

IFRA Expo & Conference
13-15 October, Amsterdam RAI

World Publishing Expo 2014

Network,
experience,
innovate!

**7th Tablet
and App
Summit**
#TAS14

**13th Intl.
Newsroom
Summit**
#NRS14

**World
Printers
Forum**
#WPF14

**Media
Port
Content**
Hall 9

**Media
Port
Revenue**
Hall 10

**Media Port
Power
of Print**
Hall 11

Publishing on
all channels!

WAN  IFRA

4

reasons
to join
us!

IFRA Expo & Conference
13-15 October, Amsterdam RAI

World Publishing Expo 2014

1 The Exhibition

Discover all the relevant state-of-the-art technologies and services to publish news and advertising on tablets, mobile, in print and online.

250 exhibitors display their latest products and solutions that support successful media operations.

2 The Media Ports

Three open stages enable you to learn from other publishers' experiences and take away new ideas for your news business.

- Media Port Revenue
- Media Port Content
- Media Port Power of Print

3 The Conferences

Three strategic conferences let you gain knowledge and insights unmatched by other publishing events.

- 13th International Newsroom Summit
- 7th Tablet & App Summit
- NEW EVENT: World Printers Forum

4 The Community

The World Publishing Expo brings together established suppliers, decision-makers from the publishing industry and upcoming tech companies.

Get the latest information and updates on: www.worldpublishingexpo.com

Welcome back to Amsterdam

Amsterdam has always been an exciting home base for the World Publishing Expo and we are glad to be back at the modernised RAI Exhibition Centre from 13 to 15 October.



Vertical approaches cannot solve the future challenges of news publishing. It's not about reinventing the business model independently from addressing the technological challenge, building consumer engagement, advocating for quality journalism or a free and independent press. It's a combination of ALL these factors that will give news publishers and associated industries a real chance to grow.

Our mission is to collect, filter and analyse these challenges to the benefit of the whole news publishing industry value chain. The World Publishing Expo is key to fulfilling this mission.

WAN-IFRA is a knowledgebase, a marketplace and a search engine for its community and the World Publishing Expo reflects the diversity of players in print and digital. Bringing innovators together in this unique environment helps improve the way news content and advertising are created, distributed and consumed. Together with its conferences, and networking opportunities, the Expo provides sustainable business ideas for our industry.

If you, like us, believe there is a need to accelerate the transformation process underway and increase the reach of professional news publishing worldwide, the World Publishing Expo is a unique opportunity to build the right connections. Thousands of members and partners from the suppliers industry are going to join us in Amsterdam. I am looking forward to welcoming you there and share with you the latest trends in technology, innovation and business development.

Truly yours,

A handwritten signature in blue ink, consisting of a large, stylized 'V' followed by 'P' and 'E', with a long horizontal stroke extending to the right.

Vincent Peyrègne
WAN-IFRA CEO

1 The Exhibition

Around 250 exhibitors will present the latest technologies and services to publish news and advertising on tablets, mobile, in print and online.

4c – Magazin

4property.com

5 fifteen

ABB

AdFactory International

AdFlow-Systems GmbH

Adincon Networks LTD

Agfa Graphics

Agile Contents

alfa Media Partner GmbH

All About Newspapers

Anygraaf

Aptoma AS

Aquafadas

Arcus Design & Verlag oHG

arvato Systems

ATDL

Atex

Aylesford Newsprint Ltd

BEIL Registersysteme GmbH

binuscan

Blue Billywig

Boomads

BrightGen Ltd

Canadian Council of

Forest Ministers

Canon EMEA

CCI + Escenic

CeleraOne GmbH

CGI

CloudSense Ltd.

COMYAN GmbH

Conmio Ltd

Content Fleet GmbH

Crowdynews

Cxense AS

D-Share

dataplan Beratungsgesellschaft

DCOS Sweden AB

Desk-Net

Deutscher Drucker Verlag

DIG Digitale Medienberatungs-
und Produktions- GmbH

Digital Collections

Verlagsgesellschaft mbH

Domena.com

Dorstener Drahtwerke H. W.

