

# Digital Media Europe

11 – 13 April 2011, London, UK

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## ■ Solid growth as digital media come into their own

Digital Trend Day

Monday, 11 April

## ■ Time to set targets in the mobile world

Mobile Media Day

Tuesday, 12 April

## ■ Tablet confidential

iPad & Tablet Day

Wednesday, 13 April

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Stig Nordqvist



Kevin Beatty



Christian Unger

## 11 April – Digital Trend Day

### Solid growth as digital media come into their own

The rise of Groupon is just another example of how quickly new business models emerge and expand in the digital world. The publishing industry needs to react fast as new ideas can mean incremental new revenue sources. Join **Digital Trend Day** to learn how media companies address advertiser needs through state-of-the-art digital portfolios.

### New business outlook 2011 – key driving trends

**Stig Nordqvist**, Executive Director, Emerging Digital Platforms and Business Development, WAN-IFRA, Germany

In 2011, publishers need to focus on the business of social media, video on digital platforms and how they move from a one website strategy to one based on a digital portfolio of activities.

### Keynote: Invest in audience and revenue growth can follow

**Kevin Beatty**, CEO of A&N Media, MD Associated Newspapers A&N, UK

Associated Newspapers is behind one of the most extraordinary online successes of the last years – MailOnline, the Daily Mail web site. Kevin Beatty explains how the group will grow its digital revenues beyond this accomplishment, playing all the good cards they now have on their hand.

### Keynote: Ringier – active strategies for digital innovation

**Christian Unger**, CEO, Ringier, Switzerland

Having spent the better part of his career managing pure digital companies, Christian Unger is not the typical CEO of a traditional publisher. His rich and diverse experience is today used to develop business in one of Europe's largest and most respected publishing companies – Swiss Ringier.

### Tickles: Archant's challenge on Groupon

**Serge Taborin**, Group Business Development Director, Archant, UK

The UK regional media group Archant is a master at identifying and implementing digital revenue opportunities. A recent showcase is Tickles, a local web site for group purchasing (Groupon-style) that opens a huge sales potential for Archant's local ad teams.

### 15 millions kids, 12 languages, and substantial revenues: the winner is Panfu

**Moritz Hohl**, CEO and co-founder of Panfu, Germany

Berlin continues to be a hotbed of virtual world companies such as Panfu. Launched in 2007, it is a virtual world for children aged between 6 and 13. Moritz Hohl is a specialist on multi-platform strategy for childrens' social games. But there is more for publishers to learn from Panfu about creating trust in social networks, how to attract kids, and how to monetise.

### In practice: maximise reach and revenue on mobile platforms and web TV

**Stig Kirk Ørskov**, Executive Vice President, COO, JP/Politikens Hus, Denmark

JP/Politiken is the strongest Danish media brand. Building on a dominant presence in the print market, JP/Politiken has turned itself into a digital powerhouse. With an unmatched position on the web JP/Politiken has recently fuelled its digital ambitions with aggressive growth strategies for mobile content, web TV and digital loyalty programmes. Learn how JP/Politiken is mastering a two-tier strategy making print titles even more profitable and creating profitable growth on the digital market.

### Yelp – the Web 2.0 reinvention of the Yellow Pages

**Dave Scheine**, Director of European Operations, Yelp.com, UK

Yelp (the name is a contracted version of Yellow Pages and the business model is similar) is social media at its best – letting users search for and review local businesses in all possible categories (and using a reward



Serge Taborin



Moritz Hohl



Stig Kirk Ørskov



Dave Scheine



Guillaume Semblat



Marc Huijbregts



Morten Holst



Oke Okaro

system to further motivate the creation of reviews). Yelp is very popular in U.S., and is currently expanding in Europe.

### Social extends to the job classifieds domain

**Guillaume Semblat**, General Manager, Regions Job, France

Despite the fact that its shareholders are newspapers, French recruitment site Regions Job has always acted as a “pure player” in the area of online jobs classifieds. This strategy gives the company freedom to manoeuvre against international market leaders and the growing ambitions of social networks.

