

19 - 20 March 2018

Deutsche Telekom Conference Center

Berlin | Germany **DIS Programme**

All conference information: www.innovators-summit.com

fipp the network
for global media

VDZ Verband Deutscher
Zeitschriftenverleger

Day 1 Monday, 19 March 2018

08:00 REGISTRATION, NETWORKING COFFEE

Main Stage

// Strategy

09:15 AUDIENCE CALL AND WELCOME

THE AMAZONIFICATION OF MEDIA

Troy Young, Global President, Hearst Digital Media, USA

TRANSFORMING HONG KONG'S NEWSPAPER OF RECORD TO BUILD A DIGITAL POWERHOUSE –
SOUTH CHINA MORNING POST

Gary Liu, CEO, South China Morning Post, Hong Kong

TOP MEDIA INNOVATION TRENDS FROM AROUND THE WORLD

Juan Señor and/or John Wilpers, Innovation Media Consulting, UK and USA

NETWORKING COFFEE

Main Stage

// Audience engagement

DIFFERENTIATION IN AN AGE OF 'EFFICIENT JOURNALISM'

Molly Miller, Chief Content Officer, ALM Media, USA

HOW THE ECONOMIST TALKS TO TEENS

Lucy Rohr, Snapchat editor and deputy multi-media editor,
The Economist, USA

5-Minute Interval

// Panel discussion

THE PIVOT TO READER REVENUES

Stefan Betzold, MD, BILD Group, Germany
Greg Piechota, Google Digital News Senior Visiting Research
Fellow at the Reuters Institute for the Study of Journalism, Oxford
University, UK, and Research Associate at Harvard Business
School, USA

One more participant to be announced soon

Moderator:

Carolyn Morgan, Founder, Conference Chair and Moderator,
Penmaen Media, and Chairman, Digital Experts Group, Nottingham
University, UK

Specialist Stage

// Exploring new business

FROM MAGAZINE PUBLISHER TO DATA BUSINESS

Pauli Aalto-Setälä, CEO, Aller Media Oy, Finland

HOW TRADITIONAL MEDIA KNOW-HOW HELPED VISUAL STATE-
MENTS BECOME A PROFITABLE SOCIAL MEDIA PUBLISHING
BUSINESS BUILT ON ECOMMERCE AND NATIVE ADS

Kerstin Schiefelbein, CEO, Visual Statements, Germany
Ben Böckenförde, Founder, Visual Statements, Germany

5-Minute Interval

// Panel discussion

LET'S TALK MACHINE LEARNING, CHATBOTS, AUTOMATED
JOURNALISM, LOCALISATION AND INTENTION MANAGEMENT

Dr. Markus Peschl, Professor: Cultures and Technologies of
Knowledge, Vienna University, Austria
Margaret Ann Dowling, Independent Consultant, Poland
Johan Åhlund, Natural Language Interaction Entrepreneur and
Domain Expert, Spain

Moderator:

Andrea Thilo, Moderator, Journalist, Producer, Germany

NETWORKING LUNCH

// Exploring new business

A NEW KIND OF MEDIA FOR A NEW GENERATION
Melissa Rosenthal, Executive Vice President, Cheddar Inc., USA

LESSONS FROM SCHIBSTED'S MONEY-MAKING VIDEO MACHINE
Helje Solberg, CEO and Editor, VGTV, Schibsted, Norway

5-Minute Interval

// Blockchain

BLOCKCHAIN AND THE FUTURE OF MEDIA
Ingo Rube, Chief Technology Officer, Burda, Germany

HOW THIS STARTUP WANTS TO USE BLOCKCHAIN TO POWER A NEW MEDIA BUSINESS MODEL
Daniel Sieberg, Co-founder and Head of Journalism Operations, The Civil Media Company, USA

NETWORKING COFFEE

// Emerging media formats

INNOVATION, AI AND EMERGING MEDIA TRENDS
Francesco Marconi, Strategy Manager and AI Co-lead, Associated Press, USA

USING EMERGING MEDIA FORMATS TO SUPER-CHARGE AUDIENCE ENGAGEMENT
Maureen Hoch, Acting Editor, HBR.org at Harvard Business Review, USA

5-Minute Interval

// Strategy

SPEED AND INNOVATION: USING TECHNOLOGY TO DRIVE GROWTH AT THE WASHINGTON POST
Matt Monahan, Head of Sales and Product: Arc Project, The Washington Post, USA