Brune & Co. GmbH

DotLine

Druck & Medien

e-ventures Worldwide, LLC

EAE Ewert Ahrensburg

Electronic GmbH

EidosMedia Spa

EMGroup

Evolok





evolver group
Felix Böttcher GmbH & Co. KG
Ferag AG Förder- und
Verarbeitungssysteme
FOEX Indexes Ltd
FotoWare a.s
Fujifilm
Funkinform GmbH
Glimworm
Gogol Publishing
Goss International
Grafikontrol Spa
GraphicTeam
GWS Printing Systems
GXpress/gxpress.net
Hamann & Partner
Harland Simon Plc
Hewlett Packard
Holmen Paper AB
Honeywell
HunkelerHUP AG
IE Graphic Engineering Ein
Bereich der IE Industrial
Engineering München GmbH
il poligrafico
imgZine
Infomaker AB
InfraLogic ApS
ingenieurbüro mauser-kaiser
InPEQ Forum
InPublishing Ltd
Integration X
InterRed GmbH
IST METZ
ITAR-TASS
JJK
Kalooga
kau und behrens
Unternehmensberater für
Verlage und Druckindustrie

Keppeler Junius GmbH & Co. KG
Kodak
Koenig & Bauer AG (KBA)
Krause-Biagosch GmbH
La Prensa
Laakirchen Papier AG
Laidback Solutions
Layout International
Lineup Systems
Localstars
Lufthansa Systems AG
Madgex
MADS
MagazineCloner.com
manroland web systems
Maps4News
Mediaspectrum, Inc.
Medien-Service Untermain
GmbH
Miles 33
Mosca
Mousetrap Media Ltd.
MPP Global Solutions
MSH Medien System Haus
MSP – Medien Systempartner
Müller Martini Marketing AG
Multicom GmbH
Mundiware Systems
MWM System AB
native:media - online for
media-natives
NELA – Brüder Neumeister
News & Tech
Newsasset Ltd.
NEWSCYCLE Solutions
Newsfactory GmbH
Newspaper Technology
Océ Printing Systems
OneVision Software AG
Oppolis Software

- PageSuite
 Papier und Zellstoff, Pulp & Paper (EUWID)
 Papierfabrik Palm
 Papierfabrik Utzenstorf AG
 Parenco B.V.
 Perlen Papier AG
 PJ – Production Journal
 pme maurer GmbH proactive
 maintenance engineering
 POLIGRAFIKA
 ppi Media GmbH
 PreMedia Newsletter
 prepress / World of Print
 PressReader
 Prime UV-IR
 printinpoland.com
 ProcSet Media Solutions GmbH
 ProImage Ltd
 Protecmedia
 Publisher Market
 Publisher
 Publishr.nl
 PuzzleFlow Media
 Q.I. Press Controls
 red.web
 RIMA-SYSTEM
 Roxen Internet Software AB
 S & S Druckfarben
 sabris AG
 salesforce.com
 SAP Deutschland AG & Co.KG
 SCA Graphic Paper
 Schneider & Ozga oHG
 Schur Packaging Systems AB
 Scoopshot
 SEM Servicegesellschaft für Elektrik und Mechanik mbH
 Sensix GmbH
 Siegwerk Druckfarben
 Sitech Systems GmbH
 SITMA MACHINERY S.p.A.
 SMB Schwede Maschinenbau
 Social Honey
 Solikamskbumprom
 Stora Enso Oyj
 Suomen Lehdistö
 SUPAG
 Swiat DRUKU
 Tansa Systems
 techniweb
 technotrans AG
 TECNAVIA SA
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 Telecompaper
 Tensor International LLC
 tieto finland oy
 TMG
 TMI Service GmbH
 Tolerans AB
 Toray Industries, Inc.
 Transpak
 trend holding, s.r.o.
 Turi2 GmbH
 Twipe Mobile Solutions
 TypoServ
 UPM
 viscom print & communication
 Visiolink ApS
 Volga
 VPM International Marketing & Trading GmbH
 VRS Media
 Vuole Oy
 WIFAG Maschinenfabrik AG
 wobe-team GmbH
 WoodWing Software
 WRH Marketing
 X-CAGO
 XYNAMIX Vertriebs GmbH
 Zapaday
 Zissor

