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Academy of Journalism and Media & Entreprise Institute
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Sylvain Béletre

Sylvain Béletre is associate editor and senior research analyst at Balancing Act. Béletre's current research in Telecoms includes fixed, wireless, internet, Vsat and specific ICT solutions such as e-learning, e-Health and data centers across several African countries. Past research in the African audiovisual sector included VoD, DTT, piracy, pay TV, media audience research, broadcast technologies and advertising. Sylvain Béletre has 20 years of experience in international research and consultation. Béletre spent four years at PBI Tarifica (UK) and eight years with US analyst house Current Analysis. He has conducted research and courses in competitive intelligence models, marketing implementation and market analysis.



Philippe Couve

Philippe Couve is the founder of Samsa.fr, an innovative editorial digital agency that focuses on digital transition in newsrooms. Samsa.fr provides training and consulting solutions and initiates innovative projects in Europe and Africa. Philippe Couve has a background as a journalist, webjournalism teacher, multimedia trainer and digital strategist with more than two decades of experience with RFI (French international public radio), Rue89 (first independent news website in France, now part of Le Monde group), OWNI (ONA award 2010 and 2011 for General Excellence in Online Journalism). He has been a digital journalist since 1997 with experience in radio, print and Web. As a journalist, he uses blogs, social networks, Web 2.0 tools and mobile technology to break news, to engage with audiences and tell the story behind the headlines in multiple media and on multiple platforms. Since 2006, he teaches webjournalism in the leading journalism school in France.

Johan Deflander

Johan Delander is the Head of mission of the Radio La Benevolencija in Burundi. Established in 2002, Radio La Benevolencija Humanitarian Tools Foundation (RLB) is a Dutch NGO committed to the empowerment of minorities and social groups that are, have been or are in danger of becoming, the victims of ethnocentric or other forms of hate violence. In the upcoming years, Radio Benevolencija aims to set up further projects based on the prototype that is currently being implemented in Africa . The organization launches media campaigns in Bosnia and Herzegovina as well as in Sri Lanka.





Jean-Marie Etter

Jean Marie Etter spent his childhood in the Middle East, studied at Beirut University and was granted a Master degree in philosophy from Lyon University, in France. He started his journalism career at the public service radio in the French speaking part of Switzerland where he was later appointed Head of training and development at the HR department, before becoming deputy secretary general. Together with François Gross and Philippe Dahinden, in 1995 he set up the Fondation Hirondelle, a Swiss NGO of journalists and humanitarian aid professionals which creates and supports independent, civic-minded news media in conflict, post-conflict and crisis areas.

Paolo Faustino

Paulo Faustino is the President of IMMAA (International Media Management Academic Association) and the Centre of Investigation in Media and Journalism. He conducts Post-Doctoral research at the Research Centre for Media and Journalism of Nova University (Lisbon) and the Centre of Tele-Information of Columbia University (NY). He was Visiting Researcher in several European and North American universities, namely: Stanford University (EUA), North Texas University (EUA), Fordham University and Oxford University (UK). Paulo Faustino is the founder, partner and president of Media XXI/Formalpress, an international company focused on Consulting, Research and Book Publishing, with many published titles in several languages, including Portuguese, French, English, Spanish and Chinese.



Sophie Guignard

Sophie Guignard is responsible for international development at the Groupe le Monde. Her role is to identify and develop major editorial opportunities with audiences outside France, as well as identifying and developing strategic alliances with international relevant stakeholders. Previously, she was the managing editor of Los Inrockuptibles, the South-American edition of a French political and cultural magazine, based in Buenos Aires. Sophie started her career working for Lazard, an investment bank, where she advised governments on issues related to their public policy and debt management. Sophie has a management degree from ESCP European Business School and London City University and holds an MSc in development economics from Sciences Po Paris.



Antoine Laurent

Antoine Laurent is a French journalist and media innovation strategist. He graduated from Grenoble Institute of Political Studies. He works as a live blog product manager for the nonprofit organization Sourcefabric which provides open source tools for journalists. Since 2014, he also works as a strategy consultant of the International Center for Journalists (ICFJ) for West Africa. Between 2011 and 2014, as a Deputy Director of Global Editors Network, he was in charge of programs, editorial and digital operations. He also worked as a project manager for the European Journalism Centre.

Robin Lingg

Robin Lingg was appointed in July 2014 as CEO of Ringier Africa and Asia and as a member of the expanded Group Executive Board of Ringier AG. Previously he had worked as Head of Business Development and Head of Ringier Africa AG since May 2013 and as a member of the Board of Directors of Ringier AG since July 2011. Robin Lingg studied languages, economics and cultural science at the University of Passau in Germany. He worked in different positions for the internationally operating pharmaceutical company Boehringer Ingelheim GmbH since 2006, including several years in Mexico.



Robert Picard



Prof. Robert G. Picard is one of the world's leading academic 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, a fellow of the Royal Society of the Arts, and an affiliated fellow of the Information Society Project at Yale Law School, Yale University. He was formerly Director of Research at the Reuters Institute, University of Oxford, and a research fellow at Green Templeton College, Oxford. He is also on the faculties of the University of Canberra, Australia, the Institute of Media and Entertainment, IESE Business School in New York, the Center for Media Management and Economics at Tsinghua University in China, and the University of Tampere, Finland. A specialist in media economics and policy, he is the author and editor of 27 books. He has consulted and carried out assignments for governments in North America, Europe, Africa, and Asia and for international organizations including the European Commission, UNESCO, and the World Intellectual Property Organization.



Patrice Schneider

Patrice Schneider started his publishing career as a journalist reporting from conflicts in Central Asia in the late 1980s. Before joining Media Development Investment fund in 2002, within the AOL Time Warner Group he worked as Managing Director of Netscape Europe overseeing its eight European websites: UK, Germany, France, Italy, The Netherlands, Spain, Denmark and Sweden. In 1998, before joining AOL Time Warner, Patrice was a Senior Adviser for the World Economic Forum (The Davos summit). From 1994 to 1998 he was Deputy Managing Director at Hachette Filipacchi Medias – the leading French publishing group and owner of Elle, Paris Match and other internationally renowned magazines.

Stephen Smith

Stephen Smith is professor of African Studies with specialization in communication, journalism and media at Duke University in the USA. He graduated in anthropology at the Sorbonne in Paris and obtained his Ph.D. in 1983 from Berlin's Free University. The former deputy editor of the foreign desk at Le Monde and, previously, Africa editor of Libération, he worked for many years as traveling correspondent in Africa for Reuters and Radio France International. He is the (co-)author of sixteen monographs, of country reports (Nigeria, CAR) for the International Crisis Group and consultancies for the UN, in addition to numerous journalistic and academic publications.



Emmanuel Biney

Emmanuel Biney studied total multimedia productions with BBC skill set & Pimlico films where he attained his first degree. He had his masters in multimedia productions and feature film making with Open University in UK. He is the head of the media faculty of Trans Africa University Ghana. He has consulted for BBC, CNN, Media 7 Global, Skyy TV and other renowned media outfits. He operated as the COO for Net 2 TV, assisted the CEO of TV3 Ghana and sits on the board of Crystal TV Ghana. He is the first Ghanaian who deployed the first free to air satellite DTH in Ghana. Emmanuel Biney is the CEO of Media 7 Consult Group who's core operation is to offer strategic consultation to governments on how to effectively design and deploy their national infrastructures for their multimedia needs. Mr Biney is currently the officer in charge of Ghana's digital migration and in the process of launching the first triple play service in the country.