

08:30 DIS LOGON - REGISTRATION, BREAKFAST AND EXPO

09:25 WELCOME / OPENING CEREMONIES

Mike Hewitt, managing director, Adageo Media

09:30 EXTREME MAKEOVER: HOW HEARST TRANSFORMED ITSELF, AND WHAT'S IN STORE NEXT

Duncan Edwards, president and CEO, Hearst Magazines Int.

09:55 MISSION POSSIBLE: FROM LEGACY PUBLISHING TO MODERN MEDIA BUSINESS, HOW CUSTOMERS ARE SHAPING OUR FUTURE

Steve Newbold, MD, Centaur Media

10:20 INNOVATION IN ITS DNA: SCHIBSTED'S JOURNEY TO GLOBAL DIGITAL MEDIA LEADER

Torry Pedersen, CEO and editor, VG.no and senior member of Schibsted's Norwegian management team

10:45 DIS REFRESH - NETWORKING BREAK / EXPO

11:15 PARALLEL TRACK SESSIONS

■ Atrium Stage ■ Mitte Stage ■ Lichthof Stage

11:15 COMMON FACTORS DRIVING THE MOST INNOVATIVE DIGITAL NEWS BUSINESSES IN THE WORLD

Lucy Küng, author and research fellow at the Reuters Institute for the Study of Journalism

11:15 PLAY TO WORK: TELLING STORIES THROUGH DRONES AND 360° VIDEOS

Ben Kreimer, journalism technologist and beta fellow at BuzzFeed Open Labs

11:15 DEEP-DIVE: BIG DATA INNOVATION IN MEDIA PLANNING (45 min.)

Andreas Schwabe, CEO, Blackwood Seven

11:40 HOW A RUSSIAN LUXURY LIFESTYLE BRAND IS GROWING THROUGH THE WORLD

Miroslava Duma, founder, Buro 24/7

11:40 THE TRANSFORMATIVE IMPACT OF VIRTUAL REALITY

Jens Christensen, CEO and founder, Jaunt VR

12:00 REFINERY29 BUILT A LOYAL, MODERN FEMALE AUDIENCE ON MOBILE IN THE US. NOW EYES ARE SET ON EUROPE

Kate Ward, VP international, Refinery29

12:00 FIRESIDE CHAT: HERE'S WHY AGFA IS EYEING MOBILE PUBLISHING

Rainer Kirschke, business manager mobile publishing, Agfa
Thomas Schultz-Homberg, head of electronic media, FAZ

12:20 BREATHER / SWOP

12:25 FROM ACQUISITION TO SUCCESSFUL INTEGRATION AND UNLOCKING HEALTHY GROWTH IN A SPECIAL INTEREST CATEGORY

Matthew Gerry, MD, Immediate Weddings Network

12:25 THE RISE AND RISE OF PODCASTING IN A MOBILE-DOMINATED WORLD

Andy Bowers, chief content officer, Panoply - Slate Network

12:25 DEEP-DIVE: DESIGNING WORKFLOWS TO TAKE FULL CHARGE OF DIGITAL TRANSFORMATION (40 min.)

Mark Reich, DACH head of media sales & partnerships, Dropbox Germany
Cyrus Akrami, UK head of media sales & partnerships, Dropbox UK

12:45 MONETISATION THROUGH SURFACING THE RIGHT CONTENT TO THE RIGHT AUDIENCE, AT SCALE

Adam Singolda, CEO and founder, Taboola

12:45 TAPPING PASSIONS FOR THE BEAUTIFUL GAME TO DELIVER MOBILE SATISFACTION

Jonathan Lavigne, CPO and managing director, OneFootball

13:05 LUNCH AND NETWORKING

14:05 HOW TIME INC. INNOVATES WITH TECHNOLOGY TO IGNITE CURRENT AND NEW BUSINESS

Colin Bodell, EVP and chief technology officer, Time Inc.

14:05 PANEL: DIFFERENT STRATEGIES TO DEVELOP PAID CONTENT SUCCESS (40 Min.)

Dr. Falk-Florian Henrich, CEO and founder, CeleraOne
Cosmin Ene, CEO, LaterPay
Kris Nagel, SVP and monetisation industry expert, Vindicia
Nikolay Malyarov, EVP, chief content officer & general counsel, PressReader

14:05 DEEP-DIVE: GET INSIDE AXEL SPRINGER'S DATA INNOVATION PROJECT: WHAT, HOW AND WHY (40 min.)

