

FRANKFURT
GLOBAL BUSINESS
WEEK

Co-Host



The Future Face of Media: Business Models for the Digital Era

Tuesday, 18 May 2010

Congress Center Messe Frankfurt
Frankfurt am Main

Dear Ladies and Gentlemen,

The ever-increasing digitalisation of western society is a leading cultural paradigm of our era. As social media drive community building and information flows via the internet, completely new communication patterns and community networks arise. The way we organise information and channel communication has changed for ever. While the co-operative exchange of information through digital networks expands, traditional forms of information brokerage are challenged.

As the new generation of information consumers turns towards digital channels to share and organise information, product distribution and marketing is increasingly shifted towards these digital channels. At the same time, the rapidly growing number of »followers« and »fans« sharing information through digital networks challenges the information monopoly of big media corporations and triggers the erosion of traditional business models.

This is especially true for the news industry. Newspaper publishers, news agencies, and managers in television and radio are under pressure to define profitable business strategies and paid-content models for the digital economy. We are witnessing not only the fundamental transformation of one individual business sector, but of information society itself. While the roles and hierarchies in news production and distribution are being redefined, our understanding of information society and quality journalism itself is changing.

The »Future Face of Media« conference offers a forum of debate on these hot issues, including global industry leaders, notably publishers, journalists and executives as speakers. I hope the programme is of interest to you and I would be delighted if you joined us for the debates in Frankfurt am Main.

With best regards,



Dr. Mark Schiffhauer

Member of the Group Management
Maleki Group

9.20 a.m. **Welcome Address**



Dr. Mark Schiffhauer

Member of the Group Management, Maleki Group, Frankfurt a.M.

9.30 a.m. **Session I**

»Agenda Setting and Information Brokerage in the Digital Age: Speed vs. Quality and the Role of the Source«

Introductory Keynote



Chris Ahearn

President of Media, Thomson Reuters, New York

Panel (in German)



Borchert

Katharina Borchert

CEO, SPIEGEL ONLINE, Hamburg



Chervel

Thierry Chervel

Co-Founder and Chief Editor, Perlentaucher.de, Berlin

Katja Marx

Chief Editor, General Manager hr-INFO, Hessischer Rundfunk, Frankfurt a.M.

Kay Oberbeck

Head of Corporate Communications and Public Affairs, D/A/CH, Google Germany, Hamburg



Marx

Malte von Trotha

President and CEO, dpa Deutsche Presse-Agentur, Hamburg



Oberbeck

Moderation

Journalist and Consultant for International Book and Media Markets, Vienna



von Trotha



Wischenbart

11.00 a.m. **Coffee Break**

11.30 a.m. **Session II**

»The Future Face of News and News Publishing: Business Models for the Digital Era«

Introductory Keynote



Arthur Sulzberger Jr.

Chairman and Publisher, The New York Times Company, New York

Panel



Fairhead

Rona Fairhead

Chief Executive, Financial Times Group, London



Joffrin

Laurent Joffrin

Chairman, Libération, Paris

Christoph Keese

President Public Affairs, Axel Springer Verlag, Berlin

Andrew Langhoff

Managing Director, EMEA, Dow Jones and publisher, The Wall Street Journal Europe, London



Keese

Arthur Sulzberger Jr.

Chairman and Publisher, The New York Times Company, New York



Langhoff

Moderation

Consultant and Journalist, Berlin Institute, Berlin

Dr. Robin Meyer-Lucht

Journalist and Consultant for International Book and Media Markets, Vienna



Meyer-Lucht

Dr. Rüdiger Wischenbart

01.00 p.m. **Lunch Break**

02.00 p.m. **Session III**

»The Future Face of Television: Broadcasting News in the Era of Convergence«



Buckley



Cayla



Deltenre



Demmel



Engelmann



Martinez

Mick Buckley
Philippe Cayla
Ingrid Deltenre
Hans Demmel
Brian Martinez
Moderation
Knut Engelmann

President and CEO EMEA, CNBC, London
Chairman of the Executive Board, euronews, Lyon
Director General, European Broadcasting Union, Geneva
Managing Director, n-tv, Cologne
Managing Director, Bloomberg Television International, London
Editor Germany, Switzerland, Austria & Balkans, Thomson Reuters, Frankfurt a.M.

