

**20 - 21 March 2017**

Deutsche Telekom Conference Center

Berlin | Germany **Pocket Programme**

#DISummit Wi-fi hotspot: "Telekom"

All conference information: [www.innovators-summit.com](http://www.innovators-summit.com)

FIPP the network for global media

VDZ Verband Deutscher Zeitschriftenverleger

Day 1 Monday, 20 March 2017

08:00 REGISTRATION, NETWORKING COFFEE AND MEETINGS

Atrium Stage

09:45 WELCOME

Mike Hewitt, Managing Director, Adageo Media, UK

09:50 **Opening Keynote // HOW A RELENTLESS FOCUS ON THE USER DRIVES CONTENT, STRATEGY AND BUSINESS SUCCESS**

Jay Lauf, Publisher, Quartz and SVP, Atlantic Media, USA

10:15 **Innovation // TOP INNOVATIONS IN MEDIA, FROM AROUND THE WORLD**

John Wilpers, Innovation Media Consulting, USA

10:40 **Announcement //**

Chris Llewellyn, President and CEO of FIPP, the network for global media

10:45 NETWORKING COFFEE BREAK

11:10 PARALLEL TRACK SESSIONS

Atrium Stage

11:10 **Connected world // MARKETING IN THE AGE OF CONNECTED CONSUMERS //** Paul Berney, Co-founder and Managing Partner at mCordis and The Connected Marketer Institute, UK/USA

11:30 **Connected world // VOICE ENABLE ALL THE THINGS WITH ALEXA HOME //** Max Amordeluso, EU Head of Alexa Skills Kit (ASK), Amazon, Luxembourg

11:50 5-MINUTE INTERVAL

11:55 **Pureplay strategy // BEING AWESOME: HOW AWESOMENESSTV BUILDS TO DOMINATE GLOBALLY //** Kelly Day, Chief Digital Officer, AwesomenessTV, USA

12:15 **Investment strategy // TECH AND VC MONEY AS DISRUPTERS – WHAT IS THE BEST STRATEGY FOR MEDIA COMPANIES? //** Christoph Schuh, Partner, Lakestar, Germany

12:35 **Machine learning and content effectiveness // PREDICTABLY OUTPERFORMING – HOW TO WIN THE DIGITAL CONTENT RACE IN AN AGE OF MACHINE LEARNING //** Volker Smid, CEO, Searchmetrics, Germany

12:55 NETWORKING LUNCH BREAK

14:00 **Immersing the audience // BRINGING THE AUDIENCE INSIDE //** Francesca Donner, Director of Times Insider, The New York Times, USA

14:20 **Immersing the audience // HOW SOME OF THE WORLD'S MOST ICONIC LUXURY BRANDS INNOVATE WITH IMMERSIVE STORYTELLING //** John Peeters, Director of Business Development & Co-Owner, Holition, UK and The Netherlands

14:40 5 MINUTE INTERVAL

14:45 **News innovation // HANDELSBLATT'S TRANSFORMATION: FROM CONTENT TO COMMUNITY TO HOLISTIC EXPERIENCE //** Frank Dopheide, Managing Director, Handelsblatt Group, Germany

15:05 **News innovation // BUILDING BRIDGES TO THE FUTURE: TAKING THE WORLD'S OLDEST VIDEO NEWS BRAND INTO A TOMORROW THAT USERS WANT //** Moritz Gimbel, VP: Product, NBC Digital News, USA

15:25 **Audience engagement // PARTNERING WITH AUDIENCES TO TAKE STORYTELLING TO A POWERFUL NEW LEVEL //** Jennifer Brandel, CEO and Co-founder, Hearken, USA

15:45 NETWORKING COFFEE BREAK

16:15 **Investment strategy // VC VIEW: HOW TO MAKE DIGITAL INNOVATION WORK //** Zvika Orron, Venture Partner, Carmel Ventures, Israel

16:40 **Pureplay strategy // SOCIAL PLATFORMS – PRODUCING CONTENT FOR WHERE PEOPLE ARE //** Athan Stephanopoulos, President, NowThis, USA

17:05 5-MINUTE INTERVAL

17:10 **Innovation // THE WASHINGTON POST EXPERIMENTS: HOW NEW, DIGITAL STORYTELLING FORMS AND STRATEGY HELP BUILD A MASSIVE AND ENGAGED AUDIENCE //** Jeremy Gilbert, Director of Strategic Initiatives, Washington Post, USA