### Saatchi & Saatchi – creating digital success stories

**Marc Huijbregts**, Worldwide Digital Director, Saatchi&Saatchi, UK

Saatchi & Saatchi hired Marc Huijbregts as Worldwide Digital Director, inspired by his extensive experience in the digital arena for 15 years. Marc is responsible for developing and executing a comprehensive strategic plan for the agency’s digital proposition and helps the agency’s clients to embrace the full potential and opportunity of digital communication. Key clients he has worked on: P&G, T-mobile, Toyota and Deutsche Bank.

### Cash in the sofa

**Morten Holst**, Strategy and Business Advisor, VG Multimedia, Norway

The newspaper problems coincided with our readers leaving the sofa to read news everywhere else. Yes, we invited them out of the sofa, but now we find ourselves longing for a place in that safe, revenue-loaded spot. VG intend to find its way back to the sofa and the open wallet that seems to thrive amongst the cushions. The way back involves IP-TV, pads, Connected TV and thorough rethinking of what we really offer our customers.

## 12 April – Mobile Media Day

### Time to set Targets in the Mobile World

Mobile marketing spend is expected to reach 2.7 billion dollars this year. Consumers will collectively spend billions using their mobiles. Now the million dollar question for the publishers is: Where do we position our offers in this new transaction chain?

**Mobile Media Day** is about mobile advertising, mobile platform choice and meeting the end users’ expectations.

### Ten hot mobile cases you should benchmark

**Stig Nordqvist**, Executive Director, Emerging Digital Platforms and Business Development, WAN-IFRA, Germany

### Keynote: Bring the power of trusted information brands right to your mobile

**Oke Okaro**, General Manager and Global Head of Mobile, Multimedia, Bloomberg L.P., US

Bloomberg pushing apps beyond the financial community. Voted best in class by many for its financial app, how does Bloomberg do it and what do they have in store for 2011?

### The digital media industry today – How consumers use the Internet and mobile devices

**Paul Goode**, Head of Industry Relations, comScore Europe, UK

ComScore is a global leader in measuring the digital world and a key source of digital marketing intelligence. Their expertise include using multiple methodologies to measure the complex relationships between consumers, media and mobile devices as well as the web. Paul Goode, who is responsible for submissions to the relevant industry bodies for the next generation of media measurement, will share some of the company’s findings and predictions on consumer mobile and Internet usage.



Paul Goode



Dr Aralynn  
McMane



Mattias Rosberg



Chris Seth



Nic Newman



Olivier Delteil



Frédéric Filloux



Madhav  
Chinnappa

### **“Liberty. Picture it!” How you can help engage the young on Press Freedom Day**

**Dr Aralynn McMane**, *Executive Director, Young Readership Development, WAN-IFRA, France*  
WAN-IFRA is encouraging newspapers to use “Liberty. Picture it!” as the theme for a project or contest on 3 May Press Freedom Day in which children do or learn to do photo journalism using mobile phones. We’ll provide instructions of how to run a simple classroom workshop and how to set up a national contest.

### **Mobile round table**

Is there an app revolution happening? What will be the impact of apps on the mobile web? How should publishers position themselves in the mobile space? The panel will touch on the relevance of issues from monetisation to marketing and measurements.

### **Making money today – a case on extending the newspaper model to mobile**

**Mattias Rosberg**, *CEO, Adeprimo AB, Sweden*  
The Stampen Media group is now offering over 50 services on the mobile platform to a network of 45 Swedish dailies as well as to several media companies in Norway, Finland and Eastern Europe. This unique case study offers insights on how media companies are leveraging mobile media.

### **The next generation of digital platforms**

**Dong Ouk Park**, *VP Global Content Sourcing Group, Samsung, South Korea*  
Samsung is a global innovator and one of the worldwide leaders in smart consumer devices and has in recent years become one of the leading mobile phone providers, for example with its Galaxy line. The Galaxy is also a tablet, with an innovative offering, exploring the Android potential. Samsung is also interested in the media ecosystem, bringing its fresh perspective to this industry.

### **Interactive crowd poll – where is mobile going?**

With some of media’s top mobile thinkers on stage and in the audience, Mobile Media Day is a top opportunity to find out where they think the mobile media market is heading.

