

Biographies

Virtual reality: this year's buzzword or tomorrow's mass platform?

Steve Hercher

Originally from the US, Steve is a long time resident of Prague, Czech Republic and has been involved with 360Cities.net since its inception in 2008. As Commercial Director he established and grew the stock photo licensing and commissioning activities that now form the company's core business, serving primarily digital advertising agencies, publishers, and VR developers with high resolution 360 stills and video. Prior to 360Cities, Steve held a variety of biz dev roles for internet companies based in central Europe.

Simplifying rights

Tim Harris

Tim Harris has been Sales and Marketing Manager at Nature Picture Library since 2009 and has worked in the picture library industry since 1983. He is a current member of the BAPLA board and of the BAPLA Rights Group.

Benji Lanyado

Benji Lanyado is a former Guardian & New York Times journalist who left journalism in 2013 to learn how to code and build Picfair. Picfair has since grown to become a global community of 25,000 amateur and professional photographers with a disruptive royalty model that returns control to the photographers.

Guy Thorneloe

Guy Thorneloe joined Getty Images in 2001 and has worked in the Sales function across many different roles since then, including Indirect Sales, Entertainment Magazines & Books and Enterprise Solutions. Guy is currently a Sales Director within the main assigned sales department. Guy joined the BAPLA Executive Board this August.

Giancarlo Zuccotto

Giancarlo Zuccotto is a Director of the Science Photo Library (SPL) where he has been working for over 25 years. With a background in physics and a passion for scientific endeavours he has contributed to making SPL the leading agency for scientific images and videos.

SmartFrame

Robert Sewell

Robert Sewell is an experienced entrepreneur who is passionate about taking new business ideas to market. He has set up and led businesses in a variety of industry sectors including music and entertainment, health and fitness, mobile phones and office supplies. He is

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currently the CEO of SmartFrame a patent-pending, secure, embeddable, trackable and interactive new image technology that looks to redefine the on-line image standard.

Brexit, copyright and challenges to business

Eddy Leviten

Eddy has been involved in the world of intellectual property for 20 years. He joined the Alliance for Intellectual Property as Director General in 2014 where he works to drive policy across a range of IP related issues, ensuring that there is a legislative regime that helps realise the value and contribution of IP rights in the UK and in export markets globally.

Previously he worked for Sanctuary Group, a large independent music company, where he was Head of Corporate Communications, and then as Director of Communications and Membership for FACT, the content protection organisation.

The Alliance for Intellectual Property represents 23 trade associations from across the creative, branded and design sectors with a collective interest in ensuring that IP rights are valued in the UK. Members include representatives of the audio visual, music, games and business software, sports rights, branded manufactured goods, publishing, retailing and design sectors.

Anna Skurczynska

Anna is a solicitor advocate, and the founder and principal of Open Plan Law. Her practice focuses on commercial, IP and media law. She is particularly interested in the protection and exploitation of copyright works and databases online, and privacy.

In the course of her practice, Anna has advised a wide range of clients including local government, multi-national corporations and start-ups. She developed her practice in the City, focusing on IP-rich mergers and acquisitions at first, and then moving on to broader advisory work in IP law. In the years 2011 – 2016, she led the EMEA legal team at Branded Entertainment Network (previously Corbis Images) where she advised and managed litigation on issues on all business matters but in particular in relation to image licensing, photo journalism, commercial rights clearances, product placement and social media influencer campaigns.

Anna is an active public speaker on matters relating to copyright and advised on submissions and legislative proposals made by BAPLA in connection with the UK and EU copyright reform.

She is an Associate Lecturer in Media Law at the London University of the Arts, and a member of the Copyright and Technology Working Group by the British Copyright Council.

The “Monkey Selfie”

David J Slater

With a long research background culminating in volcanic eruption prediction studies at a leading university, David gave up academia to further his deep personal passion for the Natural World. He has since worked for 20 years as a conservation photographer striving to share with others the beauty and importance of the world as he sees it. He shot to fame in 2011 after he coaxed an endangered primate to press the shutter of his camera, which

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brought much needed publicity to the animals in a compellingly humorous way. It also landed him with problems over copyright, which he will briefly outline in his presentation.

