



Programme – 15-17 April 2013

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Monday, April 15, 2013 | Mobile and Social Monday

- **10:00:** Opening remarks by Stig Nordqvist, conference moderator and Director Publishing & Digital, **WAN-IFRA**.
- **10:10:** Opens with Andy Wiedlin, Chief Revenue Officer, **BuzzFeed** (U.S.) responsible for leading BuzzFeed's revenue growth strategy, and special guest former publisher Fernando Magalhães Portella, now CEO of **Jereissati Participações S.A** (Brazil) with net revenues of US\$ 16 billion
- **11:10:** Rebecca McPheters, CEO of **McPheters & Co** (U.S.), will provide a worldwide tour of trends and best practices in App development
- **11:30: COFFEE/NETWORKING**
- **12:00:** Mobile business panel with Gabriele Ottino, Project Manager Business Development at **Tamedia** (Switzerland); Federico Vittadello, Digital Innovation Lab at **RCS MediaGroup S.p.A** (Italy); Anthony Sullivan, Group Product Manager at **The Guardian** (U.K.); Alex Kozloff, Head of Mobile at **IAB UK**, and Madhav Chinnappa, Head of Strategic Partnerships, **Google News & Magazines** (EMEA)
- **13:15: LUNCH**
- **14:30:** What's next in social: Creating social experiences that stretch traditional media platforms. Anthony Rose, co-founder and CTO of **Zeebox** (U.K.) will explain all the possibilities in an on-stage Q&A with Sarah Marshall, Technology Editor at **journalism.co.uk**.
- **15:00:** Garrett Goodman, Business Development at **Worldcrunch** (France) will moderate a Q&A with Philip DeBevoise, President and Co-Founder of **Machinima** (U.S.)
- **15:30: COFFEE/NETWORKING**
- **16:00:** Alternative business models and the impact of consumerism. Matt Gierhart, Global Head of Social at **OgilvyAction** (U.K.), asks how we can take a more consumer-focused approach in the media industry. Matt will moderate the session and has invited as his panel: Frederik Frede, Creative Director, founder of **Freunde von Freunden** (Germany); Johannes Kleske, co-founder, **Third Wave** (Germany); **Paul Hood**, Digital Director, **Archant** (U.K.), Yoon Sterkenburg, Head of Online Marketing & Analytics at **TMG Online** (Netherlands)
- **17:00:** Xen Lategan, Founder of **PXi Ventures** (U.K.), will present product journeys for Vinepeek and Tagstar
- **17:30: EVENING EVENT STARTS: DRINKS/NETWORKING & MUSIC**
- **18:00:** DME Awards introduced by **WAN-IFRA** CEO, Vincent Peyrègne



Tuesday, April 16, 2013 | Paid Content and Differentiation

- **9:30:** With a majority of publishers saying they have already implemented paid content or will do so this year, how you successfully implement a premium content strategy is now a far more vital question than deciding if you should opt for Meter, Freemium or hybrid paywall models. Our speakers have unique experience in this area: Donata Hopfen, Managing Director of **Bild Digital** (Germany); Paul Smurl, Vice President, **NYTimes.com** (U.S.) Paid Products, Brooke Christofferson, Vice President of Market and Business Development at **Republic Media** (U.S.), Thomas Schultz-Homberg, Head of **Electronic Media**, Frankfurter Allgemeine Zeitung (Germany)
- The Panel discussion will be moderated by **WAN-IFRA's** Stig Nordqvist and Frédérique Lancien, Digital and New Business Director at **Groupe L'Equipe** (France)
- **11:30: COFFEE/NETWORKING**
- **12:00:** Tools and services related to paid content implementation with Tony Haile, CEO of **Chartbeat** (U.S.), Sue Brooks, Director of Video Transformation, **Associated Press** (U.K.) and Matthew Guest, Director in Strategy Consulting Practice, and Paul Lee, Global TMT Research Director, from **Deloitte** (U.K.)
- **13:15: LUNCH**
Business Innovation
- **14:15:** What's hot in classifieds? Moderated by Katja Riefler, **AIM Group** principal and director for EMEA (Germany). Stéphanie Delestre, CEO of the two-year-old **Qapa.fr** (France), will talk about a new model that disrupts the audience hierarchy of France's leading job boards. Dave Martin, co-founder, **Pocket Recruit** (U.K.), when mobile serves recruitment needs and Dominic Bönisch, junior entrepreneur - online classified markets, **joblocal** (Germany)
- **15:30: COFFEE/NETWORKING**
- **16:00:** Open Data with Aine McGuire, Chief Marketing Officer, **ScraperWiki** (U.K.). After fostering an active community of open data coders and data journalists, ScraperWiki won the Knight News Challenge in 2011.
- **16:30:** 'Free rein' to select startups: Johnny Ryan Chief Innovation Officer, **The Irish Times**, (Ireland) introduces Oliver Mooney, Founder of **GetBulb** (Ireland); Paul Quigley, co-founder, **NewsWhip** (U.K.); Neil O'Connor, CEO of **Block Metrics** (Ireland), and Rakhal Ebeli, Founder, journalism start-up **Newsmodo** (Australia)



Wednesday, April 17, 2013 | Advertising

- **9:30:** Matt Gierhart, Global head of social at **OgilvyAction** (U.K.) - "Stories from the frontlines of consumerism".
- **10:00:** Martin van der Meij, Business development manager, Automated Trading at **Telegraaf Media Groep** (Netherlands)
- **10:45: COFFEE/NETWORKING**
- **11:30:** Matthew Snyder, CEO of **ResponsiveAds** (U.S.) - responsive design applied to advertising content.
- **12:00:** New digital advertising formats and practices, innovate in solutions and justify higher ad prices.
- Q&A session with:
James Bromley, former Managing Director of **MailOnline** (U.K)
Tom Jenen, Head of Marketplace Development for Northern Europe at **Google** (U.S.).
Anders Berglund, VP Sales, **Schibsted**, Sweden
- **13:00:** Wrap up with **WAN-IFRA's** Stig Nordqvist
- **13:15: LUNCH**
- **15:00: CLOSE**