

VIBRANT
BERLIN

IFRA
World
Publishing
Expo



DCX
Digital
Content
Expo



MAKE PUBLISHING
SUCCESSFUL

10-12 October 2017
Messe Berlin

47th meeting of the global
publishing community

OPENING KEYNOTES

Michael Golden
The New York Times
Company, USA



Mathias Döpfner
Axel Springer SE,
Germany



Kevin Beatty
dmg media, UK

2
Expos

2 Conferences –
4 Stages

+150 Exhibitors

+100 Speakers

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photo: Krisztian Juhasz, WAN-IFRA

Digital Advertising Pavilion: Experimentation meets Considered Investment

Anyone who wants to generate revenue successfully with advertising needs to keep pace with the continually changing technological landscape. **Programmatic, targeting, retargeting, ad blocking, native, branded content, section sponsorship, promotion on social media, mobile** – most of the recent trends in the digital advertising ecosystem are here to stay. At the same time, new topics come on the radar.

At the “Digital Advertising Pavilion” you will meet the **experts for the latest solutions** such as:



by last update 28 July 2017

Concurrently, in our conference sessions you will learn more about how to implement these tools in your daily business. For instance, the session “**New Revenue Pillars**” will show three US case studies concerning the changing mix of revenue, including advances in subscription models, an update of programmatic advertising and evolution in native ad units (Wednesday, 11 October 2017, 1:30 pm).

The session „**Digital Success Stories**” will present three profitable European digital powerhouses as new role models (Thursday, 12 October 2017, 1:30 pm).

Furthermore, the World Digital Media Awards are an inspiring showcase for digital advertising. “**The Best Of The Best**” – among others the winners of the category “Best Digital Advertising Campaign including Branded Content” – will be announced on Tuesday, 10 October (3:30 pm at the conference stage).

DCX-Start-up Park: Spirit of the future

The spirit of the future close at hand: The Start-up Park at DCX presents innovations to help you move into an era dominated by ad-tech tools, **new forms of narrative and engagement with the audience** such as virtual and augmented reality, artificial intelligence, automated generation of content. Discover also **new productivity tools** powered by machine learning, predictive analytics, and business models for monetising digital content.

At their exhibition stands, young entrepreneurs show you the new solutions they have developed at first hand. Furthermore, the Start-up Park will combine networking opportunities, **30-minute lectures and pitches**, and a best of show start-up contest held during the Expo.

The new area is a joint initiative by WAN-IFRA’s Global Alliance for Media Innovation (GAMI), and the Future Media Lab., an open forum that brings together media professionals, tech innovators, journalists and policy makers – hosted by EMMA, the European Magazine Association.

“Looking at the wide range of innovations happening today, driven by **the smartest and most creative entrepreneurial minds in Europe**, we get a feel for the changes Europe’s media sector is going through. Start-ups presented in Berlin in October offer forward-looking solutions,” says Max von Abendroth, founder of Future Media Lab.

Learn more about the exhibitors and the programme of the Start-up Stage: www.dcx-expo.com

Exhibitors preview (by last update 28 July 2017)

UPDATEMI.

pandasuite

pool



ALOTU

ownpage

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Vincent Peyrègne, CEO of WAN-IFRA:

“The Start-up Park is an initiative that helps news media organisations to shift their business in a constructive and collaborative way.”



photo: Krisztian Juhasz, WAN-IFRA

Guided Tours

What products or services do you want to see at the Expo?

Don’t waste time trying to find the relevant exhibitors. We will guide you to the parts of the exhibition that are most interesting for you. Our one-hour Guided Tours start during the breaks between the sessions of the Print World and Digital Media World conferences, and bring you directly to the exhibitors who are featuring the products or services that you are interested in.

These are some of the themes of the Guided Tours:

- CMS
- Digital advertising
- Multichannel publishing
- Prepress, press and mailroom
- Print 4.0
- Digital printing

Here, we will inform you about the confirmed topics and dates as soon as they are available. www.ifra-dcx.com/guided-tours



10 October 2017, 09:30 am – 10:00 am

Conference Stage
Michael Golden, The New York Times Company (USA)

TRANSFORMING MEDIA COMPANIES

Michael Golden was appointed vice chairman of The New York Times Company in October 1997. He was also elected to the company's Board of Directors in 1997. From 2009 to January 2012, Golden was president and chief operating officer of The New York Times Company Regional Media Group. Michael Golden served as publisher of the International Herald Tribune from 2003 to 2008. He is the elected President of WAN-IFRA. In addition, he is chairman of the board of directors for International Center for Journalists, a Washington DC-based non-profit organisation that raises journalism standards through hands-on training workshops, seminars, fellowships and international exchanges. Michael Golden also is member of the boards of The Associated Press and the Newspaper Association of America and sits on the board of directors of Graham Windham.



