

# 62<sup>nd</sup> EPRA meeting

**Yerevan: 22 – 24 October 2025** 



# **Speakers**



Gohar Mamikonyan, Member of the Commission on TV and Radio (AM)

Gohar Mamikonyan is a Board Member of the Commission on Television and Radio of the Republic of Armenia, elected by the National Assembly in 2022.

Gohar holds a master's degree in public administration. She has over 15 years of experience in media regulation, public policy and education management. Her focus is on strengthening media development and democratic media regulation in Armenia.

**Fun fact:** 'I started my career thinking I'd work in education but fell in love with media policy instead and never looked back!'

Gohar will be a speaker in the Agora session



Armela Krasnigi

Armela Krasniqi, Chairperson of the Audiovisual Media Authority (AL)

Mrs. Krasniqi is the Chairperson of the Audiovisual Media Authority of Albania, elected by the Parliament in 2021. She has a long-standing career in media and communications, having served as Director of the Albanian Telegraphic Agency and held leading international roles such as Vice-Chair of EPRA, President of MNRA, and President of ABNA-SEE, as well as member of the Board of the European Alliance of News Agencies. Her priorities at AMA focus on protecting children from harmful content, promoting media literacy, combating hate speech, and strengthening journalists' rights, while fostering cooperation and a healthier media environment.

**Fun fact**: 'Anonymous letters once claimed that she had "fired 59 women" out of 51 employees at AMA, now that's what you call an anonymous joke turned into art. Today, she works with over 60 women out of 80 staff members. Amazonia called.'

Armela will be a speaker in the Agora session



**Audun Aagre** 

**Audun Aagre, Senior advisor at the Norwegian Media Authority (NO)** 

Audun Aagre is senior advisor at the Norwegian Media Authority's legal department, coordinating international affairs, working mainly with the DSA and platform liability.

Audun has background as journalist, photographer and film maker, and worked ten years as a director in the Norwegian Media Authority. He has a degree in history, philosophy, film and digital communication management.

**Fun fact**: 'Audun made a music album in the late 90s with a famous Burmese democracy singer, smuggled ten thousand cassette tapes into the country, and was arrested for taking photos of political prisoners.'

Audun will be a speaker in the Agora session



Sunčica Bakić

Sunčica Bakić, Director of the Agency for Audiovisual Media Services (ME)

Sunčica Bakić is the Director of the Agency for Audiovisual Media Services of Montenegro. She has over 20 years of experience in media regulation, including her previous role as Head of the Media Monitoring Department in the Montenegrin regulatory authority.

She holds an MA in the field of independent regulation. Her expertise also covers research and data collection on programming and advertising standards, as well as electoral processes.

**Fun fact:** 'Instead of a fun fact about myself, in honor of our host, I would like to share one about Yerevan: Podgorica, the capital of Montenegro, and Yerevan have been twin cities since 1974. In Podgorica, people still fondly remember the visits of Armenian students during the 80s, which strengthened the bond of friendship between the two cities.'

Sunčica will be a speaker in the Agora session



Frédéric Bokobza

Frédéric Bokobza, Deputy Director General at Arcom (FR)

Frédéric Bokobza has been Deputy Director General at Arcom since July 2016. Previously, from 2003 to 2016, he held various managing positions in the fields of media, telecommunications and culture within the French Government's administration.

Before that, he had been working as a senior consultant at the Boston Consulting Group's Paris Office (2002-2003), after being in charge of several IT projects at the Ministry of Interior (1996-2001).

Frédéric holds degrees from École polytechnique and Télécom Paris, two French engineering schools.

Frédéric will be a speaker in the Agora session



**Rowena Burke** 

Rowena Burke, Head of International Content Policy at Ofcom (UK)

Rowena is the Head of International Content Policy at the UK Office of Communications (Ofcom), where she oversees media, content, and broadcasting policy at a global level. In this role, she leads Ofcom's collaboration with fellow international media regulators and global organisations, representing Ofcom on a wide range of media and content policy matters.