*List as of
27 August 2014*

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exhibitors
by product
categories**

More information online

Prepare your Expo visits and check out the Expo Online Catalogue with detailed information about our exhibitors. Go to

www.wan-ifra.org/expo_catalogue



The networking platform

Be part of the world publishing community!

- More than 8,000 visitors from more than 80 countries!
- More than 90% of the World Publishing Expo visitors are decision-makers and managers at publishing companies.
- Industry executives, suppliers, technology providers, developers, consultants and start-ups meet in one place.

"I think it's clearly the most important meeting point of all the industry of newspapers and magazines in Europe."

Thierry Vial, CEO, INÉDIT PUBLICATIONS SA, Switzerland

"Very good fair, we can contact all suppliers, and we can see about the technology that is coming to improve our process."

Douglas Ramírez, Director of Maintenance and Print, Gráficos Nacionales S.A., Ecuador

World Publishing Expo on Social Media

Follow us and connect with your colleagues now on



Event blog:
<http://bit.ly/YzkVrf>



twitter
#wpe13, <https://twitter.com/NewspaperWorld>



facebook
www.facebook.com/newspaperworld



Linked in
<http://linkd.in/12alz3l>



XING
www.xing.com/net/ifraexpo

World Publishing Expo 2014 Special Events

Exhibition

World Publishing Expo 2014 Official Opening Monday, 13 October, 11:45, RAI Forum

Keynote speaker: Frank Volmer, Managing Director, TMG Landelijke Media, The Netherlands

The Get-Together – Monday, 13 October, 18:00

Get re-energised after a successful exhibition and conference day. Enjoy drinks and finger-food while meeting colleagues from around the world.



Startup Tour

Monday, 13 October, 17:45, Boat Quay of the RAI

A unique chance to explore the vibrant journalism startup scene of The Netherlands. If you are interested in attending please email raquel.devis@wan-ifra.org

In collaboration with the Netherlands Journalism Fund

Sponsored by



Women in Media Networking –

Tuesday, 14 October, 13:00, at the Media Port

Meet and get inspired by women working in the news media business worldwide. Discuss women's role as creative, innovators and entrepreneurs.



2 The Media Ports

The open stages in the centre of each exhibition hall are free for Expo visitors with parallel programmes during the three days: International keynote speakers, practical cases and success stories, talks and discussions.

The Power of Print stage, Hall 11

Innovations, ideas and strategies to make sure that print will still play an important role in the media landscape of tomorrow. Sessions include:

**Media Port
Power
of Print**
Hall 11

Materials

Monday, 13 October, 14:30

Digital Printing

Tuesday, 14 October, 11:30

- How to succeed with digitally printed newspapers.
- Digitally printed newspapers: opportunity or myth?

Automation

Tuesday, 14 October, 14:30

- Proactive maintenance engineering
- Workspace case

International Newspaper Color Quality Club 2014-2016 Winners Photo Session

Wednesday, 14 October, 14:30

Presentations on this stage are supported by



OneVision

ome maurer GmbH
proactive maintenance engineering

Media Port



The Revenue stage, Hall 10

**Media
Port
Revenue**
Hall 10

Introducing new sources of income from advertising, paywalls and innovative services and products. Sessions include:

Paywall 2.0

Monday, 13 October, 14:30

- Is it all about paywall? The new golden era of journalism

New Revenue Streams

Tuesday, 14 October, 10:00

- E-commerce, gamification etc.
- Strategies behind business transformations
- The value of adding audience insight to advertising inventory

