



29–31 October 2012, stand A 490, hall 8, Messe Frankfurt am Main

# Media Port Programme

- Tablet and Mobile Trends I
- Digital Innovation
- Tablet and Mobile Trends II
- Innovative Advertising
- Social Media Best Cases
- Excellence in Printing

Free of charge for World Publishing Expo visitors and participants.

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[www.wan-ifra.org/media-port-2012](http://www.wan-ifra.org/media-port-2012)

## 10.30 – 13.00 h Tablet and Mobile Trends I



iPad 3, Google Nexus, Microsoft Surface, Samsung Galaxy... tablet computers are here to stay! What is your strategy for iPad, Smartphone, etc.? This session will give you the opportunity to become acquainted with successful examples from everyday practice in publishing houses and media operations as well as the applied technology.



### Welcome by the moderator

**Kristina Bürén**

Research Director WAN-IFRA, Germany &  
Managing Director, WAN-IFRA Nordic, Sweden



### and the co-moderator

**Carsten Szameitat**

Managing Director, 11 Prozent Communication,  
Germany

### HBL+, A New Tablet concept

**Kaj Ritala**, Product Manager for Digital Media, HBLHufvudstadsbladet, Finland

### The rise of digital media: how media companies can create profitable opportunities for online, mobile and tablet publishing

**Michael Medoza**, CEO, Lineup Systems, United Kingdom

### Regional newspaper on mobile: Sächsische Zeitung for iPad and other devices

**Thomas Schultz-Homborg**, Head of Online DD+V Mediagroup, Dresdner Druck- und Verlagshaus GmbH & Co. KG, Germany

### Automatic Mobile Strategy: Responsive Design

**Christof Zahneissen**, Chief Product Officer, eZ Systems, Norway

### From magazine to iPad - a case study of Mein Rheinland

**Stephan Garre**, Head of Production, Rheinische Post Verlagsgesellschaft, Germany

**Ole Olsen**, CEO, Digital Collections, Germany

### Distributing digital content everywhere with Baobab

**Dirk le Roux**, Afrozaar Managing Director and Baobab Architect, South Africa

**Richard Cheary**, Director Afrozaar and Baobab, South Africa

### From the printed newspaper to the iPad and reader-reporter app: multi-channel reporting at Austria's leading weekly newspaper association

**Dirk W. Weipert**, Managing Director, TheMediaLab GmbH & Co. KG, Germany

 PublishingCloud

### Orbyt: an attractive "ecosystem" composed of editorial products and services

**Alex Palomo**, IT Director, UNEDISA Group, Spain

### Successful Sales Support with the iPad - a case study about Mobile CRM at the Augsburgener Allgemeine

**Rüdiger Hoebel**, Deputy Director Publishing Print, Augsburgener Allgemeine, Germany

**Nicolas Pöschl**, Partner, Sensix GmbH, Germany

**SENSIX**

## 14.00 – 16.30 h Innovative Advertising



How do you keep your advertisers satisfied and increase your advertising turnover? The key lies in innovative, cross-media offerings! Behavioural Targeting, SoLoMo and exciting new forms of print advertising are only some of the topics that will be discussed in this session.



### Welcome by the moderator

**Ioana Sträter**

Executive Director Publishing & Advertising,  
WAN-IFRA, Germany

### Mobile advertising - a success story

**Johanna Waltersson**, Product Manager Digital Media, Skånemedia, Sweden

### Making attractive ads for Tablets

**Pedro Madrid**, Pre Sales Director, Protecmedia, Germany

### Cross Platform Print Centered Innovative Advertising Product for the Small and Micro Business Space – a case study of Israel Largest Daily Israel Hayom

**Guy Amos**, CEO and Founder of U:Market Mobile Ltd., Israel

### How does communication work on Tablets? The adidas outdoor magazine case study.

**Norbert Täubl**, Technical Director/Partner; Stopp Production GmbH, Austria

### MemoStick® – Front Page Advertising: Case studies and innovations for Sales and Marketing

**Mirco Striewski**, Head of Media-Services, WAZ Media Group, Germany

**Bernhard Leicht**, Managing Director Valecom AG (WRH Marketing Group), Switzerland



## 10.30 – 13.00 h Digital Innovation



Digital technologies are changing the processes in media operations dramatically. This session will present latest trends and show how publishing companies use new technologies and software to work in a more efficient and customer-oriented way.