Before joining Ofcom's International team, Rowena spent six years in its Broadcasting and Media Group, specialising in the audiovisual sector, media ownership, and European regulatory frameworks. She directed major programmes of work that shaped the foundations of UK broadcasting regulation, while driving forward-looking policy initiatives to anticipate emerging trends.

Earlier in her career, Rowena spent eight years at the Financial Ombudsman Service, progressing to the role of Ombudsman. She holds an LLB (Hons) in Law from SOAS, University of London.

**Fun fact**: 'I've served drinks to Russell Crowe and Hugh Grant. One was all charm, the other didn't say a single word to me. Can you guess which is which?!'

Rowena will be a speaker in the Agora session and present the Global Online Safety Regulators Network



**Olaf Steenfadt** 

Olaf Steenfadt, Founder and Managing Director at Global Media Registry

Olaf Steenfadt is the Founder and Managing Director of Global Media Registry (GMR), a charitable social enterprise that promotes transparency, accountability and pluralism in the information space.

With his background in news reporting and investigative journalism, he is a speaker, lecturer, entrepreneur and globally visible expert on digital media policy and ethics. Two of his signature projects include the "Media Ownership Monitor" and the "Journalism Trust Initiative" which he developed and implemented on behalf of the press freedom watchdog Reporters Without Borders. Olaf previously worked for national German public broadcasters ARD and ZDF in various roles.

He is a member of the "High-level Expert Group on Fake News and Online Disinformation" of the European Commission and of the "Committee of Experts on Quality of Journalism in the Digital Age" and the "Committee of Experts on Media Environment and Reform" at the Council of Europe.

Fun fact: 'I once went to a disco together with Angela Merkel'

Olaf will be a speaker in the Agora session and present the Media Ownership Monitoring initiative



**Sophie Valais** 

**Sophie Valais,** Deputy Head of the Department at the European Audiovisual Observatory

Sophie Valais is the Deputy Head of the Department for Legal Information at the European Audiovisual Observatory. She oversees EU-funded projects, contributes to the Observatory's legal publications, and helps organise its events and conferences.

Since joining in 2014, she has drawn on her broad experience across both public and private institutions in the European audiovisual sector. A law graduate from the University of Paris-Saclay, she specialises in media law, copyright, and information technology.

Her previous roles include serving as a Legal and Policy Adviser at an international law firm in Brussels, at the French National Cinema Centre (CNC), and with collective management organisations across Europe. She has also acted as a Copyright Expert in EU-funded projects.

Fun fact: 'My weekly ritual? The cinema — no exceptions'

Sophie will be a speaker in the Agora session



**Jean-Augustin Tran** 

Jean-Augustin Tran, Market Analyst at the European Audiovisual Observatory

Jean-Augustin Tran joined the Observatory's Department for Market Information in September 2023. His work focuses on analysing the TV and SVOD market and coordinating the updates of the MAVISE database.

Previously, he held various positions within the cultural platform ARTE, notably as a project manager for the European development department and as an analyst for the marketing department.

Jean-Augustin holds a degree in Human Sciences from the University of Reims Champagne-Ardenne and a master's degree in management from Neoma Business School.

**Fun fact**: 'I enjoy biking trips. I already biked from Budapest to the Iron Gates of the Danube and from Riga to Tallinn.'

## Jean-Augustin will be a speaker in the Agora session



**Guido Keel** 

**Guido Keel**, Senior Advisor to the OSCE Representative on Freedom of the Media

Guido Keel has been working as a Senior Advisor to the OSCE Representative on Freedom of the Media since the beginning of 2025.

Before that, he had been a professor for journalism and media literacy and director of the Institute of Applied Media Studies at the Zurich University of Applied Sciences.

**Fun fact**: 'Guido plays the Duduk, a traditional Armenian instrument, which he picked up almost twenty years ago when doing media research in Yerevan.'

Guido will be a speaker in the Agora session



**Elena Brodeala** 

#### Elena Brodeala, Legal Advisor at the Council of Europe

Elena Brodeala is a Legal Advisor in the Freedom of Expression and CDMSI Division of the Council of Europe, where she currently works, among other topics, on media literacy and disinformation.

