



**MEDIA XCHANGE**  
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# Human in the 'AI' Loop

with Dr Angus Finney

## SPEAKER BIOS

### Angus Finney

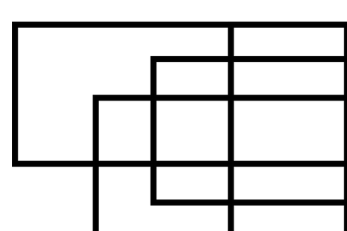
**Executive Producer / Author /  
Film & Entertainment Business Specialist**



Dr Angus Finney is a world leading film and entertainment business specialist, author, and an executive producer. His current executive producing credits include the South African feature Mrs Plum (2025), Malta's The Theft of the Caravaggio (2025) Dancing Fox's UK comedy Blueberry Inn (2025) and the Chinese hit TV series The Princess Royal (2024). He is the co-founder and Executive Chair of PROOF OF CONCEPT, an e-learning platform serving the Screen Entertainment industries.

Finney is an ambassador for CogX AI; a British Film Institute and Film i Vast AI consultant, and a public speaker and mentor on artificial intelligence and the entertainment industries. His third edition of The International Film Business: A Market Guide Beyond Hollywood (Routledge, 2022) is now an industry bible. His new book is Human in the Loop: AI and the Film Value Chain (2025), to be followed by AI and the Screen Industries (Routledge, 2026). He is also a co-author of the BFI CoStar Report: AI and the Screen Sector: Perspectives and Paths Forwards, April 2025.

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**Fís Éireann**  
Screen Ireland



## 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.





## Matthew Blakemore

### Creative Technologist and AI Expert

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.



## Jason Yates Saltzman

### Jason Yates, Creative Executive & Producer

Fully Charged Entertainment



Jason Yates is an accomplished Creative Exec and Producer, creating defining 'world first' moments for some of the world's most ambitious organisations. He began his career in the early 90s onscreen, most notably, in BBC1's EastEnders and Steve Coogan's BAFTA winning comedy Pauline Calf's Wedding Video.

Moving behind the scenes to direct ads and branded content led to Creative Director, Brand Director and MD C-Suite roles in advertising agencies. With a passion for connecting with youth audiences, Jason created and led 'defining moments' for Misguided (Baddie Winkle, 90-year-old Instagram star), Sky TV (Sky Go), Alize (iconic US drinks brand), Issey Miyake, Banksy, Adidas, Footlocker, Expedia and Hotels.com. For Protein World's collaboration with A-list Reality TV star Khloe Kardashian, Jason worked closely with Khloe and her team to create a creative campaign that received over 145 tier 1 positive PR / Media pieces globally within 24 hours of the campaign's release. Jason has returned to his roots as an EP, acquiring and developing IP for scripted entertainment, working with diverse writers including the popular award winning fantasy writer Paul Magrs and Producers Angus Finney and Barrington Robinson (The Responder BBC, A Town Like Malice Sky TV).





## 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.