Women in Media Networking

Tuesday, 14 October, 13:00

Efficient Advertising: Real-Time Bidding

Tuesday, 14 October, 16:00

Video Monetisation

Wednesday, 15 October, 11:30

Presentations on this stage are supported by:



Media Port speakers include:



Tania Martinez, Peter Smith, Christoph Pepper, Gregor Waller, Grig Davidovitz, Jens Löbbe, Hans Jörg Maurer, Nikolay Malyarov, Patrick Salien, Annelou R. Aalders, Andrew Little, Martijn Bal, Roman Minimayr, Marica Verjaal and more ...

www.wan-ifra.org/expo_programme

The Content stage, Hall 9

Media
Port
Content
Hall 9

Content is king! Get new ideas for publishing, interactivity, workflow and distribution on the different media channels in print, online and mobile. Sessions include:

Mobile Publishing Solutions

Monday, 13 October, 12:30

- A daily digital only 'Tour De France Update' publication
- Efficient content creation and distribution
- Content Distribution without Borders

Efficient Content Creation and Distribution

Monday, 13 October, 16:00

Video

Tuesday, 14 October, 11:30

Content Management: Tools & Efficiency

Tuesday, 14 October, 14:30

- Process optimisation with intelligent synchronisation
- Editorial System Guide
- Returning to the principle of the reporter and more local content with an editorial system

Responsive Design

Wednesday, 15 October, 10:00

- Abstract Design for Cloud Products
- System change project at the "Mindener Tagblatt" – Responsive web design and powerful marketing on mobile devices – the new MT.de

Presentations on this stage are supported by:



13th Intl.
Newsroom
Summit
#NRS14

IFRA Expo & Conference
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World Publishing Expo 2014

13th International Newsroom Summit #NRS14 13-14 October, RAI Forum, Amsterdam (Direct access from Expo Hall 10)



Join leading editors and digital minds at this event for editors and editorial managers. See the changes that are being made to

- Shift newsroom culture,
- Realign staffing and skills so that you can
- Optimise digital engagement and build a loyal audience.

We will share examples of how newsrooms are building loyal, engaged communities with affordable tools – and bring you the latest on what is being done to measure the impact of their journalism. One and a half days at the Summit is a small investment that could yield big ideas.

We have teamed up with the Online News Association (ONA) – the US-based nonprofit membership organisation for digital journalists, connecting journalism, technology and innovation – to bring top digital thinkers to Amsterdam. The ONA will present practical sessions on day two of the conference on metrics – going beyond the pageview – and how to make a story go viral.

Here are some of the planned sessions:

- How to prevent your newsroom blocking change
- Digital tools: they are free and effective, why aren't you using them?
- Engagement success stories: get, grow and manage civil conversations
- Ethical conundrums in the digital age
- Smart new ways to reach your audience
- Pitch session: how do you make a story go viral?
- Newsroom metrics: moving beyond pageviews

Times

Mon 13 Oct., 9:45 – 17:30 · Tue 14 Oct., 9:30 – 13:00

Speakers



Greg Barber,
Director Digital
News Projects,
Washington Post,
USA



Alison Gow,
Editor, Digital
Innovation, Trinity
Mirror Regionals,
UK



Marco Bardazzi,
Digital Editor,
La Stampa,
Italy



Didier Hamann,
Managing Editor
and General
Manager, Le Soir,
Belgium



Trushar Barot,
Apps Editor,
BBC World Service
and Global News,
UK



Steve Herrmann,
Editor,
BBC News Online,
UK



Peter Barron,
Director of
Communications for
Europe, Middle East
and Africa, Google



S. Mitra Kalita,
Ideas Editor,
Quartz,
USA



Fergus Bell,
Social Media and
UGC editor –
International, The
Associated Press, UK



