



**MEDIA XCHANGE**  
YOUR MEDIALINK NETWORK

# Human in the 'AI' Loop

with Dr Angus Finney

**SPEAKER BIOS**

## **Brian Tarran**

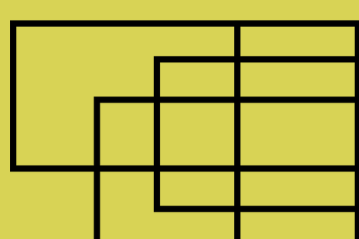
**Senior Researcher**

**British Film Institute**



Brian Tarran is senior research and statistics editor within the BFI's Research and Statistics Unit, a member of the CoSTAR Foresight Lab, and co-author (with Angus Finney) of the forthcoming CoSTAR Foresight Lab report 'AI in the Screen Sector: Perspectives and Paths Forward'. He is the former head of data science platform at the Royal Statistical Society (RSS), founding editor of Real World Data Science, and former editor of Significance Magazine, a joint publication of the RSS, the American Statistical Association and the Statistical Society of Australia. Prior to joining the RSS, he was editor of Research-Live.com and founding editor of Impact magazine, both published by the Market Research Society.

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**Fís Éireann**  
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## Matthew Blakemore

### Creative Technologist and AI Expert

[ai.caramba](https://ai.caramba)



Matthew Blakemore stands at the forefront of making artificial intelligence both powerful and responsible, serving as a bridge between complex technology and practical human needs. As CEO of AI Caramba! and a key architect of international AI standards, he transforms how organisations and industries adopt AI technology. His influence spans from shaping the ISO/IEC 8183 AI Data Lifecycle Standard—impacting AI governance across more than 165 countries—to helping shape and lead upskilling programmes that have reached over 70,000 professionals globally.

Matthew has conducted cutting-edge research into human and AI connections, recently delivering a TEDx Talk titled "Love and AI." He developed innovative custom software designed to monitor brain activity to derive insights into human connection, deeply exploring the fabric of human-AI relationships and their implications for the future.

From reinventing fashion retail with AI-powered solutions to revolutionising film classification through patented technology, Blakemore's journey reflects a persistent drive to make AI work for real human challenges. In 2025, he is launching his "Snakes and Ladders AI Framework," a practical guide for organisations navigating the complex terrain of AI implementation. His advisory roles with Innovate UK's £100M Bridge AI Programme and Kinetic Investments help shape the future of technology investment and innovation.

Beyond the boardroom, Blakemore is recognised in the Top 100 Influential People of 2025 and UK Forty Under 40, with his influence reaching worldwide audiences through global speaking and online engagement, where he breaks down complex AI concepts into actionable insights. As AI and New Tech Expert for Belgian Broadcaster VRT and Future Media Hubs (with 50+ public service broadcaster members), he guides media organisations in harnessing AI's creative potential, proving that responsible AI can enhance rather than replace human creativity.



## **Stephen Saltzman**

### **Head of International Entertainment Group (Media) Fieldfisher**



I have extensive experience in domestic and international transactions in the entertainment and media industries. I focus on innovative and complex international distribution, co-production, and co-financing transactions as well as cross-border transactions involving the creation, production, financing, and/or exploitation of content, and brand building.

I advise a broad range of clients across the media and entertainment spectrum, including US, European and Asia-based producers, production companies, studios, theme park operators, distribution companies, broadcasters, digital content companies (including esports teams), banks, film funds, directors, talent, and authors. Recent engagements include the representation of DZ Bank in connection with the co-financing of "Those About to Die", one of the highest budgeted independently financed television series, assisting See-Saw Films in an innovative partnership with Michael Ende Productions to adapt the Michael Ende novel "The Never-Ending Story", representing Tokyopop in connection with an anime production financing transaction with MBC Group, and advising various production companies on GenAI use cases and related copyright and contract language issues.

Before moving to London from Los Angeles, I regularly appeared on The Hollywood Reporter's "Power Lawyers Top 100" list and on Variety's "Dealmakers Impact Report", and frequently participate as a featured speaker and panellist in seminars and symposiums in the United States, Europe, and Asia. In addition to my US and Asia experience, I utilise my language capability in connection with my German-speaking practice, which has been profiled in various German publications. I also serve as the Non-Executive Chair of Snipple Animation in the UK and as a member of the Advisory Council to Asia Society of Southern California.