10 October 2017, 10:00 am – 10:30 am

Conference Stage
Mathias Döpfner, Axel Springer (Germany)

A STRONG MEDIA INDUSTRY AS A BASIS FOR DEMOCRACY

Mathias Döpfner is Chairman and CEO of the German media group Axel Springer SE, the leading digital publisher in Europe with brands such as BILD, DIE WELT and BUSINESS INSIDER. Additionally, he is the President of the Federation of German Newspaper Publishers. Döpfner began his career in 1982 as a music critic of the Frankfurter Allgemeine Zeitung (FAZ). He joined Gruner + Jahr in 1992, initially as an employee of board member Axel Ganz in Paris. Later he became assistant to the CEO Gerd Schulte-Hillen. In April 1994, Mathias Döpfner was appointed editor-in-chief of the weekly Wochenpost. And in 1996, he became editor-in-chief of the Hamburger Morgenpost. In March 1998 he switched to the daily newspaper Die Welt as editor-in-chief. In July 2000, he was appointed Member of the Board of Axel Springer. After he became CEO in 2002, sales of digital activities rose from 117 to 2.2 billion euros.



10 October 2017, 10:30 am – 11:00 am

Conference Stage
Kevin Beatty, dmg media (UK)

DMG'S GLOBAL EXPANSION – AND HOW THE DAILY MAIL IS GROWING ITS BRAND

Kevin Beatty was appointed to the Board of DMGT plc in 2004, having joined the Group in 1996. Prior to this, he was managing director of the Scottish Daily Record and Sunday Mail Ltd, which at that time was part of Mirror Group plc. With the Group for 20 years, Kevin Beatty has been top managing positions of The Mail on Sunday, the Evening Standard, London Metro, Associated New Media, and Northcliffe Newspapers. Beatty is now Chief Executive of dmg media, the consumer media operation of DMGT plc, which publishes the Daily Mail, The Mail on Sunday, Metro, Mail Online, Mail Plus, Metro digital editions and Elite Daily. Kevin Beatty is a board member of the News Media Alliance (NMA) and represents the UK publishing industry on the executive council of WAN-IFRA. Recently he has been appointed Chairman of the RFC, the body that funds IPSO (Independent Press Standards Organisation).



11 October 2017, 11:30 am – 12:15 pm

Content Stage 1
Michael Jaschke, ProSiebenSat.1 Digital GmbH (Germany)

VIDEO AS A DRIVER OF THE FUTURE: NEW WAYS FOR PUBLISHERS

As managing director of ProSiebenSat.1 Digital GmbH, Michael Jaschke is responsible for the media enterprise's digital AdVoD (Advertising Video on Demand) business as well as developing its digital innovation. In May 2016, he founded glomex, a marketplace for premium video content (as a subsidiary of ProSiebenSat.1). He began his career with Siemens, where he directed all North American telecommunication business units. In 2005, Jaschke changed to the start-up world: he founded Infotradix LLC, a company specialising in mobile advertising and social media. In 2007, he became founding CEO of Elanti Systems, responsible for successfully selling and integrating it into VPI Systems Inc. Following this, he founded Speadi LLC, that enables companies to playfully market real-time deals to end customers, and 48Bricks, an advertising and shopping platform based on personal recommendations.



12 October 2017, 11:30 am – 12:00 pm

Content Stage 1
Vasily V. Gatov, media Analyst & researcher, visiting fellow at Annenberg School of Communications and Journalism at University of Southern California

FAKE NEWS MENACE: TERMINAL PROBLEM OR KNOWN CRISIS?

