

# Exhibitors Present Media Innovation



## impulse

*Gruner + Jahr founded the economy magazine in 1980. Today it is a network of more than 45,000 members. Since a management buyout begin of 2013 Impulse Medien is completely independent with 40 employees. The magazine reaches 126,000 decision makers with a circulation of 73,934.*

*Besides the monthly magazine (print and digital) impulse offers meetings, trips, inspiring ideas, business contacts, seminars, workshops and conferences. In 2015 they launched impulse academy.*

1980 gegründet als Unternehmernmagazin von Gruner + Jahr, ist heute ein Netzwerk mit mehr als 45 000 Mitgliedern. Seit einem Management-Buyout Anfang 2013 ist die Impulse Medien GmbH völlig unabhängig und beschäftigt 40 Mitarbeiter. Das Magazin erreicht 126 000 Entscheider mit einer Auflage von 73 934.

Neben dem Monatsmagazin (gedruckt und digital) bietet impulse Netzwerktreffen, Tipps, inspirierende Ideen, Geschäftskontakte, Seminare, Workshops und Konferenzen. 2015 startete die impulse-Akademie. [impulse.de/wir-ueber-uns](http://impulse.de/wir-ueber-uns)

## Content-X

*ppi Media develops the editorial system for multimedia publishing since 2010 based on the content management system DC-X and Adobe InDesign.*

*Its ease of implementation and high flexibility regarding editorial workflow scenarios explains the international success of Content-X. Impulse Medien uses Content-X as SaaS. Content-X, a "native digital solution", meets the editorial requirements of a magazine publisher. It also offers all options for the digital future.*

Das Redaktionssystem für multimediales Publizieren wird seit 2010 von der ppi Media GmbH basierend auf dem Content-Management System DC-X und Adobe InDesign entwickelt.

Der internationale Markterfolg von Content-X erklärt sich durch die einfache Systemführung bei gleichzeitig hoher Flexibilität in Bezug auf redaktionelle Workflow-Szenarien. Content-X wird von der Impulse Medien GmbH als SaaS genutzt. Als „native digital solution“ erfüllt Content-X die redaktionellen Anforderungen eines Magazin-Verlages und bietet darüber hinaus alle Möglichkeiten für die digitale Zukunft. [ppimedia.de/ppi/content-x](http://ppimedia.de/ppi/content-x)

## PPI Media, Case Study & Tour, 7 October

09:30 Presentation, Media Port, Hall A1, 07.10.2015

*From magazine to network*

*The digital future of magazine impulse with Content-X*

Vom Magazin zum Netzwerk

Die digitale Zukunft beim impulse-Magazin mit Content-X

**Ole Jendis**, Verlagsleitung Impulse Medien GmbH

**Eva Weikert**, CvD Impulse Medien GmbH

**Jan Kasten**, Geschäftsleitung ppi Media

## Visit Impulse Medien

*Economy Magazine, Hamburg, Content-X in operation*

Verlag Impulse Medien, Hamburg, Content-X in der Praxis

*Please pre-register here, Anmeldung: [ppimedia.de/impulse](http://ppimedia.de/impulse)*

12.25 *Bus transfer to Impulse Media, Busfahrt zu Impulse-Medien*

13:00 *Lunch snacks, Sandwich-Lunch*

13:30 *Impulse presentation, Präsentation Impulse Medien*

13:45 *Questions & answers, Fragen & Antworten*

14:30 *Bus transfer back to Expo, Busfahrt zurück zur Expo*

15:00 *Arrival at World Publishing Expo, Ankunft bei der Expo*

## Content-X: Smart Editorial Solution for Multi-Channel Publishing.



# Media Innovation Day

*How will you get your news tomorrow?*

7 October 2015

**World Publishing Expo**

Messe Hamburg, Hall A1

[mid.wan-ifra.org](http://mid.wan-ifra.org)

#MID15

Partner Organizations • Kooperationspartner



Hochschule für Angewandte  
Wissenschaften Hamburg  
*Hamburg University of Applied Sciences*



# How will you get your news tomorrow?

WAN-IFRA, the World Association of Newspapers and News Publishers, and the Hamburg media initiative nextMedia.Hamburg are jointly organising the **Media Innovation Day** on 7 October 2015 in conjunction with the World Publishing Expo at the Hamburg Trade Fair in Hamburg, Germany.