03.00 p.m. **Coffee Break**

03.30 p.m. **Session IV**

»Endangered Species Journalist? How to Protect Quality Journalism in Troubled Times«

(in German)



Detjen



Eigendorf



Gottlieb



Pohl



Weichert



Zieseemer

Stephan Detjen
Jörg Eigendorf
Sigmund Gottlieb
Ines Pohl
Bernd Zieseemer
Moderation
Dr. Stephan Weichert

Editor in Chief, Deutschlandfunk, Cologne
Senior Editor Economic, Financial and Real Estate Section, WELT Group, Frankfurt a.M.
Chief Editor, Bayerischer Rundfunk, Munich
Chief Editor, die tageszeitung, Berlin
Chief Editor, Handelsblatt, Düsseldorf
Professor for Journalism, Macromedia University for Media and Communication (MHMK), Hamburg

05.00 p.m. **End of Congress**



Chris Ahearn is President of Media at Thomson Reuters, where he oversees the world's indispensable and largest international news agency, as well as the consumer publishing arm, which encompasses Reuters.com and its global suite of websites.



Katharina Borchert is CEO of Hamburg-based SPIEGEL ONLINE. Prior to joining Germany's leading quality news site in March 2010, she served as an executive at WAZ Media Group in Dortmund – as editor in chief of the »DerWesten« news site and managing director of WAZ NewMedia. In 2008, Ms. Borchert was promoted to WAZ Media Group's management board, where she was responsible for all of the company's online operations.



Mick Buckley has been President and CEO, EMEA of CNBC since 2004. Prior to joining CNBC, Mick Buckley spent eight years at Turner Broadcasting Systems Europe. He left TBS to pursue the »Advanced Management Programme« at Harvard in 2002. Mr. Buckley held the prestigious position of Executive Producer of the Royal Television Society annual conference in 2002.



Philippe Cayla was appointed Chairman of the Executive Board of euronews in 2003. He started his career as a civil servant within different French ministries (Equipment, Industry, Foreign Trade), before working for some major French industrial and the French public broadcaster France Télévisions. Mr. Cayla is a member of the Board of Aspen France.



Thierry Chervel is the publisher of Perlentaucher and signandsight.com. He began his career as a cultural editor for the Tageszeitung and worked from 1995 to 2000 as a foreign correspondent for Süddeutsche Zeitung in Paris and as cultural editor in Berlin. In 2000 he founded, together with three partners, the cultural magazine perlentaucher.de, today the most important cultural magazine in the German-speaking internet.



Ingrid Deltenre took up the position of European Broadcasting Union (EBU) Director General in January 2010. Prior to joining the EBU, Ingrid Deltenre was CEO of Schweizer Fernsehen (SF), the leading public TV broadcaster in the German-speaking part of Switzerland. From 1999-2004 she was CEO of Publisuisse, the commercial unit of SRG SSR and the leading marketer of television in Switzerland.



Hans Demmel was appointed Managing Director at n-tv in 2007. Before joining n-tv, Mr. Demmel held various positions with different TV stations. He worked as head of magazines, leading editor, editorial journalist and producer for RTL Television, and as Editor-in-Chief with VOX. Based in Washington D.C., he was correspondent for the German TV-station SAT 1.



Stephan Detjen is Editor in Chief with Deutschlandfunk – German National Public Radio, Cologne. Before taking his present position, Mr. Detjen was Head of Cultural Current Affairs Programs of Deutschlandradio Kultur in Berlin. Formerly, he worked as a lawyer in Munich, as a parliamentary correspondent in Berlin and as a public radio correspondent at the seat of Germany's Supreme Court in Karlsruhe.



Jörg Eigendorf is Senior Economic, Financial and Real Estate Editor with »Die Welt«/»Welt am Sonntag«/»Berliner Morgenpost«. Before joining WELT Group, Mr. Eigendorf worked as an economic correspondent for »Die Zeit«, based in Moscow. He also worked in different positions – also as a free lancer – for »Der Spiegel«, »Die Weltwoche«, Westdeutscher Rundfunk and »Frankfurter Allgemeine Zeitung«.



Knut Engelmann is Editor for Germany, Switzerland, Austria and Balkans at Reuters, where he manages all news operations for the region. He oversees the work of nearly 200 journalists in text, pictures and television. Before taking his current position, he headed Reuters' Swiss and Austrian news operations from Switzerland, and prior to that worked as a senior economics correspondent in Washington DC as well as in Vienna.



