

21. - 27. SEPTEMBER 2014

As a leader in the rapidly changing media industry, you need to keep finding new ways of doing business and address changes that can either provide opportunities for your business or threaten it. The best way to do this is by stepping away from your daily business to understand the environment that is producing the changes, see new trends and approaches to our business as they take shape and take time to think about how to tackle them. The VDZ Akademie offers this opportunity with the 10th VDZ Online Publishers' Tour to New York City and San Francisco / Silicon Valley from 21. – 27. September 2014. This renowned tour will focus on two main areas:

- Ideas and opportunities for revenue generation
- Technologies and trends that will impact the future relevance of your company.

The first stop of the tour will be New York City, the center of media and advertising in the USA and home to the rapidly growing "Silicon Alley". We will meet with major magazine media brands as well as startups involved with media and advertising.

We will then fly west to San Francisco and Silicon Valley, a thriving entrepreneurial ecosystem and a major center of technology and innovation. It is the home of such tech giants as Google, Apple, Twitter, Intel and Facebook. We will meet with digital natives who are developing new ideas, business models, technologies and tools that are advancing and disrupting media.

A number of topics will be addressed during the tour including:

- Paid Content / Subscription Approaches
- Mobile and Online Advertising
- Data and Analytics
- Programmatic Advertising
- Native Advertising
- Social Media and Marketing
- Digital business models (Magazines and pure plays)
- E-Commerce

PROGRAM (SUBJECT TO CHANGE)

SUNDAY, 21 SEPTEMBER 2014



Individual arrival at hotel and check in:

Hilton New York Fashion District
152 West 26th Street
New York, NY 10001

<http://www3.hilton.com/en/hotels/new-york/hilton-new-york-fashion-district-NYCFDHF/index.html>

Welcome dinner

MONDAY AND TUESDAY, 22-23 SEPTEMBER 2014 - NEW YORK

TIME INC.

www.timeinc.com

TIME

Time Inc. is one of the largest media companies in the world reaching more than 130 million people globally each month across multiple platforms. With influential brands such as Time, People, Sports Illustrated, InStyle, Real Simple, Travel + Leisure, Food & Wine, and Wallpaper, Time Inc. is home to celebrated events and franchises including the Fortune 500, Time 100, People's Most Beautiful, Sports Illustrated's Sportsman of the Year, Essence Festival in New Orleans and the Food & Wine Classic in Aspen. Time Inc. connects with 100 million consumers in print and 81 million online each month.

Speaker: M. Scott Havens, Senior Vice President, Digital

DOMINO MEDIA GROUP

www.domino.com

domino

Condé Nast print magazine Domino was shut down in 2009 but was relaunched in 2013 by the Domino Media Group which is owned by its three founders with Condé Nast as a minority investor. Domino has been rebuilt on an innovative new platform that brings together editorial content with e-commerce technology. Domino's website allows readers to access full articles, view slide shows and additional photos not in print and shop within the articles.

Speaker: Cliff Sirlin, CEO and Co-founder

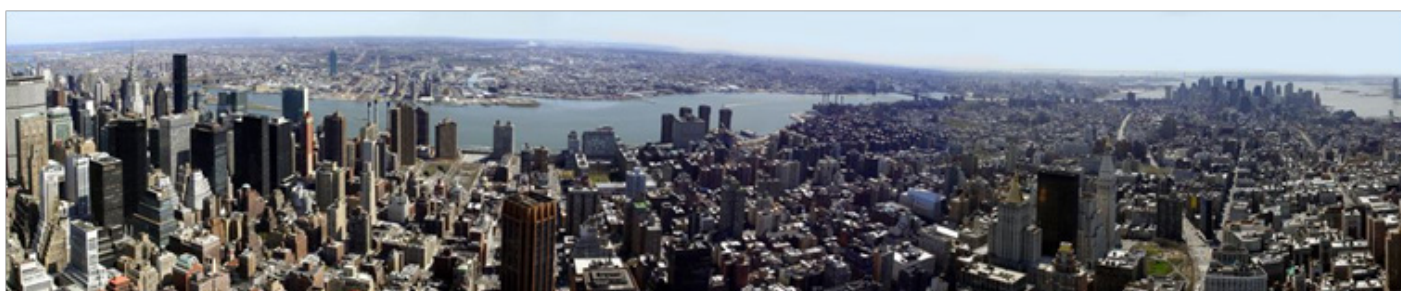
TINYPASS

www.tinypass.com

tinypass

Tinypass is an e-commerce platform that allows content creators and media owners to monetize their digital content quickly, powerfully and effectively. Simple to deploy and free to set-up, Tinypass brings the functionality of major paywalls and download services to every site on the Internet, with a flexible and lightweight architecture that scales to support operations of any size – from individual bloggers to multi-national publications with millions of readers. Tinypass integrates easily with leading content management systems and its huge variety of pricing, access and subscription options allows content owners to develop customized paid content offerings that fit their audience and support their revenue strategy.