17:35 **Social // ESTABLISHING A CNN NEWS HABIT ON SOCIAL MEDIA //** Samantha Barry, Senior Director of Social News, CNN, USA

18:00 NETWORKING DRINKS

19:30 FREE TIME

22:00 DIS LATE: KARAOKE OR CIGAR BAR

Mitte Stage

**Strategies for a visual world // WHERE TO NEXT FOR TV AND ONLINE VIDEO //** Adam Poulter, Managing Director: EMEA, LatAm and APAC, Vubiquity International, UK

**Strategies for a visual world // MAXIMIZING AUDIENCE ENGAGEMENT WITH VIDEO IN THE ERA OF SOCIAL MEDIA //** Alan Saura, Audience Development Strategist, AJ+, USA

5-MINUTE INTERVAL

**Monetisation strategies // WINNING ATTENTION AND MONETISING IN THE AGE OF PLATFORMS //** Daniel Butler, CEO and Co-founder, Socius, UK and Norway

**Audience engagement // TECH INNOVATION AND THE FUTURE OF EVENT ATTENDEE EXPERIENCES //** David Chalmers, Senior Marketing Director: Europe, Cvent, UK

**HOW TO SUCCESSFULLY CHANGE YOUR ORGANISATION IN THE AGE OF DIGITAL TRANSFORMATION //** Leif Jonasson, Editor-in-Chief (Komputer for Alle), Bonnier, Denmark

NETWORKING LUNCH BREAK

**Customer development // FROM AUDIENCE ENGAGEMENT TO CUSTOMER CONVERSION //** Sergio Liscia, Digital and Business Development Director, Wolters Kluwer, Italy

**Paid content // STRATEGIES TO DEVELOP PAID CONTENT SUCCESS //** Dr. Falk-Florian Henrich, Founder & CEO, CeleraOne, Germany

5 MINUTE INTERVAL

**Monetisation strategies // STRATEGIES FOR DEVELOPING DIGITAL REVENUE STREAMS //** Brandon Paine, Chief Revenue Officer, Independent Journal Review, USA

**Monetisation strategies // PUBLISHERS AS CONTENT AGENCIES: WHERE DO WE GO FROM HERE? //** Mark Stephens, Head of Content Marketing, The Foundry, UK

**Audience engagement // HOW MILLENNIALS AND GEN Z ARE IMPACTING MOBILE CONSUMPTION AND CULTURE //** Ian James, General Manager, International, Verve, USA

NETWORKING COFFEE BREAK

**Data and analytics // HOW BISNODE'S OFFLINE DATA CAN HELP BOOST AUDIENCE INSIGHTS AND PROFILING FOR SUPERIOR**

**AD PERFORMANCE //** Edoardo Jacucci, Chief Product Officer, Bisnode, Norway

**Monetisation strategies // THE ART OF WAR WITH ADBLOCKERS //** Thomas Joosten, Founder and CEO, Adsurity, Germany

5-MINUTE INTERVAL

**Insight and engagement // WHY LISTENING, NOW MORE THAN EVER, IS CRUCIAL FOR DESIGNING CONTENT STRATEGIES //** Steffen Konrath, Founder and CEO, Liquid Newsroom, Germany

**Insight and engagement // WHAT HAPPENS WHEN PUBLISHERS TRULY LISTEN TO THEIR USERS //** Jack Riley, Director of Commercial and Audience Development, Huffington Post UK/AOL, UK // Pia Frey, Co-Founder and Head of Publisher, Opinary, Germany

Lichthof Stage

**Masterclass // DEVELOPING A PERSONAL BRAND INTO A MEDIA BRAND //** Zanita Whittington, Creative Director, Photographer and Model, Zanita.com, Australia, USA and Sweden

5-MINUTE INTERVAL

**Innovation // INNOVATING FOR THE "ME FIRST" GENERATIONS //** Nikolay Malyarov, EVP, Chief Content Officer and General Counsel, PressReader, Canada

**Audience insight // 5 STEPS TO UNLOCK THE TRUE POTENTIAL OF YOUR AUDIENCE DATA //** Birger Söiland, Sales Manager, Cxense, Norway

