

Stefano Semeria

Head of Programming TV, Swiss Radio and Television, Switzerland

In 1999, after studies in law, cultural studies, European ethnology, Stefano Semeria graduated in audio visual sciences. He then began work as a format scout at typhoon networks ag. Subsequently Semeria was active as a program planner at Das Erste, Germany's first publicly owned television channel, in Munich. From there, he transferred to ORB (the public broadcaster for the federal state of Brandenburg) in Potsdam-Babelsberg as head of programming. He stayed at ORB until its successful merger with rbb, the joint public broadcaster of the states of Berlin and Brandenburg. Starting in fall 2003, he worked on the creation of a new department for international market observation at ProSiebenSat.1 Media AG. He acted as head of international format research there until March 2009. In April 2009, Semeria began work as a freelance consultant focusing on TV and online formats. At MIPTV 2010 he curated the "The Fresh Talent Pitch" for Reed Midem. In April 2010 Semeria founded allscreenz. In January 2011 he started as Head of Programming TV in a fully convergent environment at Swiss Radio and Television.



He is a member of the multiplatform jury at the prestigious Rose d'Or Festival, key note speaker and regular lecturer at renowned universities and institutes such as European Television and Media Management Academy, the Film and Television University at Potsdam-Babelsberg and - of course - the Entertainment Master Class.

Schweizer Radio und Fernsehen (Swiss Radio and Television)

Schweizer Radio und Fernsehen (SRF) maintains its market leadership against competition from around 46 other stations. SRF's wide-ranging services include three television channels, an internet and a mobile platform, as well as teletext. SRF fulfils its arts remit to some extent through its partnership in 3sat. SRF ensures that services on all platforms complement each other and form a coherent whole.

SF 1: a high-quality schedule of news and current affairs, light entertainment and arts, with a large proportion of in-house productions, reflects the complex reality of life in culturally diverse Switzerland.

SF zwei: with a heavy emphasis on sport, feature films and series, the schedule is aimed more at a younger audience. It also shows special children's programming, including the acclaimed multiplatform show "Zambo".

SF info: this public-service station offers viewers time-shifted viewing with running repeats of the latest information-based formats - news, sport and the arts.