Vasily Gatov is a Russian-American media researcher and author based in Boston with 30 years of professional experience in domestic and international media. Gatov's experience includes reporting on such important events in Russia's history as the Chernobyl nuclear disaster, the 1991 failed coup d'état, Boris Yeltsin's presidency and the first Chechen war (1994-1997). Later he worked as a manager and strategist for many Russian media companies, such as Ren TV Network, Media3, Russia Largest media group, and the national multimedia news agency RIA Novosti, whose MediaLab he founded in 2011. Since 2006, he has been the Vice President of the Russian Publishers Guild, and since 2010, he is Managing Director of 625 Publishers. Gatov regularly publishes on topics such as „The Future of Journalism“ and teaches at the Annenberg Center on Communication Leadership & Policy at the University of Southern California USC.



12 October 2017, 04:30 pm – 05:00 pm

Conference Stage
Rajiv C. Lochan, Kasturi & Sons Ltd. (India)

READER-CENTRIC PRINT TRANSFORMATION: AN EMERGING MARKETS PERSPECTIVE

Rajiv C. Lochan is the Managing Director and CEO of Kasturi and Sons Ltd., 138-year old publishers of The Hindu Group publications in India. Prior to joining The Hindu Group, he was a Partner with McKinsey & Company and co-founded their Chennai practice. He sits on the Board of Governors of the Institute for Financial Management and Research and on the Board of Directors of Sundaram Finance Ltd and IFMR Holdings as an Independent Director. Rajiv C. Lochan holds a BTech from IIT Madras, an MS from MIT and an MBA from Columbia Business School.

For the description of the keynote presentations please see the full programme on the following pages.

Information on additional keynote speakers is available at www.ifra-dcx.com/keynotes

by last update 28 July 2017



photo: Kane Reinholdtsen, -stocksnap.io



Common Opening Session | Publishing in Challenging Times

Moderator: Vincent Peyrègne, CEO, WAN-IFRA (World Association of Newspapers and News Publishers), France



9:30 am – 10:00 am

Keynote: Transforming Media Companies

Michael Golden, Vice Chairman, The New York Times Company, and President of WAN-IFRA (USA)
The Internet and associated technologies have caused massive disruptions in several industries including newspapers. Newspapers are responding to the challenge with a strategy of constant innovation as well as implementing new ideas and business models. The keynote will examine how a leading media company undertook this transformative journey.



10:00 am – 10:30 am

Keynote: A strong media industry as a basis for democracy

Mathias Döpfner, Chairman and CEO of Axel Springer SE, and President of the Federation of German Newspaper Publishers (Germany)
The state of the media is an indicator for the state of democracy. One cannot exist without the other. While disputable political movements arise in the western world questionable business models turn the work of news outlets into revenue for social media platforms. These issues are connected. The keynote will explain what needs to be changed – in the name and favor of democracy.



10:30 am - 11:00 am

Keynote: dmg's global expansion – and how the Daily Mail is growing its brand

Kevin Beatty, CEO, dmg media, United Kingdom, and First Vice-President WAN-IFRA (UK)
How dmg media, publishers of the Daily Mail, Metro and MailOnline – the world's largest English-language newspaper website – has expanded globally, and how the Daily Mail is continuing to grow its brand.



Digital Media World Session | The Facebook Content Challenge

Moderator: Nick Tjaardstra, Director, Global Advisory, WAN-IFRA (Germany)

- Emerging trends of platform publishing
- Social media monitoring, development of online media, fighting propaganda and disinformation
- What kind of long-term editorial reputation can be built on social media exposure?



11:30 am - 12:00 pm

Platform Publishing and Distributed Content: Where do we go from here?

Andreas Pfeiffer, President, Pfeiffer Report (France)



12:30 pm - 13:00 pm

Searching for the facts - how democracies are attacked

David Schraven, Head of the research center, CORRECTIV - a nonprofit investigative newsroom (Germany)

OPENING HOURS OF THE TRADE FAIR

Tuesday, 10 October 2017
from 9:00 am to 5:30 pm

Wednesday, 11 October 2017
from 9:00 am to 5:30 pm

Thursday, 12 October 2017
from 9:00 am to 4:30 pm

CONTENT STAGES / START-UP PARK

UPDATEMI.

9:10 am – 9:40 am

Start-Up Park
How AI is disrupting the media and the media observation industry

Michael Hirschbrich, CEO + Co-Founder, updatemi - Phönix New Media GmbH

ownpage

10:20 am – 10:50 am

Start-Up Park
Boost the performances of your newsletters!

