

19 - 20 March 2018

Deutsche Telekom Conference Center

Berlin | Germany **DIS Programme**

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

Day 1 Monday, 19 March 2018

08:00 REGISTRATION, NETWORKING COFFEE

Main Stage

Channel moderator: Mike Hewitt, MD, Adageo Media, UK

09:15 AUDIENCE CALL AND WELCOME  
James Hewes, President and CEO, FIPP  
Alexander von Reibnitz, MD: Print and Digital Media, VDZ

// Strategy

09:30 THE AMAZONIFICATION OF MEDIA  
Troy Young, Global President, Hearst Digital Media, USA

09:55 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

10:20 TOP MEDIA INNOVATION TRENDS FROM AROUND THE WORLD  
Juan Señor, Senior Partner, Innovation Media Consulting, UK

10:45 NETWORKING COFFEE

Main Stage

11:05 // Audience engagement  
SET YOUR CONTENT FREE – A Q&A ON THE FUTURE OF STORYTELLING  
Mark van de Kamp, CEO, Escenic – a CCI company

11:15 USING EMERGING MEDIA FORMATS TO SUPER-CHARGE AUDIENCE ENGAGEMENT  
Maureen Hoch, Editor, HBR.org at Harvard Business Review, USA

11:35 DIFFERENTIATION IN AN AGE OF 'EFFICIENT JOURNALISM'  
Molly Miller, Chief Content Officer, ALM Media, USA

11:55 FACEBOOK AND PUBLISHERS: BUSINESS MODELS FOR A DIGITAL FUTURE?  
Jesper Doub, Managing Director, Spiegel Online and Publishing Director, Spiegel Verlag, Germany  
Guido Bülow, Strategic Partner Manager, Facebook, Germany

12:15 5-Minute Interval

Specialist Stage

11:05 // Exploring new opportunities  
IF ONLY I KNEW THIS BEFORE – INSIGHTS FROM A MEDIA & SALESFORCE EXECUTIVE  
Stan Sugarman, Senior Vice President, Salesforce, USA

11:15 FROM MAGAZINE PUBLISHER TO DATA BUSINESS  
Pauli Aalto-Setälä, CEO, Aller Media Oy, Finland

11:35 HOW TRADITIONAL MEDIA KNOW-HOW HELPED VISUAL STATEMENTS 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

11:55 AI AND THE FUTURE OF WORK  
Linda Ligios, Managing Editor, Springwise Intelligence, UK

5-Minute Interval

12:20 // *Revenue strategies*  
**TONS OF CONTENT: WHO CAN READ IT ALL?**  
 Jens Gützkow, CEO, PressMatrix, Germany

12:25 // *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  
 Abi Spooner, Chief Customer Officer, Dennis, UK

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

// *AI and media innovation*  
**DON'T MANAGE PERFORMANCE MARKETING BY YOURSELF!**  
 Sabrina Spielberger, CEO & Founder, digidip, Germany

// *Panel discussion*  
**LET'S TALK MACHINE LEARNING, CHATBOTS, AUTOMATED JOURNALISM, LOCALISATION AND INTENTION MANAGEMENT**  
 Johan Åhlund, Natural Language Interaction Entrepreneur and Domain Expert, Spain  
 Margaret Ann Dowling, Independent Consultant, Poland  
 Dr. Markus Peschl, Professor: Cultures and Technologies of Knowledge, Vienna University, Austria

Moderator:  
 Andrea Thilo, Moderator, Journalist, Producer, Germany

13:00 **NETWORKING LUNCH**

**NETWORKING LUNCH**

14:15 // *Exploring new business*  
**A NEW KIND OF MEDIA FOR A NEW GENERATION**  
 Melissa Rosenthal, Executive Vice President, Cheddar Inc., USA

// *Tech adoption in the newsroom*  
**BALANCING EDITORIAL INSTINCT WITH TECHNOLOGICAL INNOVATION**  
 Juan Señor, Senior Partner, Innovation Media Consulting, UK, interviewed by Em Kuntze, In-house Content Manager, Content Insights, UK

14:40 **WHAT YOU NEED TO KNOW NOW: SIX INSIGHTS ABOUT ONLINE VIDEO**  
 Helje Solberg, CEO and Editor, VGTV, Schibsted, Norway

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

15:05 **5-Minute Interval**

**5-Minute Interval**

15:10 // *Blockchain*  
**BLOCKCHAIN AND THE FUTURE OF MEDIA**  
 Ingo Rube, CEO, BOTlabs, Germany

// *Revenue strategies*  
**HOW INSIDER INC. HELPS READERS AND GENERATES REVENUES THROUGH COMMERCE**  
 Breton Fischetti, Sen. Director of Commerce, Business Insider, USA

15:30 **CIVIL IS ABOUT TO LAUNCH A DECENTRALIZED MARKET-PLACE FOR SUSTAINABLE JOURNALISM USING BLOCKCHAIN TECHNOLOGY**  
 Daniel Sieberg, Co-Founder and Head of Journalism Operations, The Civil Media Company, USA

**HOW, AFTER QUITTING THEIR JOBS, 50 JOURNALISTS BUILT A NEW AND PROFITABLE NEWS BUSINESS**  
 Tomas Bella, Executive Board Member and Head of Online Activities, Dennik N, Slovakia