She recently rejoined the Council of Europe after four years in higher education. Between 2020 and 2021, Elena was a coordinator of the Council of Europe's Freedom of Expression and Freedom of the Media in South-East Europe (JUFREX 2) project.

From 2018 to 2020, she was awarded a Yale Law School's Robina Fellowship to work at the European Court of Human Rights and the Council of Europe's Information Society Department. As part of this

fellowship, Elena contributed to several important projects, including editing the Council of Europe's 2020 study A Mission to Inform – Journalists at Risk Speak Out on the safety of journalists.

Elena holds a PhD in Law from the European University Institute in Florence, Italy, and a Master of Laws from Yale Law School in the US.

Fun fact: 'When I was a child, I once tried to keep an ant as a pet – but it didn't exactly turn out to be very successful'

#### Elena will be a speaker in the Agora session



Theresa Josephine Seipp

**Theresa Josephine Seipp**, Postdoctoral researcher at the Institute for Information Law (IVIR)

Theresa Josephine Seipp is a postdoctoral researcher at the Institute for Information Law at the University of Amsterdam and part of the research team at the Al, Media & Democracy Lab.

Her research focuses on the governance and regulation of (concentrated) opinion power, the interdependence between media and Big Tech, and the integration of AI into journalism, with a specific focus on small local media. In her PhD research, she investigated regulatory approaches to address the growing opinion power of platforms and the threats to media freedom and pluralism posed by an increasingly concentrated digital media ecosystem.

During this time, Theresa also spent three months as a visiting newsroom fellow at the Polis Journalism and Society think tank based at the Department of Media and Communication at the London School of Economics (LSE).

**Fun fact**: 'In December this year I'll have my very first own photography exhibition — which means my passion (outside media law) will finally escape the cloud and take up wall space instead.'

#### Theresa will be a speaker in the thematic session 1



Sela Kooter

Sela Kooter, International Policy Advisor at Commissariaat voor de Media (NL)

Sela Kooter is an international policy advisor at the Dutch Media Authority (Commissariaat voor de Media) with a background in law and political philosophy. She mainly focuses on international affairs.

Within the Media Board, she leads the Workstream on Media Concentration in Working Group 2: Pluralism and Media Markets, chaired by Arcom. At the national level, Sela works on issues such as the protection of minors, media pluralism, and the implementation of the European Media Freedom Act (EMFA). She also serves as chair of the Dutch Association of Media and Communications Law.

Fun fact: 'Although born in one of the flattest countries on earth, Sela has developed a passion for mountain sports in recent years, she goes hiking, bouldering, and top rope climbing whenever she can.'

Sela is a content-producer and panellist in thematic session 1



Ali-Abbas Ali

Ali-Abbas Ali, Director of Broadcasting Competition at Ofcom (UK)

Ali-Abbas Ali leads Ofcom's work on Media Plurality and Competition. Over the last ten years he has worked across Ofcom's competition portfolio, including Post, Telecoms as well as the Media sector. Prior to joining Ofcom he held senior finance posts at BT Group. His career also spans the motor industry, consulting, and private equity.

Fun fact: 'In my spare time I write fiction, some of which has been published. You can find my bibliography here: https://aliabbasali.com/bibliography/°

Ali-Abbas will be a panellist in thematic session 1



**James Keys** 

James Key, Strategy & Policy Principal at Ofcom (UK)

James is a Strategy & Policy Principal at Ofcom, the UK's communications regulator, where he spearheads strategic initiatives across commercial broadcasting, big tech regulation, and innovation policy. He played instrumental early roles in developing novel regulatory frameworks for the BBC and the UK's pioneering Online Safety legislation, while overseeing public service media reviews and scrutiny of major media mergers. James sits on Ofcom's Broadcast Advisory Committee and also leads on Ofcom's innovation and economic growth strategies.

