



## **Data, AI, & Business Innovations in the International TV Industry**

**International Emmy® Education Module  
New York - November 19-21, 2025**

Participant Handbook

# Wednesday, November 19

## International Industry Perspectives

### **9:00 AM – 10:30 AM | A View of the International TV Market**

**Speaker — Andrew Goldman — NYU Tisch School of the Arts**

Global trends and cross-border collaboration. Navigating cultural differences and co-production mechanics. Understanding shifting viewer expectations.

### **10:30 AM – 12:00 PM | The Ongoing Innovations in TV, Content, and Media**

**Speaker — Mohit Rahjans — ThinkStart INC.**

A fast-paced look at how the last three years upended production and distribution, from format disruptions to cloud pipelines, AI-assisted dubbing, and platform-led co-productions, and what practical standards (technical, creative, ethical) the industry must adopt to protect creative value and commercial trust.

### **12:00 PM – 1:30 PM | Lunch-Talk on Streaming & New Media**

**Speaker — Alejandro Rojas — Parrot Analytics**

Overview of leading players in social media and storytelling strategies for vertical platforms.

### **1:30 PM – 2:30 PM | Decoding Digital Advertising:**

**Leveraging Connected TV, AI and Social Media into your next marketing move**

**Speakers — Nicolas Bievre — Meta, Chering Su — DirecTV**

Industry experts in digital advertising and AI will walk you through the complete campaign cycle, from strategic planning and partner selection to activation, optimization, and performance analysis.

### **2:30 PM – 3:30 PM | International Marketing Landscape: Opportunities & Challenges**

**Speaker — Bruce Tuchman — Media Entrepreneur**

How to market content globally. Strategies for assessing product potential, regulations, and securing new markets.

### **3:30 PM – 5:00 PM | Understanding and Using S.W.O.T. Analysis**

**Speaker — Jimmy Newson — Moving Forward Small Business**

A comprehensive review of the participants' SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis, including best practices for utilizing this effective technique.

# Thursday, November 20

## Digital Platforms & Generative AI

### **9:00 AM - 10:00 AM | AI Automated Workflow**

*Presentation by Sedat Boynueğr*

A view of the User Interface of Node based workflows, ComfyUI and N8N.

### **10:00 AM - 11:00 AM | YouTube's Creator Ecosystem Overview**

**Speaker — Carley Ribet — YouTube**

Discussion on YouTube's strategy, audience engagement, and the balance between user-generated and professional content.

### **11:00 AM – 12:00 PM | Decoding Digital Economics**

**Speaker — Julia Alexander — Puck News**

Explore the global market dynamics shaping the next era of television, delving into the modern economics of digital content, streaming, and audience demand across various markets.

### **12:00 PM – 1:00 PM | Lunch Talk**

### **1:00 PM – 4:00 PM | The Present and Future of Generative AI**

**Speaker — Matthieu Lorrain — Google DeepMind**

Understanding the basics of prompting and AI in television production. Ethical considerations and responsible use of AI tools. Hands-on Exercise: AI Prompting — craft AI prompts & explore creative potential.

### **4:00 PM – 5:00 PM | AI: A Critical Audit**

**Speaker — Robin Taconet — Topology Security**

How to detect flaws in an AI-made project. Ethical considerations, IP ownership, and Security measures.

# Friday, November 21

## Decoding Success: From Data to Story

### **9:00 AM – 12:00 PM | Data, AI & Discoverability: Turning Insights into Better Pitches** **Speaker — Rémi Tereszkievicz — BetaSeries**

Using recent international hits and Emmy® nominated programs as case studies, this session explores how data and AI reshape viewing trends, audience behaviors, and market strategies. Participants will examine how analytics are collected, interpreted, and applied across the industry — and how these insights can fuel both creative choices and pitching power. We'll look at the algorithms driving recommendation engines, their limits and biases, and practical ways to turn metrics into stronger stories and smarter sales.

### **12:00 PM – 2:00 PM | Lunch with Academy Executives @ Hearst Tower**

Candidates are invited for lunch by International Emmy® Awards President Bruce Paisner, at Hearst Tower.

### **2:00 PM – 5:00 PM | Case Study: International Emmy Awards Nominees @ Hearst Tower**

Led by the Director of Education, International Academy of Television Arts & Sciences, and with the participation of current Nominee representatives, connecting theory to practice.