### Welcome by the moderator

**Thomas Jacob**

Deputy CEO and COO WAN-IFRA, Singapore

### Virtual Print Center - Prepress workflow in the cloud

**Paul Huybrechts**, Managing Director, Coldset Printing Partners, Belgium

### Real-time Content Trending & Optimization

**Stuart Wilkinson**; VP Marketing ez Systems, Norway

### Fast and easy licensing of digital content by using RightsML

**Michael Steidl**, Managing Director of IPTC, UK

### The Cloud Publishing Revolution: Why Newspapers are Looking Up!

**Stephen Nilan**, Vice President Marketing, Digital Technology International, USA

### The digital news cooperative - integrated planning and production between newsroom and agency

**Andreas Kemper**, Senior Editor, Main-Post, Germany

**Meinolf Ellers**, Managing Director, dpa-infocom, Germany

### Font management with extended license rights

**Tobias Meyerhoff**, Director Product Management Font Management Solutions, Linotype GmbH, Germany

### Pathways of Digital Innovation for Media Companies

**Torben Lundberg**, CIO, Mecom Group, Denmark

### Solving Online Publisher's biggest challenges

**Dr. Petrus Pennanen**, CEO, Leiki Ltd., Finland

### The importance of a flexible Paywall system in your digital product strategy

**Havard Angen Rye**, Head of the Development department, Gyldendal Norsk Forlag, Norway

## 14.00 – 16.30 h Social Media Best Cases



Social networks, such as Facebook, Twitter or Pinterest, now act as major drivers of web traffic for news pages. In this session, selected XMA prize winners will present their recipes for success and describe how they integrate social media into the editorial process.



### Welcome by the moderator

**Cherilyn Ireton**

Executive Director World Editors Forum, WAN-IFRA, France

### Community Building local and social

**Beatrix Gutmann**, Head of Community and Social Media, WWW-Westdeutsche Verlags- und Werbegesellschaft mbH & Co. KG, Germany

gagel  
**PublishingCloud**

### Short introduction of the XMA Award by the moderator

**Nils von Heijne**, Creative Director at Pronto Communications in Sweden and this year's XMA jury member, will give an introduction focusing on emerging trends and takeaways in social media after viewing and evaluating the 87 XMA projects submitted to the competition.

### Renowned publishers will join us at the Social Media Best Practice Session and share with our audience their experiences and successes with social media:

#### ■ Community engagement:

**Miguel Ángel Capriles**, President of the newspaper Últimas Noticias from Venezuela

#### ■ Use of Facebook by a newspaper:

**Bojan Rodik**, Community Manager of 24sata, Croatia

#### ■ Monetization:

**Alvin Lim Lian Hao**, Assistant On-Line Marketing Manager, Singapore Press Holdings

#### ■ Special Projects:

**Espen Egil Hansen** (Editor-in-Chief), **Tom Byermoen** (Designer) and **Dan Kåre Engebretsen** (Editorial Developer) from Verdens Gang in Norway

## 10.30 – 13.00 h Tablet and Mobile Trends II



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### Welcome by the moderator

**José María Moreno Peña**

Managing Director,  
WAN-IFRA Ibérica S.L., Spain



### and the co-moderator

**Valérie Arnould**

Business Editor / Content Manager Digital Media  
events, WAN-IFRA, Germany

### iPad App of the Lebensmittel Zeitung, Deutscher Fachverlag GmbH

**Michael Paulus**, Head of Grafische Dienste, Deutscher Fachverlag GmbH, Germany

### Integrating HTML5 smartly to enable cross-platform publishing on all smartphones and tablets

**Johan Mortelmans**, Digital Innovation Manager, Corelio Publishing, Belgium

**Danny Lein**, CEO, Twipe, Belgium

### Mediamorphose:

### Contextual Editorialisation supported by Technological Contextualization

**Pierre Spilleboudt**, Business technology advisor, Rossel Group, Belgium

## 14.00 – 16.00 h Excellence in Printing



The International Newspaper Color Quality Club gathers the world's newspaper printing elite. During this session you will get to know the production heads and technical managers of selected printing companies and experience from first hand how they guarantee a consistently high standard of printing quality.



### Welcome by the moderator

**Beatrix Beckmann**

Research Manager Materials,  
WAN-IFRA, Germany

### Presentation of the International Newspaper Color Quality Club Winners 2012-2014

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