Jana Moser, head of data innovation, Axel Springer

14:25 BUILDING BURDA'S DIGITAL FOOTPRINT AROUND THE WORLD

Martin Weiss, MD digital brands international, Burda

14:45 INNOVATION AND EXPANSION AT POLITICO: THE EUROPE VIEW

Matt Kaminski, executive editor, POLITICO Europe

14:45 FROM SUBSCRIPTION TO MEMBERSHIP: WHAT PUBLISHERS NEED TO KNOW

Jake Batsell, assistant professor at Southern Methodist University and former Texas Tribune fellow

15:05 BREATHER / SWOP

15:10 BUILDING CONTENTLY AT THE INTERSECTION OF STORYTELLING, JOURNALISM AND TECH

Shane Snow, CCO and co-founder, Contently

15:10 THE SHIFT TO MOBILE AND DISTRIBUTED CONTENT: GET ON TOP OF CHANGING CONTENT CONSUMPTION HABITS

Stefan Betzold, MD digital, BILD

15:10 DEEP-DIVE: DIGITAL ECOSYSTEM: WHAT YOU DON'T KNOW CAN HURT YOU (40 min.)

Alex Calic, chief revenue officer, The Media Trust
Matt O'Neill, general manager, Europe, The Media Trust

15:30 CONTENT MARKETING ON STEROIDS

Mark Cripps, EVP digital and brands, The Economist

15:30 HOW FT ENGAGES USERS AND 'CO-OPTS' THEM INTO THE JOURNALISM PROCESS WITH ITS 'AUDIENCE-FIRST' APPROACH

Renée Kaplan, head of audience, FT

15:50 HOW THE NEW YORK TIMES HELPS POWER BRANDS TELL AUTHENTIC STORIES

Kaylee King-Balentine, director of T-Brand Studio International, The New York Times

15:50 ENGAGING AUDIENCES THROUGH TELLING STORIES, BEAUTIFULLY

Kathleen Ross, head of product communications, Atavist

16:10 DIS REFRESH - NETWORKING BREAK / EXPO

16:40 AXEL SPRINGER'S DIGITAL CONTENT EXPANSION INTO THE US

Jens Müffelmann, president US, Axel Springer

17:05 INVESTING IN DIGITAL: HOW TO THINK LIKE A VC

Markus Schunk, CEO Holtzbrinck Digital and EVP Holtzbrinck Publishing Group

17:30 THE POWER OF 7: KEY THEMES IN CONTENT-DRIVEN MEDIA INNOVATION TODAY

Juan Señor, partner, Innovation Media Consulting Group

18:00 DIS EARLY - LICHTHOF - (all)

21:00 DIS Late REDEFINED PUB CRAWL (pre-booked) and

21:30 DIS Late REFINED CIGAR & RUM NIGHTCAP (pre-booked)

Note: The programme is subject to change



Entrance
Französische Str. 33 a-c

- Expo: Solution Providers**
- | | | |
|-----------------|---------------------|--------------------|
| 1) DIS Meeting | 7) Madgex | 13) FIPP |
| 2) Advantage CS | 8) Falkemedia | 14) Pressreader |
| 3) Dropbox | 9) Taboola | 15) EMMA |
| 4) AGFA | 10) Celeraone | 16) Samsung/Upday |
| 5) DIS Meeting | 11) The Media Trust | 17) VR Demo Lounge |
| 6) Ruptly | 12) SAP XM | |

- A Delegate Logon
- B Press & Speakers Logon
- C DIS Refresh/Recharge
- D Cloakroom
- E Restrooms
- F Elevator