#### Discussion Topics:

- Conception and greenlighting — how projects move from idea to execution
- Target vs. actual audiences — strategy and reality in engagement
- Application of generative AI — integrating advanced tools into production
- International sales & marketing — achieving global reach and recognition

#### **Q&A + Closing Remarks**

### **6pm | International Emmy World Television Festival Opening Cocktail**

# SPEAKERS\*

## Andrew Goldman

Head of Content Pipeline  
Phanes Funding Group



PFG is a blockchain application business model that incorporates proprietary and non-proprietary technology to transform how the investment and distribution of revenue is managed for financing content in the entertainment industry. Goldman has worked at companies including HBO, Fathom Entertainment, and Warner Bros. He is also an Adjunct Professor at NYU's Tisch School of the Arts.

## Mohit Rajhans

Founder  
ThinkStart Inc.



Rajhans is a media strategist & consultant who helps broadcasters, producers, and platform owners future-proof their businesses at the crossover of creative practice and emerging technology. With 20+ years working across Canada's media & entertainment sector, Rajhans combines hands-on production experience with pragmatic AI strategy.

## Alejandro Rojas

VP of Applied Analytics  
Parrot Analytics



Rojas runs Parrot IQ consulting, a unit that builds custom models and solutions to help clients assess and predict the value of content led strategies. Former McKinsey consultant and TV executive producer, he earned his Master's Degree in Information and Data Science from the University of California, Berkeley; his MBA from MIT Sloan School of Management; and his BSE from Duke University.

## Nicolas Bièvre

Senior Machine Learning Engineer  
Meta



Bièvre specializes in the intersection of AI and digital advertising. At Meta, he plays a key role in helping advertisers optimize performance across Facebook and Instagram. He pioneered the application of generative AI to enhance ad creatives, enabling brands to expand their ad catalogs efficiently and cost-effectively.

## Chering Su

Senior Programmatic Manager  
DirecTV



Su focuses on Connected TV, delivering personalized ad campaigns across smart TVs and streaming platforms. She works with international advertisers to develop media strategies tailored to the U.S. market. With experience spanning both media agencies and publishers, Su brings a well-rounded perspective on today's evolving media and advertising landscape.

## Bruce Tuchman

Media Entrepreneur



Former President of MGM Worldwide Networks, AMC Global and Sundance Channel Global, Tuchman currently focuses on applying his experience as an entertainment executive, investor and entrepreneur to help companies expand their horizons to best take advantage of all the new developments and innovations that are occurring across the global media industry.

# SPEAKERS\*

## Jimmy Newson

Founder  
Moving Forward Small Business



Newson, is a business and growth strategy consultant He is a contributor and Leadership Network member with Entrepreneur.com. Newson holds industry certifications in Google, HubSpot, SEMrush, Cascade, and Trainual and serves as a board and committee member for various organizations

## Carley Ribet

Lead go-to-market strategy  
& operations YouTube, Google



Ribet has spent 14+ years at Google/YouTube in New York and Chicago. She currently leads the Americas Go-to-Market strategy for YouTube Premium Reservation at YouTube, which includes key initiatives such as YouTube Select and Upfront activation.

## Julia Alexander

Media Correspondent  
Puck



Alexander is a Media Correspondent at Puck News, where she analyzes shifting media behaviors and strategies across entertainment, sports, technology, and traditional media. Prior to joining Puck News, she was director of editorial insights and strategy at Disney, and VP of strategy at Parrot Analytics, where she advised clients including Fox Sports, the NBA, and CBS.

## Matthieu Lorrain

Creative Lead  
Google Deep Mind



For the past two decades, Lorrain has been at the frontier of digital storytelling, leading global teams and shaping creative platforms with some of the world's most iconic brands and artists, including Donald Glover, Gorillaz, Darren Aronofsky, Star Wars, the NBA, Louis Vuitton, Space Invaders, Lego, and Nike.

## Rémi Tereszkievicz

Chief Sales Officer  
BetaSeries



Tereszkievicz holds degrees in Physics and Economics and has dedicated his career to media innovation. He has served as VP/SVP at Eurosport, Netgem, Lagardère Studios/Mediawan, and Warner Bros, where he launched multiple premium TV and VOD services. Since 2019, he has been developing AI-powered marketing and sales solutions at BetaSeries.

## Robin Taconet

Founder (AI & Cybersecurity)  
Topology Security



Robin Taconet is a French product leader who has held critical roles in AI, security, and compliance at Meta and MongoDB. He is the founder of Topology Security, helping global brands navigate the security and ethical challenges of AI.

\*Subject to Change