

- 5th Tablet and App Summit -
Tuesday, 30 October

International experts rethink Media Apps on Mobile and Tablets
A World Publishing Expo conference

Twitter: #TAS12 #WPE12 @digitalmediaEUR

Digital Arena, Hall 8, Messe, Frankfurt, Germany

9.00 Opening of registration, tea and coffee

9.45 Welcome introduction by our moderators

Christian Röpke, Managing Director, ZEIT ONLINE, Germany

Stig Nordqvist, Executive Director, Emerging Digital Platforms & Business Development, WAN-IFRA, Sweden

User Experience: what we have learned and how are we using this knowledge

Martin Belam, Principal Consultant, Emblem, UK

Stern: 850 000 print copies per week, 7 million readers and the challenge of reproducing print miracle for tablet readers

David Heimburger, Editorial Head of Stern eMagazine, Gruner+Jahr AG & Co KG, Germany

Condé Nast open 'Tablet Metrics' for advertisers and editorial direction

Jamie Bill, Publishing Director, GQ and GQ Style, UK

Jamie Jouning, Digital Director, Condé Nast, UK

11.30-12.00 Coffee

Brazilian publishers close ranks vs. App Store rules, and it works!

Caio Túlio Costa, New Media consultant and advisor to the Brazilian Association of Newspapers, Brazil

Your publishing mantra: attractive pricing, maximum distribution channels and an easy buying process

Philippe Jannet, Managing Director, ePresse Premium, the French publisher digital newsstand initiative, France

We, the media - small players in the new App economy

Stijn Schuermans, Product Manager, VisionMobile, UK

13.30-14.30 Lunch

The Financial Times's digital roadmap: favorable figures fit the bill

Stephen Pinches, Financial Times Group Product Manager - Mobile & Emerging Platforms, UK

Opportunities driven by new platforms

Kate Collins, Managing Director, Emerging Platforms & Products, Star Media Group, Canada

15.30 Coffee

A journey into the New York Times mobile and tablet strategy: What's the added value for our readers?

Alexandra Hardiman, Director, Mobile Products, The New York Times, USA

Windows 8 - the one-for-all OS: Opportunities for the Media industry

Frank Wolfram, CTO, SYZYGY Group, Germany

Johan Mortelmans, Digital Innovation Manager, Corelio Publishing, Belgium

17.30 Wrap up comments by conference moderators

All presentations will be available for download at www.wan-ifra.org

Password for downloading is TAS12.

A reminder e-mail will be sent to you with a direct URL and the password.



Save the date: WAN-IFRA's digital conference will be in London 15-17 Apr 2013
www.wan-ifra.org/dme13