Rona Fairhead has been Chief Executive of the Financial Times Group since June 2006 and Chairman of Interactive Data Corporation since September 2007. She sits on the Pearson Board and is also a member of the Pearson Management Committee. Ms. Fairhead joined Pearson plc in October 2001, became a Pearson director in 2002 and served as Pearson Group's CFO from June 2002.



Sigmund Gottlieb has been Editor-in-Chief of Bayerischer Rundfunk since 1995. Since 2001, he serves as Deputy Director of Television at Bayerischer Rundfunk. In his journalistic capacity he acts presently as moderator of »Münchner Runde«, commentator of ARD »Tagesthemen« and other features. Before joining Bayerischer Rundfunk in 1991, Mr. Gottlieb was the Deputy Managing Editor and moderator of the ZDF news magazine »heute journal«.



Laurent Joffrin has been Chairman of Libération since November 2006. From 1999 through 2006, before joining Libération, Mr. Joffrin was director of the weekly magazine Nouvel Observateur. He started his journalistic career at the Agence France Presse. Laurent Joffrin is also the author of several books and producer of various radio and TV programmes.

The Future Face of Media: Business Models for the Digital Era



Christoph Keese has been President Public Affairs with Axel Springer AG since 1 April 2008. From 2004 through 2008, he worked as Editor-in-Chief of »Welt am Sonntag«. Prior to joining Axel Springer AG, he held the position of Editor-in-Chief with »Financial Times Deutschland«. Mr. Keese is the author of the two renowned books »Rettet den Kapitalismus« (2004) and »Verantwortung jetzt« (2006).



Andrew Langhoff, managing director, Dow Jones & Company, EMEA, and publisher of The Wall Street Journal Europe, is responsible for the company's consumer and enterprise businesses in the EMEA region.



Brian Martinez serves as the International Managing Director for Bloomberg Television. He is responsible for Bloomberg Television's business operations and development, programming, editorial, production and newsgathering efforts in Europe, the Middle East, Africa and Asia. In 2009, Martinez led the re-launch of Bloomberg Television as a single, global English-language channel airing throughout the world.



Katja Marx has been Head of the Hessischer Rundfunk news department since 1999, Chief Editor (radio) since 2006, and General Manager with hr-iNFO since 2009. Before joining HR, Ms. Marx worked as editor, correspondent and radio host with different media such as SWR in Stuttgart and Berlin and with ARD where she worked in the Moscow studio. She also was a longtime contributor to the weekly DIE ZEIT.



Dr. Robin Meyer-Lucht works as consultant and journalist. He heads the Berlin Institute, a research and consultancy institute. He develops online and print business strategies for his customers which include major European publishers. In 2009, Dr. Meyer-Lucht was awarded the Grimme Online Award for his engagement as the editor of »Carta«.



Kay Oberbeck heads the communications and public affairs department of Google in Germany, Austria and Switzerland. Before joining Google in 2006 he worked for several media companies such as Bertelsmann (VP Communications for Lycos Europe), Tomorrow Focus AG (VP Communications) and Axel Springer AG (spokesman and deputy head of media relations and public affairs).



Ines Pohl has been Editor-in-Chief of »taz« since July 2009. Prior to her engagement with »taz«, she worked as a political correspondent with the Media Group Ippen. She was also head of the politics department with »Hessische/ Niedersächsische Allgemeine«. Ms. Pohl was awarded a scholarship from the Nieman Foundation for Journalism at Harvard University.



Arthur Sulzberger Jr. was named chairman of The New York Times Company in 1997. As senior executive, he is shaping and implementing innovative print, online, mobile and social networking initiatives that are enabling the Company to compete successfully in the 21st century global media marketplace. He became publisher of The New York Times in 1992 and continues to run the Company's flagship enterprise on a day-to-day basis.



Malte von Trotha joined Deutsche Presse-Agentur (dpa) in 2005, he took over the seat of President and CEO in 2006. Prior to his engagement with dpa, he worked as CFO with Verlagsgruppe Milchstraße, as Supply Chain Controlling Manager with Langnese-Iglo and as Senior Auditor with Unilever Internal Audit. Mr. von Trotha holds university degrees in Economics and Social Sciences.