Speaker: Trevor Kaufmann, CEO

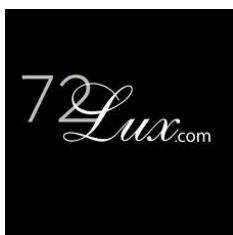


21. - 27. SEPTEMBER 2014

**VOX MEDIA**www.voxmedia.com

Vox Media is one of the fastest-growing online publishers, focused on lifestyle brands that connect with passionate audiences. Vox is solving the problem of developing high-value digital journalism, storytelling, and brand advertising at scale. Vox owns and operates sites in distinct vertical categories: general news, sports, technology & culture, gaming, dining & nightlife, shopping & fashion, and design & real estate. Brands include SB Nation, The Verge, Polygon, Eater, Curbed, Racked and Vox.

Speaker: Jim Bankoff, Chairman and CEO

**72LUX**www.72lux.com

72Lux works with digital publishers and websites to create a scalable source of native advertising and e-commerce sales with long-term commercial potential. Their proprietary technology makes content shoppable by connecting publishers with their preferred retailers to ultimately create an entirely new revenue stream for publishers and retailers alike. 72Lux's technology allows for an enhanced, customer-centric user experience so that the customer can purchase directly within the website that inspired their purchase without ever being re-directed to leave the publishing site.

Speaker: Linda Centkowski, Director of Sales

ADDITIONAL COMPANY MEETINGS TO COME!**WEDNESDAY, 24 SEPTEMBER 2014 - NEW YORK / SAN FRANCISCO****FLY NEW YORK TO SAN FRANCISCO****Check into the:**

JW Marriott San Francisco Union Square
515 Mason Street
San Francisco
CA, 94102

<http://www.marriott.com/hotels/travel/sfojw-jw-marriott-san-francisco-union-square/>

THURSDAY AND FRIDAY, 25-26 SEPTEMBER 2014 - SAN FRANCISCO / SILICON VALLEY**PAYPAL**www.paypal.com

PayPal is a leader in digital payments. It provides a payment platform that enables different ways to pay or get paid for goods and services. It has over 148 million active accounts in 26 currencies and across 203 markets and processes more than 9 million payments daily. The visit to PayPal headquarters will feature a tour of the Commerce Innovation Showcase which provides a hands on experience to the future of commerce and retail. It will also feature meetings with subject experts.

Speaker: TBD

ROCKET FUELwww.rocketfuel.com

Rocket Fuel delivers a leading programmatic media-buying platform at Big Data scale that harnesses the power of artificial intelligence (AI) to improve marketing ROI in digital media across web, mobile, video, and social channels. Rocket Fuel powers digital advertising and marketing programs globally for customers in North America, Europe, and Japan.

Speaker: George John, CEO and Founder / Paul Wenz, General Manager, Audience Accelerator





WIRTSCHAFTSWOCHE

www.wirtschaftswoche.de

We will have a chance to talk with the Silicon Valley Bureau Chief of Wirtschaftswoche, Matthias Hohensee. Mr. Hohensee has lived in Silicon Valley since 1998. He will share what he sees as the key trends and developments in Silicon Valley and answer questions.

Speaker: Matthias Hohensee, Silicon Valley Bureau Chief



OPTIMIZEZY

www.optimizely.com

Optimizely's solutions for online publishers offer A/B and multivariate testing tools that deliver actionable insights into visitor behavior. Optimizely's visual editor and testing environment enable the easy creation and discovery of optimal combinations of content placement, size, headlines, images, and more. Publishers can easily define and achieve any goals, from higher click through rates, longer site visits, to downloads, or boosts in engagement.

Speaker: TBD



NEWS360

www.news360.com

News360 provides a personalized news aggregation app that runs on iOS, Android and the web. Taking a user's behavior and activity on the app and in social media, it uses semantic analysis and natural language processing to create an Interest Graph and construct a unique feed of relevant content for each user. News360 has a publisher program that provides publishers with insights into readers that view their content on the platform, additional branding on their content pages, and the ability to monetize their own content through its content network.