Third party rights

Sonia Bouadma

Sonia Bouadma, Director, Commercial Rights and Music Licensing at GreenLight. Sonia has been with Greenlight for thirteen years, and as head of the UK office, is currently in charge of all EMEA clients and operations. She began her career working on clearances and content licensing for game manufacturers but now is primarily focused on ad agency work, clearing various IP rights (music, movies and talents) for commercial campaigns.

The provenance of images online: exploring social media, AI & blockchain technology introduced by COPYTRACK

Isabelle Doran

Isabelle is the current BAPLA chair, having joined as an executive board member in September 2012, responsible for leading the trade organisation and driving the lobbying position of the organisation. She is also a board director of the British Copyright Council, chairing the Copyright Education & Awareness Working Group, and Picture Library Manager at Loupe Images for over 10 years.

Throughout her career Isabelle has been both a supplier and client - previously working in the design sector, as well as at several picture libraries, including as a photography graduate at Tony Stone before it became Getty Images. She also worked for several years at Magnum Photos, which has an unprecedented reputation in photojournalism and copyright. This was followed by time away to complete a Masters in Museum Management, broadening her knowledge of the creative sector.

Olga Egorshева

Olga Egorshева is an internationally minded visionary with a natural instinct for disruptive technologies. Olga's first taste of entrepreneurship arrived in the form of a family photography business, which she founded with her father back in 2005. From there, she broadened her global expertise by working across a diverse array of cities, including Oslo, Paris and Bonn. Following an MBA, which involved hands-on corporate entrepreneurship experience, she settled in London with an ambitious idea to disrupt the content search and licensing field forever. Joining forces with two co-founders, Lobster was announced to the world from the stages of TechCrunch Europe in 2014.

About Lobster

Lobster is an AI powered platform, which enables brands, agencies and the media to licence visual content directly from social media users and cloud archives. With \$1.96m in investment raised to date, Lobster has quickly become a truly global phenomenon, with offices in London and Moscow, and an ever-extending international customer base. In 2017, it won The Europas Hottest Adtech/Marketing startup award.

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Masha McConaghy

Masha McConaghy, PhD, curator and researcher, is a co-founder and CMO at [BigchainDB](#), a decentralized blockchain database and [ascribe.io](#), a service enabling immutable attribution for artists and clear provenance for digital and physical art. She has a PhD in Arts from Pantheon-Sorbonne University, Paris and a Museology Degree from Louvre School, Paris. She has organized exhibitions throughout the world and has worked with curators at the Louvre Museum in Paris and directed a commercial gallery in Vancouver. Her current pursuits are at the intersection of art, IP and applications of new technology.

About BigchainDB & IPDB

BigchainDB is a scalable blockchain database, and [IPDB](#) its public network. They are used for large-scale applications in intellectual property, supply chain & IoT, identity, and more. IP rights information & transfer can be represented using the open COALA IP specification or third party schemas.

Real newsgathering in the age of fake news

Toby Hopkins

Toby Hopkins is a director of BAPLA, and UK Sales Director for Bridgeman Images UK. He has clocked up a quarter of a century in the industry since starting by filing prints in the Hulton Archive, including stints at Corbis and Getty Images.

Rachael Kennedy

Rachael Kennedy is a senior news journalist in Storyful's London office, having relocated last year from the headquarters in Dublin. She works with the world news team sourcing and verifying user generated content for newsrooms.

Prior to joining Storyful, Rachael was the news editor at citizen photojournalism agency Demotix, where she commissioned assignments and oversaw the day-to-day coverage from thousands of Demotix members.

Alastair Reid

Alastair Reid is a social media journalist at Press Association, the UK's oldest news agency, specialising in finding and verifying newsworthy material on social media. Before PA he was managing editor at First Draft, a non-profit organisation aiming to raise skills and awareness around social newsgathering, digital verification, journalistic ethics and investigating online misinformation.