Prior to Ofcom, James served as a strategy consultant with MTM London, architecting digital transformation and product launch

strategies for leading UK and international broadcasters and Fortune 500 technology companies. He also supported the launch of Gov.UK, the UK's internationally acclaimed digital government platform that has become a global benchmark for citizen-centric public services.

James's expertise spans economic policy through his work at DotEcon managing spectrum auction strategies across European markets, and urban innovation at DG Cities developing smart city solutions for municipal governments. He serves as Non-Executive Director for Democracy Club, a pioneering digital civic organization that powers electoral infrastructure supporting millions of UK voters.

**Fun fact**: 'James previously worked as a wedding photographer – his final wedding was cancelled after the bride failed to turn up.

James will be the keynote speaker in thematic session 2



**Jordan Ogg** 

Jordan Ogg, Policy Manager at Ofcom (UK)

Jordan Ogg is a Policy Manager in Ofcom's International Team. His work focuses on broadcasting and online content, and he is particularly interested in international policy thinking around public interest media, news sustainability and public engagement with media regulation.

He previously worked for the National Galleries of Scotland and the British Council, and before that as a journalist with the BBC.

**Fun fact**: 'Jordan knew about a previously undiscovered painting by Vincent Van Gogh before almost everyone else in the world.'

Jordan is a content producer and moderator for thematic session 2



Kajsa Rohdin

**Kajsa Rohdin**, Head of the Department for Licensing and Media Support at Memy (SE)

Kajsa Rohdin is Head of the Department for Licensing and Media Support, where she has played a key role in shaping support measures for the news industry, particularly during the challenges of the COVID-19 pandemic. With extensive experience in implementing new media support schemes, Kajsa has worked at the intersection of regulation, innovation, and public value. In addition, she has also guided teams through organizational changes, helping to adapt to new conditions with resilience. Passionate about helping people grow and thrive, Kajsa seeks to inspire others to embrace change as an opportunity for learning and growth.

**Fun fact**: 'Originally from arctic Lapland and married to a Greek, Kajsa enjoys bringing together perspectives from different worlds—both professionally and personally.'

## Kajsa will be a panellist in thematic session 2



**Carmel Kearns** 

Carmel Kearns, Assistant Director at Coimisiún na Meán (IE)

Carmel Kearns is Assistant Director of Research and Strategy with Coimisiún na Meán, Ireland's media commission. Since joining Coimisiún na Meán in April 2024, Carmel has coordinated the development of the Commission's inaugural strategy statement, in consultation with stakeholders.

She is currently leading the development of the infrastructure for strategy implementation, monitoring and reporting. Carmel has over thirty years' experience working in the public sector in Ireland, mainly in a regulatory context and at senior management level.

She holds a range of qualifications including an MSc, an MA in Public Management, a post-graduate diploma in Business Studies, and an undergraduate degree in Communication.

**Fun fact**: 'She is a mother to two adult children and, in her spare time, she loves listening to true crime podcasts and takes yoga and pilates classes.'

Carmel will be a panellist in thematic session 2



**Carla Martins** 

Carla Martins, Member of the Media Regulatory Authority (PT)

Carla Martins has been a Member of the Board of the Portuguese Media Regulatory Authority (ERC) since November 2023. She has worked at ERC since 2006, including as Adviser to the Board and Coordinator of the Media Transparency Unit (2019 - 2023). She holds a degree and a Master's in Philosophy from the University of Coimbra, and a PhD in Communication Sciences (Media and Journalism) from NOVA University Lisbon. Carla has been a university lecturer since 2003, currently teaching at Universidade Lusófona and Universidade Católica Portuguesa.

She is an integrated researcher at ICNOVA and collaborates with CICANT and CIEG. Her academic work focuses on media regulation, journalism, and gender studies, with several national and international publications. She also co-coordinates the Working Group on Gender and Sexualities of SOPCOM, the Portuguese Communication Sciences Association, and co-coordinates the Research Group on Media & Journalism of ICNOVA.

Fun fact: 'She loves road trips - discovering new places, landscapes, and hidden gems along the way.'

Carla will be a panellist in thematic session 2