomist at the National Bank of Belgium. He holds a PhD. in Economics from the Catholic University of Louvain, Belgium, and was a postdoctoral Teaching Associate at the Lancaster University Management School (UK). Between 2011 and 2016, he also worked as an External Collaborator for the International Labour Organisation (ILO) and as consultant for the European Central Bank. His research is mainly in the field of International Trade, with special focus on International Trade and Labour Outcomes and International Trade and Organisation of Firms. More recently, he has also studied the association of the quantity and quality of jobs with the foreign ownership status of firms in Sub-Saharan Africa.



**Israel Bionyi** @bionyi

Israel Bionyi is an international development communications specialist/campaigner, content strategist, social media expert and innovative storyteller. He is an award-winning journalist with several years of experience of conceptualizing communications with conservation, agricultural research and charity organizations. He has an excellent track-record in designing and implementing projects related to communications and content management, advocacy, research, community development, and investigative reporting. He is also a passionate researcher in the field of media management and advertising.



**Serge Michel** @SergeMichel\_hD



Former reporter at large and adjunct director at *Le Monde*, as well as former chief editor of *Le Monde Afrique*, Serge Michel is currently launching a new media company in Geneva, Switzerland, called *Heidi.news*. Serge has worked as a journalist in Switzerland, Iran, the Balkans and Africa. In 2001, he won the Albert Londres Prize, the most prestigious French journalistic award, for the work he conducted in Iran. Together with Paolo Woods and Michel Beuret, he has published *China Safari – On the trail of Beijing's expansion in Africa* (Nation Books, 2009), charting China's dramatic rise in Africa. Serge Michel has written extensively for *le Monde*, *le Temps*, *le Figaro*, *le Point*, *Géo*, *Sole 24 Ore*, *Internazionale*, *Aperture*, *Fortune*, *Foreign Policy* and *The Independent*.

**Nicolas Boissez** @nboissez

Nicolas has collected more than 15 years of experience in communication and programme management in Switzerland, Central and Western Africa, South-East Asia and France. Now Head of communication and external relations, he has been working at the Fondation Hironnelle for the past ten years managing project and programs such as Radio Okapi in the Democratic Republic of Congo. He previously was regional audiovisual attaché for Central Africa at the French Ministry of Foreign Affairs, and in Vietnam at the French embassy. Nicolas Boissez is also a journalist and wrote for Ouest-France and the Associated Press.