Under the umbrella of the City of Hamburg digital initiative, the Hamburg Media School (HMS) with its courses of studies on "Digital Journalism" and "Media Management" and the Department of Informatics of the Hamburg University of Applied Science (HAW) will present **media innovations**.

WAN-IFRA's "Global Alliance for Media Innovation" (GAMI) will present innovative international media projects and technologies. Both nextMedia.Hamburg and GAMI, will have their own information booths at the World Publishing Expo 2015.

Topics will be **new journalism formats for the digital age, novel revenue models** and technological innovations.

No matter what: Participants and visitors in the Media Innovation Day will discover practical solutions as well as future oriented visions first-hand.

On Monday, 5 October 2015, the Hamburg partners will offer **Innovation Tours** for interested participants to leading media organisations, the most relevant media "Co-working Space" and global influencers in the region. The tours will provide specific insights into the work of the newest scientific digital laboratories.

Participation at the Media Innovation Day is free. A simple and free online registration gets you access to the World Publishing Expo on 7 October 2015.

WAN-IFRA, der Weltverband der Zeitungen und Nachrichtenmedien, und die Hamburger Medieninitiative nextMedia.Hamburg organisieren gemeinsam den **Media Innovation Day** im Rahmen der World Publishing Expo am 7. Oktober 2015 in der Messe Hamburg.

Unter dem Dach der digitalen Standortinitiative werden die Hamburg Media School (HMS) mit den Studiengängen Digital Journalism und Medienmanagement sowie das Department Informatik der Hochschule für Angewandte Wissenschaften (HAW) **Medien-Innovationen** präsentieren.

Die „Global Alliance for Media Innovation“ (GAMI) der WAN-IFRA wird internationale innovative Medienprojekte und Technologien präsentieren. nextMedia.Hamburg und Global Alliance for Media Innovation sind mit Informationsständen bei der World Publishing Expo vertreten.

**Neue journalistische Formate im digitalen Zeitalter, originelle Erlösmodelle** und technologische Innovationen werden diskutiert.

So oder so: Den Besuchern werden sowohl unmittelbar anwendungsorientierte Lösungen wie auch zukunftstaugliche Visionen angeboten.

Bereits am Montag, dem 5. Oktober 2015, werden die Hamburger Partner für interessierte Besucher **Innovation Tours** zu führenden Medienunternehmen, zum wichtigsten Coworking-Space und zu Gatekeepern der Region organisieren und konkrete Einblicke in neueste wissenschaftliche Digital-Labore ermöglichen.

Die Teilnahme am Media Innovation Day ist kostenlos. Eine Online-Registrierung öffnet Ihnen die Türen zum Media Innovation Day in der World Publishing Expo, Messe Hamburg, am 7. Oktober 2015.

Free Registration



# Program, Media Port of Hall A1, 10:00 to

- 10.00 Welcome • Willkommen  
**Vincent Peyrègne**  
WAN-IFRA Chief Executive Officer  
**Prof. Dr. Stephan Weichert**  
Hamburg Media School (HMS) / Digital Journalism  
**Andreas Wrede**  
HMS, Medienmanagement / InnoLab
- 10.20 **Katharina Borchert, CEO Spiegel Online, Hamburg**  
*The transformation process at Spiegel & Spiegel Online*  
Die Bewältigung des Transformationsprozesses bei Spiegel und Spiegel Online
- 10.35 **Jeremy Caplan, Director of Education, Tow-Knight Center for Entrepreneurial Journalism, City University of New York**  
*How technology influences news business, content and revenue models*  
Wie Technologie News-Business-, Content- und Erlösmodelle beeinflusst
- 10.50 **Hannah Suppa, Deputy Editor in Chief, Head of Digital, Hannoversche Allgemeine Zeitung (HAZ)**  
*The modern local newspaper and what it should offer its readers in the cross media age*  
Die moderne Lokalzeitung und was sie den Lesern in Crossmedia-Zeiten bieten sollte
- 11.05 **Questions & Answers • Fragen & Antworten**  
Moderators: Prof. Dr. Stephan Weichert, Andreas Wrede
- 11.25 **Coffee and tea break • Kaffee- und Teepause**
- 11.40 **Nora Burgard-Arp, Journalist and Author**  
*Her project on anorexia objects the actual trend of reporting on eating disorder, nominated for "Grimme Online Award 2015"*  
Widerspricht mit ihrem Projekt über Anorexie dem Trend der Berichterstattung über Essstörungen, nominiert für „Grimme Online Award 2015“
- 11.50 **Marvin Milatz, Journalist, and Simon Wörpel, Coder and Journalist**  
*A data journalistic consumer portal on energy turnaround*  
Ein datenjournalistisches Verbraucherportal zur Energiewende
- 12.00 **Gerret von Nordheim, Journalist**  
*A visual context blog with text, animation and video*  
Visueller Kontext-Blog mit Text, Animationen und Videos
- 12.10 **Philipp Westermeyer, Co-Founder and CEO, Online Marketing Rockstars**  
*Growing importance and diversification of online marketing*  
Die wachsende Bedeutung und Diversifizierung des Online-Marketing
- 12.20 **Georg Dahm and Denis Dilba, Editors in Chief, online science magazine "Substanz"**  
*Combining digital storytelling, science and entrepreneurship, nominated for "Grimme Online Award 2015"*  
Das Zusammenwirken von Digital Storytelling, Wissenschaft und Unternehmertum, nominiert für „Grimme Online Award 2015“
- 12.30 **Wrap-up • Zusammenfassung**  
Prof. Dr. Stephan Weichert, Andreas Wrede