Lisa MacLeod,
Head of Operations,
ft.com,
UK



John Crowley,
Digital Editor,
WSJ.com, EMEA,
UK



Maria Ressa,
CEO,
Rappler,
Philippines



Grig Davidovitz,
CEO,
RGB Media Inc,
Israel



Robyn Tomlin,
Chief Digital Officer,
Pew Research
Center,
USA



Stijn Debrouwere,
Fellow,
Tow Center for
Digital Journalism,
USA/Belgium



Frank Volmer,
Managing Director,
TMG Landelijke
Media,
The Netherlands



Mark Deuze,
Professor of Media
Studies, University
of Amsterdam,
The Netherlands



Anita Zielina,
Deputy
Editor-in-Chief,
Stern,
Germany

See full and updated
programme, information
and registration on
www.wan-ifra.org/nrs14

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7th Tablet
and App
Summit
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IFRA Expo & Conference
13-15 October, Amsterdam, RA

World Publishing Expo 2014

7th Tablet & App Summit #TAS14

14-15 October, RAI Forum, Amsterdam

(Direct access from Expo Hall 10)

Think mobile in everything you do

The unstoppable rise of mobile traffic is shaking up news organisations. It is time for news publishers to think mobile in everything they do. The 7th Tablet and App Summit, #TAS14, will showcase recent mobile news case studies, show how to design and build winning news products and bring expert voices to the stage ready to answer everyone's questions at this crucial moment.

Why is simplicity so important to Yahoo News Digest? Do you know how The Guardian revamped its App? Have you heard about the Dutch online news revolution? Why is NYT pushing mobile with increased urgency? What makes Aftonbladet so successful recruiting paid subscribers on mobile?

All the information at www.wan-ifra.org/tas14

We are tweeting the latest news about the conference

@digitalmediaGLO Join the conversation!

Times

Tue 14 Oct., 14:00 – 19:30, Wed 15 Oct., 9:30 – 13:00,
followed by lunch

The Programme

Session: Design successful mobile news experiences

- Designing apps for users... and brands
- Two tempos: Rhythms for storytelling in the digital age

Session: Build second generation of news apps

- The Guardian new app: making a next-generation product
- Pioneer news product from NRC Media
- "When, Why, and more importantly, How"
a preamble for important choices

Session: Combat advertiser underinvestment in mobile

- Prove your own faith
- Innovative ad formats for mobile platforms

Session: Increase reader revenue on mobile

- Growing a base of first-time users and loyal subscribers
- The paywall model and mobile users
- Recommendations to take home

World Digital Media Awards & Networking

Tuesday evening right after the Conference

The best of the best in Digital Publishing.

Have a drink with us and network!

Included in your conference ticket.

**Network
at the
evening
event!**

Speakers

Alex Breuer,
Creative Director,
The Guardian,
UK



Alexis Johann,
Managing Director,
Styria digital one,
Austria



Pierre de
Grandmaison,
Head of Business
Development,
Teads.TV, France



Luke Miller,
Experience designer
at Yahoo!,
USA



Mario García,
CEO and Founder,
García Media,
USA



Sofia Olsson Olsén,
Head of Aftonbladet
Plus,
Sweden



Tom Grinsted,
Group Product
Manager for Mobile
and Devices,
The Guardian, UK



Freek Staps,
Head of NRCQ,
The Netherlands



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



Marjolein Stromeier,
Head of Mobile
at Mobext (Havas
Media Group),
The Netherlands

Kindly supported by:



World Printers Forum #WPF14

15-16 October, RAI Forum, Amsterdam

(Direct access from Expo Hall 10)

Join us at the inaugural World Printers Forum conference and hear the latest on innovations in print around the world:

- Network with fellow worldwide print experts
- Learn about best methods to promote print
- Capture new business with digital newspaper printing
- Discuss new business models for print
- Attain consistent high quality printing
- Get insight on customers' expectations, and more

The World Printers Forum (WPF) is a new initiative by WAN-IFRA for the newspaper printing and production community including both experts from newspaper printing and production operations and vendors of related equipment. This Forum will address the issues of concern to the printing community and will work to bring innovation to all areas of newspaper production.