Dr. Stephan Weichert is professor for journalism at Macromedia University for Media and Communication (MHMK) in Hamburg. He writes for various newspapers, online-portals, special-interest magazines and radio stations. He is the editor of a variety of textbooks on media and journalism and has founded the »Verein für Medien- und Journalismuskritik« which publishes the internet media magazine »cover«.



Dr. Rüdiger Wischenbart is a consultant and writer specialized in culture, cultural industries, the global book markets, innovation in the book industry, literature, media, and communication. He served as consultant and expert for UNESCO, the European Commission, Rights.com (London); BookExpo America (Norwalk, CT), Publishers Weekly (New York), Microsoft Corp. (Seattle/Paris) and others.



Bernd Ziesemer has been Editor-in-Chief with »Handelsblatt« since 2002. Prior to joining »Handelsblatt«, he headed the politics department with the weekly magazine »Wirtschaftswoche« where he also served as correspondent in Moscow and Tokyo. He started his journalistic career with different press agencies. Mr. Ziesemer also is the author and editor of a number of books.

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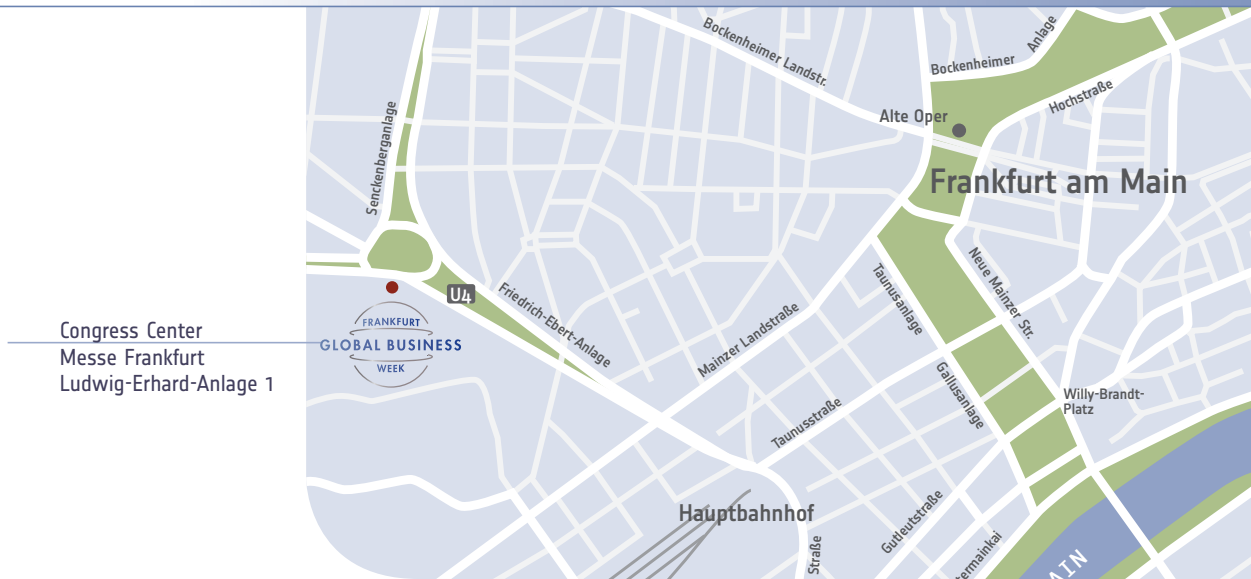
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The Future Face of Media

Conference
Tuesday, 18 May 2010

Executive Dinner

upon invitation only
Monday, 17 May 2010, 7 p.m.

Dinner co-hosted by



Conference Language

English, German

Congress Location

Congress Center Messe Frankfurt
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main
 U4 Festhalle/Messe | 16, 17 Ludwig-Erhard-Anlage
 P Congress Center | Maritim Hotel (at your expense)

Tickets

Day ticket € 400,- [plus 19% VAT]

Ticketservice online at www.frankfurt-gbw.com/media
or fax the completed registration form to the
organisation office.
Free entrance for journalists, media representatives
and members of publishing houses.

Programme

The programme is subject to changes without further
notice. In case of cancellation of this event due
to circumstances beyond the organiser's control,
reimbursement for liabilities is excluded.
Programme updates are available on the congress
website: www.frankfurt-gbw.com/media

Organiser



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Accommodation

Further information and special conditions at
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