### **The Stardoll phenomenon going mobile and tablet**

**Chris Seth**, *Global EVP and General Manager, Stardoll Network, UK*  
With over 92 million registered users worldwide, the Stardoll Network is the leading global group of websites devoted to young women and teens. Set up in early 2009, the network launched its first mobile app, for both Android and the iPhone, in 2010. Chris Seth will discuss how the company is extending its network on mobile platforms.



Daniel Rosen



Pontus Schultz

## 13 April – iPad & Tablet Day

### Tablet Confidential

There is clearly a potentially huge business opportunity in the new iPad and tablet market(s) – from offering devices, to aggregating and distributing content, selling advertising and offering subscriptions. Some powerful companies are grasping the entire value chain, and publishers need to weight their options with all issues in hand. The iPad and Tablet day will explore those issues.

### 2011 Key Topics on Tablets and Ecosystems

**Stig Nordqvist**, Executive Director, Emerging Digital Platforms and Business Development, WAN-IFRA, Germany

### Keynote: More than a million downloads – how to create amazing publishing apps

**Nic Newman**, Managing Director EMEA & Head of Strategy, TigerSpike, UK

TigerSpike is a creative cutting edge media company, specialising in innovative solutions for mobile and tablets. The company has many top media companies among its customers, including the BBC, The Daily Mail and The Telegraph. Nic Newman opened TigerSpike's UK office in 2007, and sits on the UK board of the Mobile Marketing Association and the IAB mobile steering group.

### Tablets – a territory for marketing tests

**Olivier Deltail**, Business Development Manager, Direction numérique, Les Echos, France

Les Echos is the leading source of information for the French financial community. The group has always been at the forefront for testing new distribution channels, including Kindle-like devices, mobile and now, tablets. This also means they possess years of experience in innovative paid-content offers.

### In the transition to digital, retaining control over subscriptions is crucial

**Frédéric Filloux**, Media Consultant, Publisher of the Monday Note, France

Large publishers have built a complete business model for the iPad but with the recent new rules announced by Apple, the rise of Android tablets and the introduction of Google One Pass, other strategies need to be considered. Frédéric Filloux is a media consultant for French and non-French companies and the writer of the well-known blog Monday Note. Until recently he was working as an editor for the international division of the Norwegian media group Schibsted ASA.

### Round table discussion: Innovative solutions in subscription and marketing on tablets

### Amazon's mantra: Follow your clients on their favorite devices

**Gordon Willoughby**, Director, Kindle Europe, Amazon Inc., UK

Amazon is the only company that makes money on e-readers. But the Kindle is just a small part of a bigger picture, in which the giant store transposes its e-commerce experience through a plethora of mobile devices for the convenience of its users.

### How to really succeed on iPad – and why iPad isn't so important after all

**Morten Holst**, Strategy and Business Advisor, VG Multimedia, Norway

Remember the mobile hype? The newspaper industry demonstrates an astonishing ability to repeat old mistakes. The current flow of iPad initiatives are characterized by a confusing mix of desperation, hope, hype and strategy that make it very difficult to see the saviour-potential of the device. VGs approach to the iPad seems like a success so far, but are they going to avoid the pitfalls? What strategy is really needed to crack the digital nut? Morten Holst shares his unauthorised thoughts on the subject.

### The future on news in a tablet world

**Madhav Chinnappa**, Strategic Partner Development Manager, Google News & Books at Google, UK (tbc)

### Do advertisers confirm their initial enthusiastic response to the iPad launch?

**Daniel Rosen**, Managing Director, AKQA, UK

Advertisers have demonstrated an unprecedented early adoption of the iPad. What works and does not work for them on this new advertising platform? How can their ad agencies maximize impact and profits? How do they feel about all the mobile/tablet formats they have to contend with? What will happen in 2011 in the area of mobile advertising?

### Digital doesn't have to equal free – strategic development for successful business on iPad and tablets

**Pontus Schultz**, Head of Business Development, Bonnier R&D, Sweden

Starting out with Popular Science at the launch of the iPad in April 2010, Bonnier has worked intensely with its Mag+ and News+ products for iPad and other tablets. In December 2010, they launched their first iPad-only magazine "Roadtrip" in the US. A number of Swedish newspapers, including Sweden's largest morning newspaper Dagens Nyheter and premier business magazine Dagens Industri are now available on News+.

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