Martin Katchadourian, Business Developer, Ownpage

pandasuite

10:55 am – 11:25 am

Start-Up Park
Lecture by PandaSuite!

11:30 am – 12:15 pm

Content Stage 1
Status Quo, Chancen und Risiken im Content-Marketing - der heiße Kampf um die Verweildauer der User

René Kühn, Geschäftsführer, Contilla GmbH
Kolja Kleist, Director Customer and Brand Management, Burda Forward
Mirko Lange, Geschäftsführer, Scompler



11:30 am – 12:15 pm

Content Stage 2
Robo journalism: Producers' perspectives and audience assessments

Neil Thurman, Professor of Communication, Department of Communication Studies and Media Research, Ludwig-Maximilians-Universität Munich



12:25 pm – 12:55 pm

Content Stage 1
Best Practice in Digital Media Operations: The Content Ecosystem

Dr. Hauke Berndt, Managing Director, ppi Media GmbH



10:00 am – 10:30 pm

Content Stage 1
The End of Marketing Campaigns - the Challenge of highly personalized Multichannel Interactions

Nikolaus von Graeve, Head of DDV thinktank: One-to-One Multichannel

11:30 am – 12:00 pm

Start-Up Park
Lecture by Locationnews Ltd



12:05 pm – 12:35 pm

Start-Up Park
Engage & transform your readers into subscribers. Landscape of the best paywalls strategies.

Maxime Moné, CEO & Co-Founder, Pool



12:25 pm – 12:55 pm

Content Stage 2
Robot journalism and automated news: Current applications, readers' perceptions, future trends

Melanie Rossmann, Ludwig-Maximilians-Universität Munich

by last update 28 July 2017



Print World Session | The Power of Print

Moderator: Manfred Werfel, Deputy CEO, WAN-IFRA (Germany)

A US research project shows the power of print in all areas. Metro, the most read UK newspaper, is popular among young readers. Will 2017 be the tipping point for print media with advertising? How can online brands use print to extend their experience?



1:30 pm - 2:00 pm

The Print-Online Performance Gap

H. Iris Chyi, Associate Professor, University of Texas (USA)



2:00 pm - 2:30 pm

Will 2017 be the tipping point for print media?

Ulbe Jelluma, Marketing Manager, Print Power (Belgium)



2:30 pm - 3:00 pm

Who says millennials don't read newspapers?

Ted Young, Editor, Metro (UK)



**Awarding the Winners of the World Digital Media Awards
3:30 pm - 5:00 pm**

The Best Of The Best

Moderator: Dean Roper, Director of Insights & Editor-in-Chief, WAN-IFRA (Germany)

World Digital Media Awards: The Best of the Best

The Digital Media Awards are the most prestigious recognition of best-practice innovation in digital publishing worldwide. The awards are presented by WAN-IFRA (World Association of Newspapers and News Publishers) in several regions around the world during the year. Each year, all regional winners are subsequently entered into competition for the annual World Digital Media Awards, which this year will be presented at the DCX Digital Content Expo in Berlin on 10 October 2017 (award ceremony will begin at 3,30 pm at the conference stage). The winners are drawn from WAN-IFRA regional digital media awards in Europe, Asia and Latin America and for the first time from India, Middle East and Africa.

The World Digital Media Awards are always an inspiring showcase of what the industry can do. You can glean best practice from all corners of the globe!

More information: www.events-wan-ifra.org/events



photo: Krisztián Juhász, WAN-IFRA

Awarding the Winners of the World Digital Media Awards

1. Best News Website
2. Best in Lifestyle, Sports or Entertainment Website
3. Best Digital Advertising Campaign including Branded Content
4. Best Use of Online Video including Virtual Reality
5. Best Data Visualisation
6. Best News Mobile Service
7. Best Lifestyle, Sports or Entertainment Mobile Services
8. Best Innovation New Product
9. Best in Social Media Engagement
10. Best Innovation to Engage Youth Audiences

DCX - Digital Content Expo & Digital Media World

IFRA - World Publishing Expo & Print World

Keynote & Common Session

CONTENT STAGES / START-UP PARK



12:40 pm - 13:10 pm

Start-Up Park
Automatic moderation of social media discussions using AI
Dr. Mari-Sanna Paukkeri, CEO & Co-founder, Utopia Analytics