**Audience insight // DATA INSIGHTS FOR MODERN JOURNALISTS //** Jon Wilks, Chief Content Officer, Content Insights, UK

NETWORKING LUNCH BREAK

**Data and privacy // BALANCING AUDIENCE TRACKING WITH SECURE AND PRIVATE BROWSING //** Marc Al-Hames, Managing Director, CLIQZ, Germany

**Data and monetisation // SMALL DATA: HOW TO TURN ONE QUESTION INTO €3 MILLION //** Tom Ricca-McCarthy, CEO, Madgex, UK

5 MINUTE INTERVAL

**Masterclass // HOW TO DEVELOP STRATEGIC ROADMAPS FOR ORGANISATIONAL AND BUSINESS UNIT TRANSFORMATION //** Lucy Küng, Google News Initiative Senior Research Fellow, Reuters Institute for Journalism, Oxford University, UK and Switzerland

**Monetisation strategies // RESURFACE EVER-GREEN CONTENT IN USEFUL, TIMELY, RELEVANT AND SHAREABLE WAYS //** Koos Hussem, President and CEO, X-Cago, The Netherlands

NETWORKING COFFEE BREAK

**Masterclass // UNDERSTANDING AND APPLYING EMERGING TECHNOLOGIES TO DRIVE STORYTELLING AND CONSUMER**

**ENGAGEMENT //** John Peeters, Director of Business Development and Co-Owner, Holition, UK and The Netherlands

5-MINUTE INTERVAL

**Content efficiencies // CHALLENGES WITH CONTENT: HOW TO OPTIMISE PRINT AND DIGITAL WORKFLOWS //** Ole Olsen, CEO, Digital Collections, Germany / Ferdinand Frank, Sales Executive, PPI Media, Germany

**Paid content // PAYGATES INSTEAD OF PAYWALLS – HOW PUBLISHERS CAN USE CONVERSION FUNNELS INSTEAD OF RIGID PAYWALLS TO LEAD USERS TO PAYING FOR CONTENT //** Cosmin Ene, CEO, LaterPay, Germany



08:00 NETWORKING COFFEE AND MEETINGS

Atrium Stage

- 09:00 **WELCOME**  
Mike Hewitt, Managing Director, Adageo Media
- 09:05 **Strategy // THE EPIC BATTLE FOR CONSUMER ATTENTION IN A DIGITAL WORLD**  
Geoff Ramsay, Chairman and Chief Innovation Officer, eMarketer, USA
- 09:30 **Strategy // WHAT PUBLISHERS CAN LEARN FROM THE MUSIC INDUSTRY**  
Arnaud de Puyfontaine, CEO, Vivendi, France

09:55 5-MINUTE INTERVAL

10:00 PARALLEL TRACK SESSIONS

Atrium Stage

- 10:00 **Audience engagement // USING VIRTUAL AND AUGMENTED REALITY FOR IMMERSIVE JOURNALISM** // Jamie Pallot, Executive Director/Co-Founder, Emblematic Group, USA
- 10:25 **Audience engagement // DETERMINING FADS FROM FUTURE AND OTHER TIPS FROM THE NEW MEDIA TRENCHES** // Keith Hernandez, Media Entrepreneur, USA

Mitte Stage

- 10:00 **AEMII & Future Media Lab session: Strategy // WHY PUBLISHERS SHOULD THINK TWICE BEFORE OUTSOURCING THEIR FUTURE** // Grzegorz (Greg) Piechota, Research Associate at Harvard Business School and 2016 Nieman Fellow, Poland and USA
- 10:25 **Content strategy // BALANCING DESTINATION SITE AND DISTRIBUTED CONTENT STRATEGIES – WHAT DATA TELLS US** // Sachin Kamdar, CEO and Co-Founder, Parse.ly, USA

Lichthof Stage

- 10:00 **Content recommendation and monetisation // SPORT1 AND TABOOLA: HOW PUBLISHERS WIN IN THE OPEN WEB** // Jon Westnedge, Managing Director DACH & France, Taboola, UK
- 10:25 **Predictive insight // PREDICTIVE AUDIENCE BUILDING FOR ENHANCED USER MONETISATION** // Dr. Jürgen Galler, CEO, 1plusX AG, Switzerland