08:00 BREAKFAST AND EXPO

09:00 WELCOME AND RECAP

Mike Hewitt, managing director, Adugeo Media

09:05 WORLDS COLLIDING: WEARABLE TECH AND THE MEDIA

Redg Snodgrass, CEO at ReadWrite and CEO and co-founder at Wearable World

09:30 INNOVATING THROUGH STORYTELLING THE NATIONAL GEOGRAPHIC WAY

Yulia Boyle, SVP: International Media, National Geographic

09:55 FIRESIDE CHAT: AGENCY AND BRAND PERSPECTIVES ON THE BLURRING OF MEDIA LINES

Dirk Fromm, COO, Mediacom
Alina Hückelkamp, former CSIO, Razorfish Germany

10:25 INSIDE GE'S CONTENT INNOVATION HUB: ENGAGING AUDIENCES THROUGH DISRUPTIVE CONTENT PROJECTS

Sam Olstein, global director of innovation, GE

10:50 DIS REFRESH – NETWORKING BREAK / EXPO

11:30 PARALLEL TRACK SESSIONS

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11:30 HOW THE NEW YORKER'S INVESTMENT IN QUALITY CONTENT HAS USERS TURNING OVER DOLLARS

Henry Finder, executive editor, The New Yorker

11:30 STRATEGIES TO COMBAT AD BLOCKING AND INCREASE AD EFFECTIVENESS

Ben Barokas, CEO, Sourcepoint

11:30 DEEP-DIVE: THE CASE FOR COLLABORATIVE PUBLISHER PARTNERSHIPS IN TECH (40 min.)

Ingo Rube, CTO, Burda Magazine Holding

11:50 INSIDE THE EVER-EVOLVING CONTENT OPERATION AT PARIS MATCH

Olivier Royant, editor-in-chief, Paris Match

11:50 HOW G+J COMBATS AD BLOCKING AND IMPROVES USER SATISFACTION

Oliver von Wersch, MD, G+J Digital

12:10 HOW GOLF DIGEST SCORED AN EAGLE WITH ITS INVESTMENT INTO VIDEO, NEWSLETTERS AND THE MOBILE WEB

Angela Byun, senior director, international development strategy, Golf Digest

12:10 INSIDE TIME INC. UK'S MEDIA INNOVATION LAB

Richard Giddings, technology and product engineering, and Andrew Sanders, digital sales, Time Inc. UK

12:30 BREATHER / SWOP

12:35 WHAT YOU SHOULD KNOW ABOUT DEVELOPING TRENDS IN THE WORLD OF PROGRAMMATIC ADVERTISING

Frank Bachér, MD Northern Europe, Rubicon Project

12:35 BUILDING A PUREPLAY TECH BRAND INTO A VERTICAL MULTI-PLATFORM SUCCESS

Patrick de Laive, co-founder, The Next Web

12:35 DEEP-DIVE: TRENDS IN MEDIA INNOVATION: 5 WAYS OF STORYTELLING WITH CROWDSOURCING AND VIRTUAL REALITY (40 min.)

Tanja Aitamurto, deputy director and postdoctoral Brown fellow at the Brown Institute for Media Innovation, Stanford University

12:55 DIGITAL TRANSFORMATION: CHALLENGES AND OPPORTUNITIES FOR THE ADVERTISING INDUSTRY

Johann C. Freilinger, head of marketing and communications, SAP Exchange Media

12:55 NEWS FOR MILLENNIALS: AUDIENCE ENGAGEMENT AT MIC

Chris Altchek, CEO and co-founder, Mic

13:15 LUNCH AND NETWORKING

14:15 THE FUTURE OF MOBILE AND CONTENT PLAYERS' PLACE WITHIN THIS WORLD: THE GOOGLE PERSPECTIVE

Nick Harthan, global partnerships, Google

14:15 DEEP-DIVE: MIXING JOURNALISM AND TECHNOLOGY IN 'THE MAD SCIENTIST'S LAB' (40 min.)

Robert Hernandez, associate professor, USC Annenberg School for Communication and Journalism

14:35 BEYOND LAUNCH: AXEL SPRINGER'S PLANS FOR ITS UPDAY PLAY

Jan-Eric Peters, chief product officer, upday

14:55 BREATHER / SWOP

15:00 ENGAGING NEW AUDIENCES IN THE MOBILE-FIRST CONTINENT: RINGIER'S DIGITAL FORAY INTO AFRICA

Julian Artopé, director, Ringier Africa

15:00 DEEP-DIVE: THE GOOD, THE BAD AND THE UGLY OF DISTRIBUTED CONTENT STRATEGIES (40 min.)

Ralf Kaumanns, advisor – digital business, growth and competition

15:20 THE POWER OF LIVE

Rowan Barnett, head of media Partnerships EMEA, Twitter

15:40 DIS LOGOFF – It's a wrap!

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Note: The programme is subject to change