1:05 pm - 1:35 pm

Content Stage 2
How editors build robotic journalists. New ways of journalistic training and practice
Saim Alkan, CEO, ax semantics



3:15 pm - 4:00 pm

Content Stage 2
'Optimised Paper Handling and Logistics'
Nigel Wells, Joint Managing Director and Editor, icmPrint



1:05 pm - 1:35 pm

Content Stage 1
Speed, agility, cost: The three pillars of real-time subscription management
Ana Lobb, VP, Publishing, MPP Global



1:45 pm - 2:15 pm

Content Stage 1
The future of the newspapers: innovative financing methods and frictionless pay-per-article solutions
Marc Lamarche, CEO & Co-Founder, SwissPay.ch SA



3:15 pm - 4:00 pm

Content Stage 1
Fast, Efficient Digital Publishing Solutions Built by The Washington Post
Matt Monahan, Director, Arc Publishing, Arc Publishing (The Washington Post)



4:10 pm - 4:40 pm

Content Stage 2
Hyper-Personalization of Newsfeeds enabled by AI-based Robot Journalisms
Dipl. Inform. Hermann Bense, Chairman of the board, textOmatic AG

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Digital Media World Session | Best Practice in Digital Media Operations

Moderator: Nick Tjaardstra, Director, Global Advisory, WAN-IFRA (Germany)

- Aligning your CMS with your platform strategy
- Measuring digital performance and reach
- How to best design your ad tech stack and find partners
- Practical elements of running a web TV operation



9:30 am - 10:00 am

Trends in content management systems

David Best, Consultant, Kirchner + Robrecht (Germany)



10:00 pm - 10:30 pm

Best practice in digital media operations

Guy Tasaka, Calkins Media Inc. (USA)

Print World Session | Targeted Newspapers

A newspaper for every reader: digital printing makes the dream a reality. "Successful print products are smaller, community and interest focused and follow needs and habits of different audiences. Digital printing and offset production are used to target specific communities." WAN-IFRA World Press Trends 2016.



12:00 pm - 12:30 pm

Fußball BILD - the first German football daily

Frank Mahlberg, Managing Director Print for BILD and Managing Director of B.Z., Axel Springer (Germany)



11:30 am - 12:00 pm

Personalised news with digital printing

Dario De Cian, CSQ - Centro Stampa Quotidiani (Italy)



12:00 pm - 12:30 pm

Hyper-local printed news

Jean Pierre de Kerraoul, Development, SOGEMEDIA Group & chairman of the Committee Publicité Guild Press (Weekly Regionals) (France)

DCX - Digital Content Expo & Digital Media World

IFRA - World Publishing Expo & Print World

Keynote & Common Session

CONTENT STAGES / START-UP PARK



9:20 am - 9:50 am

Content Stage 1
How to accelerate your business with Salesforce

Markus Wittig, Senior Presales Consultant, factory42 GmbH



10:20 am - 10:50 am

Start-Up Park
Lecture by Die Mehrwertmacher GmbH



9:20 am - 11:20 am

Content Stage 2
CONPT - Japan: World Press Trends Seminar

Manfred Werfel, Deputy CEO, WAN-IFRA



11:30 am - 12:15 pm

Content Stage 1
Keynote
Video as a driver of the future: New ways for publishers

Michael Jaschke, Founder & Chief Executive Officer / Managing Director, glomex GmbH / ProSiebenSat.1 Digital GmbH

As time is becoming our only limited resource, video is the medium of the day. This is not only true for users – it is also impossible to imagine digital marketing without video advertising any more. The real challenge for advertisers is to get relevant content to the right user. Hear Michael Jaschke speak about how the video industry is in a fierce contest for attention and what this means for advertisers and content distribution.



10:00 am - 10:30 am

Content Stage 1
Boomtown - Der Einstieg für Verlage ins lokale eCommerce

Franz Bausch, Prokurist, HUP Equipe GmbH



11:30 am - 12:15 pm

Content Stage 2
Podiumsdiskussion
Evolution statt Revolution: Darum befindet sich die Zeitung wieder auf Wachstumskurs

Bernhard Niemela, General Manager, Deutscher Drucker Verlagsgesellschaft mbH & Co. KG (Moderator)



1:05 pm - 1:35 pm

Content Stage 1
Marketing Automation – Voll automatisch die richtige Zielgruppe ansprechen