10:50 NETWORKING COFFEE BREAK

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- 11:10 **Monetisation strategies // PANEL: WHERE AD SPEND IS GOING, AND WHY** // Robert Bosch, CMO, Stroer Media, Germany / Andreas Fuhlich, MD und Partner, Mediaplus Group, Germany / Dr. Michael Karg, Group CEO, Ebiquity, UK / Moderation: Geoff Ramsay, Chairman & Chief Innovation Officer, eMarketer, USA
- 11:40 **Monetisation strategies // HOW BLOOMBERG INNOVATES AT THE INTERSECTION OF MEDIA AND TECHNOLOGY TO CREATE NEW REVENUE OPPORTUNITIES** // Josh Rucci, GM and Global Head of Media Distribution, Bloomberg LP, USA
- 12:00 **Monetisation strategies // INNOVATING WITH DIGITAL FRANCHISING AND CROSS-BORDER EXPANSION TO DRIVE REVENUES** // Soumya Sriraman, Executive Vice President of Franchise and Digital Enterprises, BBC Worldwide, USA

- 11:10 **Audience engagement // HOW TO GET YOUR COMMUNITY BACK FROM FACEBOOK** // Andrew Losowsky, Project Lead, The Coral Project at Mozilla Foundation, USA
- 11:40 **Audience engagement // MOBILE NEWS ALERTS AND THE BATTLE FOR THE LOCK-SCREEN** // Rasmus Nielsen, Director of Research, Reuters Institute, Oxford University, UK
- 12:00 **Audience engagement // DO BOTS CHANGE EVERYTHING?** // Laurie Benson, CEO, Upnexxt, UK

- 11:10 **Masterclass // HOW EDITORIAL INNOVATION REALLY WORKS** // John Wilpers, Senior Director, Innovation Media Consulting, USA / Srinu Balasubramanian, Managing Director, Ananda Vikatan, India
- 11:40 **Storytelling // YOURSTORY AND WHY INDIA'S SILICON VALLEY IS FAST BECOMING A SERIOUS GLOBAL PLAYER** // Shradha Sharma, Founder and CEO, YourStory, India

12:20 5-MINUTE INTERVAL

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5-MINUTE INTERVAL

- 12:25 **Monetisation strategies // CHALLENGES IN A HIGHLY DYNAMIC MARKET AND HOW TO GET PUBLISHERS AND MEDIA AGENCIES BACK TO THE FUTURE OF ADVERTISING** // Johann C. Freiling, Head of Marketing & Communications, SAP Exchange Media, Germany / Kristian Meinke, Managing Director, pilot, Germany
- 12:45 **Monetisation strategies // DIGITAL DIVERSIFICATION AND THE SEARCH FOR NEW REVENUES** // Michael Isaacs, Director of Product Marketing, Vindicia, UK

- 12:25 **Magazine media innovation // HOW DIGITAL DISRUPTION FOSTERS INNOVATION AND CREATES OPPORTUNITIES FOR LATIN AMERICAN PUBLISHERS** // Agustino Fontevecchia, Digital Director, Editorial Perfil, Argentina
- 12:45 **Magazine media innovation // CAPITALISING ON MAGAZINE MEDIA BRANDS TO LAUNCH A GROUND-BREAKING DIGITAL RADIO NETWORK** // Andrés Rodríguez, President, Spain Media, Spain

- 12:25 **Masterclass // WELCOME TO THE FUTURE OF AD MANAGEMENT** // Michael Fischer, Managing Director, AdTech Factory, Germany / Duncan Smith, Vice President Media and Social, BrightGen, UK

13:05 NETWORKING LUNCH BREAK

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NETWORKING LUNCH BREAK

- 14:15 **Content for a connected world // RE-THINKING CONTENT WORKFLOWS FOR ENGAGING AUDIENCES IN A CONNECTED WORLD** // Gerrit Klein, CEO, Ebner Publishing Group, Germany
- 14:35 **New Markets // WHY DIGITAL COMPANIES SHOULD LOOK TOWARDS CHINA FOR INNOVATION AND LEARNING** // Fabian von Heimburg, Co-Founder and Managing Director, Hotnest, China

- 14:15 **Winning with digital // WINNING AUDIENCE AND REVENUES WITH DATA JOURNALISM** // Ole Petter Pedersen, News Editor, Kommunal Rapport, Norway
- 14:35 **Winning with digital // TURNING A STRUGGLING PRINT BUSINESS INTO A DIGITAL SUCCESS** // Ilkka Lavas, Serial Entrepreneur and Publisher, City Magazine, Improve Media, Table Online, Finland