**Vincent Peyrègne**  
Chief Executive Officer,  
World Association of Newspapers and News Publishers



**Prof. Dr. Stephan Weichert**  
@stephanweichert,  
Hamburg Media School (HMS), Digital Journalism



**Andreas Wrede**  
@Stylepony  
Hamburg Media School (HMS), Medienmanagement, InnoLab



**Katharina Borchert**  
@lyssaslounge  
CEO Spiegel Online



**Jeremy Caplan**  
@jeremycaplan  
Director of Education, Tow-Knight Center for Entrepreneurial Journalism, City University of New York



**Hannah Suppa**  
@hannah\_suppa  
Deputy Editor in Chief, Head of Digital, Hannoversche Allgemeine Zeitung (HAZ)



**Kai von Luck**  
Hamburg University of Applied Sciences (HAW), Smart Home Laboratory



**Nora Burgard-Arp**  
@\_noraburgard  
Journalist and Author



**Marvin Milatz**  
@marvinmilatz  
VOCER Innovation Medialab



**Simon Wörpel**  
@simonwoerpel  
VOCER Innovation Medialab

# 17.00 hours

Presentations in English language

## 12.40 Lunch break • Mittagspause

Lunch buffet and networking opportunities  
Lunch-Buffer und Gespräche mit Kollegen

## 13.40 Beyond Hyperlocal

A panel on trends in news media journalism

Moderator: **Prof. Kai von Luck**

Hamburg University of Applied Sciences (HAW)

Hochschule für Angewandte Wissenschaften Hamburg

Panelists

**Susanne Draheim**, Sociologist

**Martin Kohler**, Urban Researcher

**Matthias Müller-Prove**, User Experience Principal

**Stefan Wölwer**, Interaction Design

Hyperlocal is not a term, but a trend in journalism and news media that revolves around one belief: "People will only be driven to consume and pay for content that is highly relevant, and that is mainly local content." (Antonella Meipochler, Boston Consulting Group). Consequently the future of news media is seen in targeting small communities and deliver content from their immediate vicinity in real-time.

The relevance of news for residents and business owners can be determined in two dimensions: time and geography. The closer to these dimensions, the more relevant (and less manageable for mass media) it becomes. Beyond the still untested hope that local content is the only content people will pay for – it has also left a blank spot on what locality actually means. In times of social media conversations mediated by a diverse range of mobile devices to

geographically faraway places; "proximity" does not necessarily converge with "geography" or "time".

Social proximity might be an even more important driver for perceived relevance. Kai von Luck (HAW) will discuss with panelists what might be on the horizon beyond hyperlocal defined as media for a small geographic area.