Speaker: Roman Karachinsky, CEO



THE HUB

www.thehubcomms.com

The Hub is online publisher that focuses on marketing, data, innovation, content, social and digital media, creativity, and the VC and startup worlds. The Hub is underpinned by technology, but it is not about technology - it is about storytelling and the way communications and marketing is converging on the same space. It covers technology from the point of view of how brands and companies are telling their stories, rather than being product-focused. We will have a discussion with the head of The Hub who will share trends and developments in digital media and marketing.

Speaker: Omar Akhtar, Senior Editor



INMOBI (NOT CONFIRMED)

www.inmobi.com

InMobi offers a mobile platform that enables companies, developers, and publishers to engage global consumers through mobile advertising. InMobi platforms leverage advances in big data, user behavior, and cloud-based architectures to simplify mobile advertising. InMobi is the world's largest independent mobile ad network, engaging 691 million consumers across 165 countries.

Speaker: TBD

ADDITIONAL COMPANY MEETINGS TO COME!



Author: Bernard Gagnon (GNU Free Documentation License, Version 1.2)

SATURDAY, 27 SEPTEMBER 2014 - SAN FRANCISCO / SILICON VALLEY

INDIVIDUAL DEPARTURE FROM SAN FRANCISCO

PRICE

Early Bird (Until Thursday, 17. July 2014)

VDZ Member: 5900 EUR

Non-Member: 6900 EUR

Regular Rate

VDZ Member: 6900 EUR

Non-Member: 7900 EUR

PERFORMANCE DESCRIPTION

The all-inclusive package includes:

- 14 to 16 meetings with companies and other organizations or speakers (please note: All meetings will be conducted in English)
- 6 nights in 4-star hotels in New York City and San Francisco
- Local transportation
- Economy flight from New York City to San Francisco
- All meals (breakfast, lunch and dinner) from Sunday dinner (21. Sept) until Saturday breakfast (27. Sept).

Not included in the price is the individual travel to New York City and from San Francisco and the associated airport/hotel transfers.

QUESTIONS

Questions, please contact:

Sven König

Managing Director

VDZ Akademie GmbH

Tel.: +49 30 726298 158

s.koenig@vdz-akademie.de

www.vdz-akademie.de

FAX REGISTRATION

VDZ
Akademie

Please complete and fax to VDZ Akademie on Fax no. +49 30 - 72 62 98 - 114.
To register more than one person, please copy this registration form before completing.
Questions? Please call +49 30 - 72 62 98 - 158

VDZ ONLNIE PUBLISHERS´ TOUR 2014 NEW YORK AND SAN FRANCISCO/SILICON VALLEY

21. - 27. SEPTEMBER 2014

(Please print legibly!)

First name (as shown in passport)

Last name (as shown in passport)

Position

Company (please print entire company name for billing purposes)

Street address

Zip / Postal code, City

Phone

Date of birth (for the U.S. domestic flight)

Mobile/Cell phone (for accessibility on site)

Email

**I hereby make a binding registration for the ‘VDZ Online Publishers Tour 2014’ from 21. to 27. September 2014.
The tour is organised and executed by VDZ Akademie GmbH**

Early Bird (Until Thursday, 17. July 2014)

VDZ Member: 5.900 EUR plus VAT/sales tax

Non-Member: 6.900 EUR plus VAT/sales tax

Regular Rate

VDZ Member: 6.900 EUR plus VAT/sales tax

Non-Member: 7.900 EUR plus VAT/sales tax

The number of participants is limited to 25. In case of overbooking, the date the registration is received shall be decisive, with priority given to registrations by VDZ members. An invoice will be sent separately upon receipt of the application. We cannot guarantee a refund in the event of noncommencement of the tour.

VDZ Akademie GmbH reserves the right to cancel the tour in case too few registrations are received. In the event that the tour has to be cancelled or cut short due to force majeure – this can include orders issued by authorities, wars or other unrest, airplane hijackings, terrorist attacks, fires, floods, natural disasters, power outages, accidents, storms, strikes, lockouts or other industrial actions – a refund cannot be guaranteed.

Details on the services included are set out on the SPECIFICATIONS sheet. Apart from this, the General Terms & Conditions of VDZ Akademie GmbH apply. The T&C may be viewed at any time at www.vdz-akademie.de.

Date / Signature

CONTACT

VDZ Akademie GmbH
Sven König

Markgrafenstraße 15
10969 Berlin

T. +49 30 - 72 62 98 - 158
F. +49 30 - 72 62 98 - 114

s.koenig@vdz-akademie.de
www.vdz-akademie.de