15:50 **NETWORKING COFFEE**

**NETWORKING COFFEE**

16:20 // *Media innovation*  
**CONSEQUENCES AND TECHNOLOGY DEVELOPMENT OF AI**  
 Dieter Reichert, CEO and Co-Founder, censhare, Germany

// *Brand transformation/development*  
**"SEE NO EVIL, HEAR NO EVIL, SPEAK NO EVIL"**  
 Koos Hussem, President & CEO, X-CAGO, The Netherlands

16:30 **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

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

16:50 **SAVING LIBELLE**  
 Hilmar Mulder, Editor in Chief, Libelle, The Netherlands

**HOW OLIVE FEEDS FOODIES' DESIRES ACROSS MULTIPLE PLATFORMS**  
 Laura Rowe, Editor, Olive magazine at Immediate Media, UK

17:10 **5-Minute Interval**

**5-Minute Interval**

17:15 // *Media innovation*  
**HOW THE NEW YORK TIMES DEVELOPS AND GROWS ITS CUSTOMER BASE**  
 Ben Cotton, Executive Director Retention and Customer Experience, The New York Times, USA

// *GDPR and the media*  
*deep dive*// **E-PRIVACY AND THE FUTURE OF JOURNALISM**  
 Oliver von Wersch, Founder and CEO, vonwerschpartner Digital Strategies, Germany

17:35 **BRANDS AS MEDIA OWNERS**  
 Stuart Adamson, Director, Thomas Cook Media and Partnerships, UK

17:55 **DAY 1 WRAP**

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18:00 **NETWORKING DRINKS**

08:00 NETWORKING COFFEE

Main Stage

09:15 AUDIENCE CALL AND WELCOME

// Strategy

09:30 AI AND THE FUTURE OF SOCIETY

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

09:55 HIGH-SPEED DISRUPTION, REAL DATA, AND THE SCOURGE OF FAKE NEWS. HOW TO WIN AS A DIGITAL PUBLISHER

Dr. Andreas Wiele, President Classifieds and Marketing Media, Axel Springer, Germany

10:20 WHAT NEXT FOR PLATFORMS AND PUBLISHERS?

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

10:45 NETWORKING COFFEE

Main Stage

// Exploring new opportunities

11:15 HOW TO ENGAGE YOUR AUDIENCE WITH "GOOGLE FOR RESTAURANTS"

Ilkka Lavas, serial entrepreneur, Angel Investor, EatAndTheCity, Finland

11:20 THREE WAYS FORWARD FOR MODERN ADVERTISERS

Bernhard Glock, Senior Vice President, MediaLink, USA

11:40 SINGLE SIGN-ON ACROSS INDUSTRIES – THE OPPORTUNITY FOR PUBLISHERS

Donata Hopfen, CEO, verimi, Germany

5-Minute Interval

Specialist Stage

// Voice-activated devices

GIVE YOUR JOURNALISTS THE TOOLS TO PRODUCE PROFESSIONAL CONTENT – ANY TIME, ANYWHERE

Pablo Herrero, Head of Business Development EMEA, Vizrt, Spain

deep dive// STORYTELLING ON VOICE-ACTIVATED DEVICES

Alexander Bregman, Strategic Partner Development Manager, Product Partnerships EMEA, Google, France

5-Minute Interval

// Media models

12:05 CHANGES IN CONSUMER BEHAVIOUR IN USING AND PAYING FOR CONTENT

Nikolay Malyarov, EVP, CCO & General Counsel, PressReader, Canada

12:15 IT'S DIGITAL... BUT NOT AS WE KNOW IT

Julian March, MD, Media, Games, Video and Entertainment, Future plc, UK

12:35 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

// Exploring new opportunities

FREEWALL: THE THIRD MONETISATION STRATEGY BECAUSE WELL-FUNDED JOURNALISM MATTERS

Prash Naidu, Founder and CEO, Rezonance, UK

HOW TO OPTIMISE THE CREATION AND MONETIZATION OF FASHION AND LIFESTYLE CONTENT THROUGH AI AND VISUAL SEARCH

Jenny Griffiths, Founder and CEO, Snap Tech, UK

USING REAL-TIME ALGORITHMS FOR DATA-DRIVEN CONTENT MONETISATION

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

NETWORKING LUNCH

Main Stage

// Audience engagement

13:40 HOW CNI DIGITAL'S GLOBAL SOCIAL MEDIA WORKS TO REINFORCE LOCAL BRAND LOYALTY AND ENHANCE STORYTELLING

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

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

14:00 BLEACHER REPORT'S RECIPE FOR REACHING MILLENNIAL MEN

Lee Walker, Managing Editor, Football and International, Bleacher Report, UK

14:20 SNAP JUDGEMENTS: SNAPCHAT AND THE ECONOMIST'S DIGITAL STRATEGY

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

14:40 HOW THE SOCIAL LISTENING VIA BRANDWATCH INFLUENCES MARKETING AND PRODUCT DECISIONS AT THE BBC

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

15:00 THE REMARKABLE TRANSFORMATION OF ATLANTIC MEDIA'S NATIONAL JOURNAL

Kevin Turpin, President, National Journal, USA

15:00 DIS 2018 WRAP