Programme

- The role of print in newspaper publishing
- Color Quality: What ad customers expect
- Color Quality: Consistent high quality printing
- Color Quality: High print quality – a regional newspaper print plant case
- Materials and Sustainability: Sustainable forest management
- Materials and Sustainability: Newsprint waste management
- Materials and sustainability: How to correct wrong perceptions regarding print media
- Keynote speech: The mindset of innovation
- Business Innovation: Visual storytelling
- Business Innovation: Using an external operator to run the print plant

- Business Innovation: Improving customer relations by a web-based communication system
- Digital Printing: Digital newspaper printing in Chicago
- Digital Printing: Digital imprinting
- Future Print: Interactive newsprint and the Internet of things
- Round table discussion:
Print around the world in 60 minutes

Times

Wed 15 Oct., 14:00 – 18:00 · Thu 16 Oct., 9:30 – 15:30

Speakers



André Ferreira,
Coordinator of
Process Engineering,
Infoglobo,
Brazil



Martyn Eustace,
Managing Director,
Print Power Europe
and Newvizion
Consulting, UK



Armin Elm,
Technical Director
Mittelrhein Verlag,
Germany



Muharrem Yaşar,
Quality and Coord.
Manager, Zaman
Newspaper,
Turkey



Bjarne Tormodsgard,
Editor in Chief,
Hallingdølen,
Norway



Paul Egglestone,
Digital coordinator,
University of Central
Lancashire, UK



Karl Malik,
Publisher,
PreMedia Newsletter,
Germany



Rodd K Winscott,
President, Newsweb
Corporation,
Printing Division,
USA



Kasturi Balaji,
Director,
Kasturi & Sons,
India



Saranga
Wijeyarathne,
Director, Marketing,
Ceylon Newspapers,
Sri Lanka

See full and updated programme, information and registration on www.wan-ifra.org/wpf14

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UPM

The Biofore
Company

Practical information

Venue

Amsterdam RAI
Holland Complex, Halls 9/10/11
Europaplein
NL 1078 GZ
Amsterdam, The Netherlands
www.rai.nl

Opening hours

13-15 October 2014, 9:30-18:00

Accommodation

RAI Hotel & Travel Service is your personal travel partner in Amsterdam. Find and book your ideal accommodation at www.wan-ifra.org/expo_hotel at special Expo rates.

Flights to Amsterdam

Air France & KLM is the official carrier for World Publishing Expo 2014. Both airlines offer attractive discounts on a wide range of fares on their worldwide flights. Visit www.wan-ifra.org/node/115181 for more information.

Partners



Get the Media Executive Pass!

Make your visit to the World Publishing Expo even smoother and at the same time enjoy all the events available.



Your ticket options

Register online at www.wan-ifra.org/expo_ticket

Expo Visitor Pass

(includes Media Port Open Stages)

Online registration	On-site registration
EUR 59 (Season Ticket)	EUR 99 (Season Ticket)
EUR 29 (Daily Ticket)	EUR 59 (Daily Ticket)

Strategic Conferences Pass

(includes Expo Season Ticket)

	Members	Non-Members
Newsroom Summit	EUR 890	EUR 1190
Tablet & App Summit	EUR 690	EUR 890
World Printers Forum	EUR 890	EUR 1190

Media Executive Pass

(includes access to all Conferences + Expo Season Ticket)



WAN-IFRA members	Non-members
EUR 1390	EUR 1990

Startup Tour

13 October, 17:45 – Visit the innovators of Amsterdam

Seats limited to 40!	EUR 150
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All prices + VAT

MEMBERSHIP

*Visit us at the
WAN-IFRA stand in
the Foyer and find out
what's in it for you.*

WAN-IFRA

SHAPING THE FUTURE

A STEP AHEAD

FACILITATING TRANSFORMATION

THE INDUSTRY AND YOU

EVERY REASON TO JOIN

3,000 Members. 120 Countries.
www.wan-ifra.org/membership