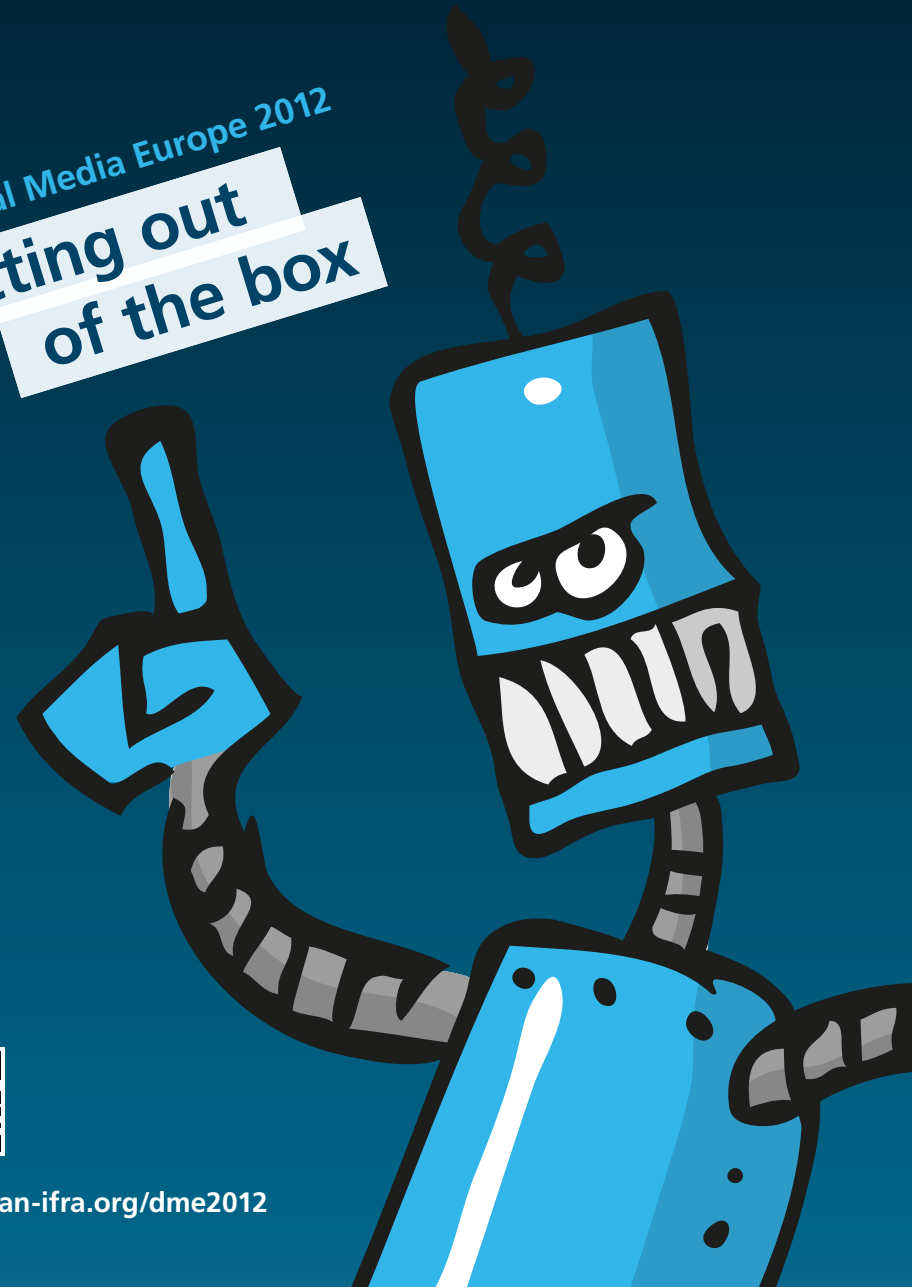


Day III April 18	Future Day Location: Imax Facilities at the Science Museum
09.00–09.30	Coffee & Registration This session will be moderated by Gareth Mitchell , presenter of Click, BBC best programme on latest digital news and trends.
09.30–10.30	Opening Keynote Andrew Miller, CEO, Guardian Media Group
10.30–11.00	CNN International Digital on all fronts Peter Bale, Vice President and General Manager, CNN International Digital
11.00–11.30	Marketers bet on branded content Sean King, CEO, Seven
11.30–12.00	Coffee Break
12.00–12.30	Master class in personal media interfaces Greg Taylor, UX Strategy Director, TigerSpike EMEA
12.30–13.00	Spotify and the role it plays in consumers lives Chris Maples, MD UK and European sales Director, Spotify
13.00–14.00	Lunch
14.00–14.30	Special Segment
14.30–15.00	First class campaigns across mobile platforms Maani Safa, Innovation Director, Somo
15.00–15.30	Mobile is not the future ... Mary Lojkine, Product Director, CBS Interactive
15.30–16.00	Coffee Break
16.00–16.30	Best in marketing creativity: the game industry Alex Dale, Chief Marketing Officer, king.com
16.30–17.00	Getting ready for The 2012 Games Alex Balfour, Head of New Media, London Organising Committee of the Olympic Games

Digital Media Europe 2012
Getting out of the box



Day I April 16	Advertising and Business Innovation Location: Level II at the Science Museum
09.00–10.00	Coffee & Registration
10.00–10.30	Opening Keynote Arthur O. Sulzberger, Jr., CEO, The New York Times company
10.30–11.00	Best of Breed: Schibsted and Aftonbladet <ul style="list-style-type: none"> ■ Kalle Jungkvist, Senior Advisor, Schibsted ■ Anders Berglund, Sales Director, Aftonbladet
11.00–11.30	Coffee Break
11.30–12.00	Best in 'Class': THE model for classifieds Richard Bergman, COO, Blocket.se
12.00–12.30	Hot Topic: Disarm the privacy debate Anthony Mullen, Senior Analyst, Forrester
12.30–13.00	Hot Topic: Is real-time bidding (RTB) good news for publishers? Cyril Zimmermann, CEO, Hi-Media
13.00–14.00	Lunch
14.30–15.00	Innovative Business Approaches JP Rangaswami, Chief Scientist, Salesforce.com