NETWORKING LUNCH

// Managing newsroom innovation

Deep-dive // WHAT NEWSROOMS CAN LEARN FROM FACT-CHECKERS ABOUT INNOVATION AND COLLABORATION
Mark Stencel, Co-director, The Reporter's Lab, Duke University, USA

5-Minute Interval

// Revenue strategies

HOW TO BUILD A DEALS BUSINESS
Breton Fischetti, Senior Director of Commerce, Business Insider, USA

SHOW CREATING A MEMBERSHIP CLUB DROVE SIGNIFICANT REVENUES FOR THIS SLOVAK PUBLISHER
Tomas Bella, Executive Board Member and Head of Online Activities, Dennik N, Slovakia

NETWORKING COFFEE

// Media strategies

SAVING LIBELLE
Hilmar Mulder, Editor in Chief, Libelle, The Netherlands

BUILDING ALT.DK
Sara Wilkins, Digital editor: ALT, Egmont Publishing, Denmark

5-Minute Interval

17:55 WRAP

18:00 NETWORKING DRINKS

08:00 REGISTRATION, NETWORKING COFFEE

Main Stage

// Strategy

09:15 AUDIENCE CALL AND WELCOME

AI AND THE FUTURE OF SOCIETY

Hans-Christian Boos, Founder and CEO, Arago, Germany

WHERE TO NEXT FOR DIGITAL MEDIA?

Andreas Wiele, Member of the Board, Axel Springer, Germany

WHAT NEXT FOR PLATFORMS AND THE MEDIA?

Vivian Schiller, Independent Editor in Chief at Weber Shandwick and Director at the Scott Trust, USA

NETWORKING COFFEE BREAK

Main Stage

// Advertising and Brands

WHAT NEXT FOR BRANDS AND ADVERTISING

Bernhard Glock, Senior Vice President, MediaLink, USA

BRANDS AS MEDIA OWNERS

Stuart Adamson, Director, Thomas Cook Media and Partnerships, UK

5-Minute Interval

// Media models

FROM GLOBAL TO LOCAL

Louise Roug, International Director, HuffPost, UK

HOW IDG'S GLOBAL PIVOT TO HYPER-VERTICAL PUBLISHER CAN WORK FOR YOU

Matt Egan, Editorial Director: USA and UK, IDG, USA/UK

NETWORKING LUNCH

// Audience engagement

HOW CONDÉ NAST INTERNATIONAL DIGITAL'S GLOBAL SOCIAL MEDIA AND STORYTELLING STRATEGY BUILDS BRAND LOYALTY IN LOCAL MARKETS

Hannah Ray, Head of visual storytelling and social strategy, Condé Nast International, UK

HOW SOCIAL LISTENING HELPS BBC CREATE AND LAUNCH NEW HIT SHOWS, AND WHAT PUBLISHERS CAN LEARN FROM THEM

Jenny Woods, Head of Social Media Listening at BBC
Will McInnes, CMO, Brandwatch, UK

5-Minute Interval

Specialist Stage

// Emerging media formats

HOW THE RISE OF VISUAL SEARCH WILL IMPACT ON YOUR MEDIA BUSINESS

Jenny Griffiths, Founder and Software Engineer, Snap Tech, UK

More details to be announced soon

5-Minute Interval

// Emerging media formats

Deep-dive // STORYTELLING ON VOICE-ACTIVATED DEVICES

Luca Forlin, Head of Strategic Partnerships: International News and Publishing, Google, UK

One more participant to be announced soon

NETWORKING LUNCH

// Media strategies

FROM NICHE PUBLISHER TO MEMBERSHIP AND CONSULTING SERVICE

Kevin Turpin, President, National Journal, Atlantic Media, USA

USING REAL-TIME ALGORITHMS FOR DATA-DRIVEN CONTENT MONETISATION

Dominik Grau, Chief Innovation Officer, Ebner Media Group, Germany

5-Minute Interval

Main Stage

// Exploring new business

PRIVACY, THE EU AND THE FUTURE OF ADVERTISING

Oliver von Wersch, Independent consultant, Germany

SINGLE SIGN-ON ACROSS INDUSTRIES – THE OPPORTUNITY FOR PUBLISHERS

Donata Hopfen, CEO, verimi, Germany

15:45 WRAP