Sven Purwins, Senior Sales Consultant, FWI Deutschland GmbH



12:25pm - 12:55 pm

Content Stage 2
Strategy Development for Newspaper Printing based on Key Performance Indicators

Dipl.-Ing. (FH) Dipl.-Wirt.-Ing. (FH) Jürgen Mauser, CEO, Ingenieurbüro Mauser
Dipl.-Ing. (FH) Jens Behrens, CEO, kau und behrens



1:45 pm - 2:15 pm

Content Stage 1
User journey in einem regionalen Medienhaus

Johann-Dietrich Schaefer, Head of Marketing and Technology, FUNKINFORM Informations- und Datentechnik GmbH



Digital Media World Session | New Revenue Pillars

Moderator: Ralf Ressmann, Director, Global Advisory, WAN-IFRA (Germany)

How is your revenue doing? A review of the changing mix of revenue, including advances in subscription models; an update of programmatic advertising; evolution in native ad units and new thinking on data strategies.



2:00 pm - 2:30 pm

Digital Revenue and Organisation

Peter Newton, Chief Revenue Officer GateHouse Media, CEO of Propel Business Services, Inc. Newton (USA)



2:30 pm - 3:00 pm

Media Transformation in Small Markets: A Top Case Study from the U.S

Dan Easton, Publisher, Victoria Advocate (USA)



1:30 pm - 2:00 pm

Case Studies: Facebook/OTT/ Digital Subscriptions

Nancy Lane, President, Local Media Association (USA)



Print World Session | New Print Business

Moderator: Martin Schwarz, Editor-in-Chief, 4c (trade magazine for print, design & digital media), Vienna (Austria)

How can you develop more print business in the digital age, attract new advertising customers, create new business for the printer and new products for the publisher? Learn from international case studies.



4:00 pm - 4:30 pm

Attracting new customers

Michael Rettig, Managing Director, Druckzentrum Rhein Main (Germany)



4:30 pm - 5:00 pm

New Print Products

Hannes Ludwig, Managing Director, Frankfurt Business Media (Germany)



3:30 pm - 4:00 pm

Giving some love back to the print advertising sales

Mike Blinder, President/Founder, Blinder Group (USA)

CONTENT STAGES / START-UP PARK



1:45 pm - 2:15 pm

Content Stage 2
Conference presented by Müller Martini Druckweiterverarbeitungs-Systeme AG
Andreas Aplied, Product-management CONNEX, Müller Martini Druckweiterverarbeitungs-Systeme AG



3:00 pm - 3:30 pm

Start-Up Park
Boost the performances of your newsletters!
Martin Katchadourian, Business Developer, Ownpage



3:15 pm - 4:00 pm

Content Stage 2
How to become a member of the International Color Quality Club?
Moritz Schwarz, Senior Consultant, Kirchner+Robrecht management Consultants

4:10 pm - 4:40 pm

Start-Up Park
Lecture by Locationews Ltd



4:45 pm - 5:15 pm

Start-Up Park
Engage & transform your readers into subscribers
Maxime Moné, CEO & Co Founder, Pool



1:50 pm - 2:20 pm

Start-Up Park
How AI is disrupting the media and the media observation industry
Michael Hirschbrich, CEO + Co-Founder, Phönix New Media GmbH



3:15 pm - 4:40 pm

Content Stage 1
WAN-IFRA Innovation for Development - Accelerator Grants
Sameer Padania, Director, Macroscope



3:35 pm - 4:05 pm

Start-Up Park
Lecture by PandaSuite



4:10 pm - 4:40 pm

Content Stage 2
How to prepare a retrofit project?
Hans Jörg Maurer, Geschäftsführer, pme maurer GmbH



4:50 pm - 5:20 pm

Content Stage 2
Stronger together - advertising gateway for national publishers
Wouter Hulst, 201-Connected Media presented by Ad Logix



ONLINE REGISTRATION

www.ifra-dcx.com/tickets



Digital Media World Session | Preparing for the 2020s

9:30 pm - 11:00 am

This session is organised by **WAN-IFRA's Global Alliance for Media Innovation (GAMI, with logo)**. 10 minutes pitch presentations on a selection of topics, discussions and interaction with the audience. Topics are:

- Personalisation 2.0 / Biometrics to pinpoint audiences
- Fighting fake News / Algorithms as a tool for truth? Advanced methods to find fake patterns