- 14:15 **Masterclass // HOW TO UNLOCK CREATIVITY IN YOUR ORGANISATION AS A FORCE FOR BUSINESS GROWTH** // Jamshid Alamuti, Former MD Berlin School for Creative Leadership, Germany

14:55 5-MINUTE INTERVAL

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5-MINUTE INTERVAL

- 15:00 **Countering fake news // STRENGTH IN NUMBERS: COMBATING MISINFORMATION, MANIPULATION AND OUTRIGHT FAKE NEWS** // Jenni Sargent, Managing Director, First Draft, UK
- 15:20 **Countering fake news // TRUSTWORTHY SOCIAL CONTENT – A VALUABLE DIMENSION TO MODERN NEWS REPORTING** // Rachael Kennedy, Senior Journalist, Storyful, UK

- 15:00 **Visual storytelling // HOW ONLINE VIDEO HELPS PUBLISHERS REACH AND MONETISE THE MOBILE-SOCIAL GENERATION** // Maximilian Gall, Founder and CEO, Targetvideo, Germany
- 15:20 **Automation // THESE ARE THE SCENARIOS WHERE AUTOMATED JOURNALISM WINS** // Wolfgang Zehrt, Consultant, Germany

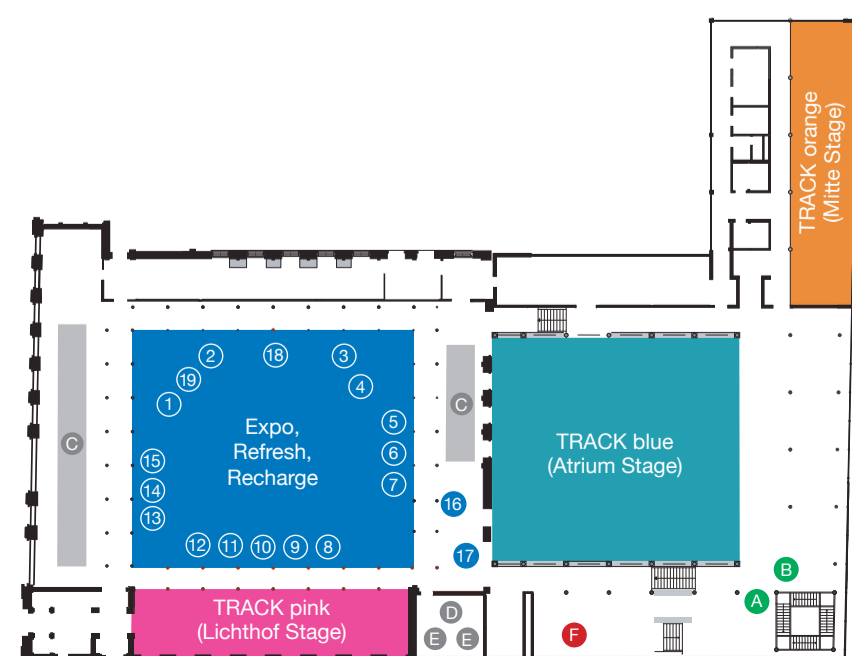
- 15:00 **Masterclass // DESIGN THINKING FOR EDITORS AND PRODUCT TEAMS: WHAT WE'VE LEARNED (AND WHAT TO AVOID)** // Christian Hanke, Partner, Edenspiekermann, Germany

Note: The programme is subject to change

Sponsors



Venue Map



Expo: Solution Providers

- 1 advantage
- 2 X-CAGO
- 3 Synolnt
- 4 vindicia
- 5 InterRed
- 6 EIDOSMEDIA
- 7 AmstelNet
- 8 SAPXM
- 9 AGFA
- 10 searchmetrics
- 11 AdTech Factory
- 12 press reader
- 13 Content Insights
- 14 CXENSE
- 15 LATERPAY
- 16 CeleraOne
- 17 FIPP
- 18 ppi
- 19 kontext
- A Delegate Logon
- B Press & Speakers Logon
- C DIS Refresh/Recharge
- D Cloakroom (Downstairs)
- E Restrooms (Downstairs)
- F Meetingpoint