15.00–15.30	How do you successfully move your classifieds to mobile platforms? Sharon Knitter, Senior Director of Mobile, Cars.com
15.30–16.30	Panel discussion: Self-control with mergers & acquisitions amid online market chaos <ul style="list-style-type: none"> ■ Gregor Waller, Frenemies Consulting ■ Dominique Vidal, Partner, Index Ventures ■ Eduardo Sirotsky Melzer, COO and Executive VP, Grupo RBS
16.30–17.00	Coffee Break
17.00–17.30	Interactive session: Advertising

Day II April 17	Paid Content, Mobile Platforms and Innovation Location: Level II at the Science Museum
09.00–09.30	Coffee & Registration
09.30–10.00	Create a digital offer your reader can't refuse Marja-Leena Tuomola, Chief Digital Officer, Sanoma News and Sanoma Media
10.00–10.30	Premium content initiatives from Europe's largest publisher Georg Konjovic, Director Premium Content, Axel Springer
10.30–11.00	Trying to make a nationwide paywall work outside of Slovakia Tomáš Bella, CEO, Piano Media
11.00–11.30	Coffee Break
11.30–12.00	The Metro moment challenged on mobiles and tablets Per Mikael Jensen, Chief Executive Officer, Metro International
12.00–12.30	Search engine or content discovery platform? Yaron Galai, Co-Founder and CEO, Outbrain
12.30–13.00	Start-up focus: Cleeng Gilles Domartini, CEO, Cleeng
13.00–14.00	Lunch
14.00–14.30	Takeaway from the successful StarDoll model Mattias Miksche, CEO, StarDoll
14.30–15.00	Break silos to generate good business ideas: the A&N Ideation platform Sam Duncan Brown, Head of Innovation, A&N Media
15.00–15.30	Fastest growing digital markets: Brazil Eduardo Sirotsky Melzer, COO and Executive VP, Grupo RBS
15.30–16.00	Coffee Break
16.00–16.30	Fastest growing digital markets: Russia Maxim Melnikov, CEO, Media 3
16.30–17.00	An update on Google positions Madhav Chinnappa, Head of Strategic Partnership, Google News EMEA
17.00–17.30	Interactive session: Paid Content moderated by Tom Whitwell, Editorial Director of Times Digital
19.00	Evening Networking Event. Address: Park Plaza Westminster Bridge Hotel – Parliament View room →

