

## **MADIANA ASSERAF-JACOB**

Madiana Asseraf-Jacob (MA) specialized in Digital Media, Strategy and Business Innovation with the aim of facilitating dialogues, identifying societal needs and providing collaborative solutions for shared challenges in the media industry. Since 2018, she is the Head of Business Development & Young Audiences in the European Broadcasting Union, where she aims at fostering collaboration and providing support for shared strategic challenges in public broadcasting. Within this framework, she manages strategic programmes to support Public Service Media (PSM) to explore latest trends in content development to connect with all audiences, and in particular to young audiences.