



NextGen TV: What's on in the US

Madeleine Noland President, ATSC



Madeleine Noland is the President of the Advanced Television Systems Committee Inc. Widely respected for her consensus-building leadership style, she chaired the ATSC technology group that oversees the ATSC 3.0 next-generation broadcast standard before being named ATSC President in May 2019. Previously, she chaired various ATSC 3.0-related specialist groups, ad hoc groups and implementation teams since 2012.

A 15-year industry veteran, Noland held key technology management and standards roles at Backchannelmedia Inc., Telvue Corp. and LG Electronics. She received TV NewsCheck's "2019 Futurist" Women in Technology Award and was named one of 2018's "Powerful Women in Consumer Technology" by Dealerscope magazine. In 2016, she received the ATSC's highest technical honor, the Bernard J. Lechner Outstanding Contributor Award. She graduated cum laude from the University of Massachusetts.

Sam Matheny CTO, NAB



Sam Matheny is Executive Vice President and Chief Technology Officer at the National Association of Broadcasters. With over 25 years of experience in the broadcast and data networking industries, including earning a patent for inventing mobile and interactive DTV technologies, Sam leads NAB's technology team in its efforts to promote innovation and propel broadcast technology into the future. He also provides overall leadership for PILOT, as well as NAB's TV, Radio, and Digital Technology Committees.

Mike Kralec

Vice President Technical Operations and Deputy CTO, Sinclair Television Group



Mr. Kralec currently and since 2018 has served as VP/Technical Operations and Deputy CTO where his focus is on transformation for media operations and ATSC 3.0 commercialization. Prior to that and from 2014 he served as VP/ Data Systems and Information Technology Services where he focused on capturing technology value through advances in enterprise mobility, program/service delivery, security, governance and data management. From 2010, he was Director, Data Systems Development and from 2005, he served as Systems Development Manager. From 2000 to 2005

he was a Software Developer. Mr. Kralec received his Bachelor of Science in Computer Science from Towson University and his Master of Business Administration from Loyola University Maryland. He is a veteran of the United States Navy.

Francesco Moretti

Group Deputy CEO and CEO International, Fincons Group



Francesco started his professional life in Fincons Group even prior to university when, alongside his father the CEO Michele Moretti, he lived and breathed the company's business culture and experienced its expansion throughout Italy and in Switzerland. After working in the USA he therefore naturally resolved to apply his skills to Fincons Group. Working his way through the company, Francesco tackled different roles, actively taking part in consolidating the Group's business and market positioning and becoming Deputy CEO in 2013 and CEO International in 2020.

In these roles, he supports the CEO Michele Moretti in defining the company's strategic direction and drives the Group's internationalization.

Oliver Botti

Strategic Marketing and Innovation Executive Director, Fincons Group



After 25+ years divided among Research&Innovation, Operations and Sales&Business Development, Oliver is today Strategic Marketing & Innovation Executive Director, in charge at Group level of scouting new market opportunities, creating brand awareness, leading social selling as well as innovating the Company's offering, through new technologies and their disruptive application.

In the Media sector specifically, he is involved in Omnichannel Video Distribution and Monetization, introducing OTT and NextGen Hybrid TV with both ATSC3.0 and HbbTV, Addressable TV

Advertising, AI/ML-based Video Augmentation and Accessibility Enhancement, Multimodal UX Design, VR/AR, Big Data and Advanced Analytics, and the application of these KETs to Monetization, Audience Segmentation, UX Personalization and User Engagement.