- The age of Artificial Intelligence / Machine learning for the 2020's
- Teaching elephants to dance / Integrating start-ups to accelerate innovation. Best cases of new narratives facilitated by new technology
- World class visuals / Pitching the next generation of storytelling. Best cases of new narratives facilitated by new technology



FIND THE FULL PROGRAMME ON OUR WEBSITE:

www.ifra-dcx.com/programme



Print World Session | Print 4.0

Karl Malik, *Managing Director/ CEO, PreMedia Newsletter (Germany)*

Print technology adapts the concepts of "Industry 4.0". Print 4.0 boosts automation in data handling, press and mailroom operation to a new level. Research shows how business models are developing and which technical solutions are most important.



12:00 pm - 12:30 pm

Press Automation

Matthias Voß, *Manager Printing, Pressedruck Potsdam GmbH (Germany)*

Dr. Holger Barthel, *Manager IT, Gutenberg Rechenzentrum Hannover (Germany)*



11:30 am - 12:00 pm

Investing in the future of print

Christian Wilms, *Managing Director, Styria Print Group and Druck Carinthia (Germany)*

Kurt Kribitz, *CEO, Druck Steria GmbH, Member of the Board, Styria Print Group (Germany)*



12:30 pm - 1:00 pm

The changing role of newspaper printers

Manfred Werfel, *Deputy CEO, WAN-IFRA (Germany)*

CV: see Panel discussion "The Power of Print: 10.10.2017"

CONTENT STAGES / START-UP PARK



9:20 am – 9:50 am

Content Stage 1
New monetisation opportunities in publishing
Achille Coenegracht, *Director Alliances, Partnerships & Business Development, Aquafadas*



10:00 am – 10:30 am

Content Stage 1
Echtzeit-Storytelling für Nachrichteneignisse und Veranstaltungen – interaktive Vorstellung von storytile
Oliver Seidl, *Founder & CEO, storytile*



11:30 am – 12:00 pm

Content Stage 1
Keynote Fake News Menace: terminal problem or known crisis?
Vasily V. Gatov, *media Analyst & researcher, visiting fellow at Annenberg School of Communications and Journalism at University of Southern California*

Up to just a few years ago, press integrity and impartiality appeared to be the main asset in the face of declining advertising and technological threats. Today, fake, manipulated and opinionated news capture audiences and delude mass media social standing, becoming a sort of information weapon. How should media respond? The Russian-American media researcher Vasily Gatov outlines new challenges currently emerging for quality journalism.

THE CONTENT STAGES

At two "Content Stages" we offer you a unique range and depth of content and information formats: keynotes, expert talks, panel discussions, solutions and useful methods. We will present the extraordinarily rich programme in close cooperation with exhibitors, cooperation partners, associations, specialist groups and networks.

KEYNOTES AND EXPERT TALKS

Perspectives of leading personalities and scientists

PANEL DISCUSSIONS

Experts discuss the most important publishing topics

SOLUTIONS

Technology partners inform about efficient tools and products, and users report on their projects

KNOW-HOW SESSIONS

Professionals present methods and procedures to face the challenges of news publishing

For the full content stage programme please see: www.ifra-dcx.com



Digital Media World Session | Digital Success Stories

Moderator: Ralf Ressmann, Global Advisory, WAN-IFRA (Germany)

- Learnings from the fastest growing digital media company in Finland
- Digitisation without changing the aspiration for excellence of the journalistic content
- Reach the most varied target groups with relevant content



1:30 pm - 2:00 pm

Creating a Digital and Profitable Powerhouse

Ilkka Lavas, Publisher and Founder (Finland)



2:00 pm - 2:30 pm

How Digitisation Transforms a Regional Publisher

Dr. Kurt Sabathil, Managing Director, Schwäbisch Media (Germany)



2:30 pm - 3:00 pm

2017 - More Than Ever

Donata Hopfen, Chair of the publishing management, BILD Group Axel Springer (Germany)



Common Closing Session | Mastering Present and Future

Moderator: Manfred Werfel, Deputy CEO, WAN-IFRA (Germany)

The last session of the conference looks into the future where technology can help to manage the communication with users/readers. It gives an example how newspapers can promote a sustainable ecologic future. The closing keynote will provide perspectives of a fast changing market from a fresh perspective.