## 15.10 Coffee and tea break • Kaffee- und Teepause

## 15.25 Virtual Reality for future news media

WAN-IFRA Global Alliance for Media Innovation, GAMI

Moderator: **Andrew Perkis**

Professor, Norwegian University of Science and Technology

Speakers

**Deniz Ergürel**, R&D Director, Zaman Media Group, Turkey

**Mel Slater**, ICREA Research Professor, University Barcelona

**Niko Chauls**, Director Applied Technology, Gannett, USA

Recent technological advancements have led to exciting new ways of telling stories. Specifically, the ubiquity of the Internet and advances in displays, mobile devices and sensor technologies made it possible to create highly immersive virtual and augmented realities. Displays, such as immersive 3D goggles, augmented reality glasses, and light field projectors, make it possible to merge virtual and real world media. This panel will discuss the opportunities and challenges involved in immersive as well as "fragmented storytelling", (also known as "transmedia storytelling") where a story is scattered across different media and devices.

## 17.00 Wrap-up • Zusammenfassung

End of Media Innovation Day



**Gerret von Nordheim**  
VOCER Innovation Medialab



**Philipp Westermeyer**  
@westermeyer  
Co-Founder & CEO  
Online Marketing Rockstars



**Georg Dahm**  
@GeorgDahm  
Co-Founder & Editor in  
Chief, Substanz Magazin



**Denis Dilba**  
@DenisDilba  
Co-Founder & Editor in  
Chief, Substanz Magazin

# Innovation Tours

Visit Innovative Companies and Projects in Hamburg

## Innovation Tour 1, Monday, 5 October, 18.00 to 22.00 hours

Get to know the media lighthouses of Hamburg and the places where innovation comes alive.

Lernen Sie bedeutende Medienzentren der Hansestadt und jene Orte kennen, an denen Innovation lebendig wird.

- betahaus Hamburg, home of next media accelerator
- SPIEGEL ONLINE
- Google, German Headquarter

## Innovation Tour 2, Monday, 5 October, 18.00 to 22.00 hours

Be inspired by Hamburg's most advanced media labs. You will learn about research approaches far beyond recent business models, Hamburg University of Applied Sciences (HAW).

Kai von Luck is computer scientist specialising in Artificial Intelligence and Human Computer Interaction. He leads a smart home laboratory at HAW and works in areas of digital media and smart cities.

Lassen Sie sich von fortschrittlichsten Media Labs inspirieren. Lernen Sie Forschungsansätze kennen, die weit über gängige Geschäftsmodelle hinausgehen, Hochschule für Angewandte Wissenschaften Hamburg.

Kai von Luck ist Computerwissenschaftler und spezialisiert auf Künstliche Intelligenz und Mensch-Computer-Interaktion. Er leitet ein Smart-Home-Labor und arbeitet in Bereichen digitaler Medien und Intelligente Stadt.

- Berliner Tor: Living Place Hamburg
- The smart home laboratory works in areas of ambient intelligence and provides opportunities of research collaboration between the university and companies  
Das Smart-Home-Labor arbeitet im Bereich Umgebungsintelligenz und bietet eine Kooperations-Plattform für Firmen
- "Touch" and play with sounds interactively  
Töne „anfassen“ und interaktiv mit Ihnen spielen
- User Computer Interface (HCI): 3D gestures and camera based emotional detection  
Anwender Computer-Interface (HCI): 3D-Gestensteuerung und Kamera-basierte Emotionserkennung
- Finkenau: Holodeck laboratory for media technology  
Holodeck-Labor der Medientechnik

## Online Registration, Online-Anmeldung: wan-ifra.org/tours2015

€45 per person and tour, includes catering  
€45 pro Person und Tour, Verpflegung inklusive

## Media Innovation

The **Global Alliance for Media Innovation** (GAMI) is a new community within the broad membership base of WAN-IFRA. The Alliance is a global network of news organizations, suppliers, digital entrepreneurs, media labs, academic and research centers around the world. It's the first comprehensive **multi stakeholder ecosystem of innovators** where media professionals find resources to embrace transformation, drive innovation, maximize

success, and quickly advance the best talents on innovation to the market. Our mission is to support and **coordinate** research and innovation programs, facilitate **networking** opportunities among media labs and suppliers, **connect** talents and solutions, and **develop** technology and skill set roadmaps to serve the future of news. To learn more about how to benefit from the Alliance, contact [stephen.fozard@wan-ifra.org](mailto:stephen.fozard@wan-ifra.org).

Members of the Global Alliance for Media Innovation (GAMI)