3:30 pm - 4:00 pm

Filtering Inflammatory Comments Using Smart Technology

Nicolai Erbs, CTO & Co-Founder, Kitext GmbH (Germany)



4:00 pm - 4:30 pm

The Newspaper Grows Plants

Sanat Hazra, Technical and Production Director, The Times of India (India)



4:30 pm - 5:00 pm

Closing Keynote: Reader-centric print transformation: An emerging markets perspective

Rajiv C. Lochan, MD & CEO, Kasturi & Sons Ltd. (India)

The Hindu Group is India's most respected news media group. In a newspaper market dominated by an advertising-led approach, the company is transforming its 138-year old organisation through a reader-centric, print-led, technology-enabled model. What does it take to swim against the tide in the world's largest democracy?

DCX - Digital Content Expo & Digital Media World

IFRA - World Publishing Expo & Print World

Keynote & Common Session

CONTENT STAGES / START-UP PARK



11:30 am - 12:15 pm

Content Stage 2
Conference by FDI - Fachverband der Druckindustrie und Informationsverarbeitung e.V.



12:25 pm - 12:55 pm

Content Stage 2
„Diversification of a leading regional publishing house“, exemplified on Athesia
Dieter Fink, Technical Director, Athesia Druck GmbH



1:05 pm - 2:15 pm

Content Stage 1
From data to relationships. How NRC Media grows in readership and revenue
Xavier van Leeuwe, Director Marketing and Data, NRC Media
Matthijs van de Peppel, Manager Data Intelligence & CRM, NRC Media



1:15 pm - 1:45 pm

Start-Up Park
Lecture by Die Mehrwertmacher GmbH



2:25 pm - 3:10 pm

Content Stage 2
Quartz's mobile-first approach to news
Jason Karaian, Editor, Quartz



3:00 pm - 3:30 pm

Start-Up Park
Automatic moderation of social media discussions using AI
Dr. Mari-Sanna Paukeri, CEO & Co-founder, Utopia Analytics



2:25 pm - 3:10 pm

Content Stage 1
The way Publishers can retrieve the value of their Data assets by themselves or through an Alliance
Grégoire Fremiot, mediarithmics



Exhibitors IFRA (by last update 28 July 2017)

4c - das Magazin für Druck, Design & digitale Medienproduktion - Industriemagazin Verlag GmbH	F.13-C	Hall 22 a
ABB Switzerland Ltd.	E.03	Hall 21 a
Agraf AS	F.03	Hall 21 a
Albatros Media GmbH	Press Pavilion	
arisma GmbH	F.03	Hall 21 a
BDZV Bundesverband Deutscher Zeitungsverleger e.V.	Partner	
BEIL Registersysteme GmbH	F.12	Hall 21 a
DCOS Sweden AB	E.11	Hall 21 a
Deutscher Drucker Verlagsgesellschaft mbH & Co. KG	Press Pavilion	
Druckmarkt - arcus design & verlag	Press Pavilion	
Druck & Medien - Johann Oberauer GmbH	Press Pavilion	
EAE Engineering Automation Electronics GmbH	F.06	Hall 21 a
Eko Paper	E.20	Hall 22 a
FDI - Fachverband der Druckindustrie und Informationsverarbeitung e.V.	E.30	Hall 22 a
FERAG AG	E.02	Hall 21 a
GWS Printing Systems B.V.	E.34	Hall 22 a
Gxpress - MPC Media	Media Partner	
Harland Simon Plc	E.21	Hall 22 a
Honeywell Oy	E.31	Hall 22 a
HP Hewlett-Packard GmbH	F.15	Hall 22 a
Ingenieurbüro Mauser	D.10	Hall 21 a
IST METZ GmbH	F.09	Hall 21 a
kau und behrens Unternehmensberater für Verlage und Druckindustrie GmbH	D.10	Hall 21 a
Koenig & Bauer AG	E.10	Hall 21 a
Kodak Limited	E.12	Hall 22 a
Krause-Biagosch GmbH	E.13	Hall 22 a
kress pro - Johann Oberauer GmbH	F.13-A	Hall 22 a
MakroSolutions GmbH	E.04	Hall 21 a
manroland web systems GmbH	F.14	Hall 22 a
MMC S.r.l	F.12	Hall 21 a
Müller Martini Druckweiterverarbeitungs-Systeme AG	F.05	Hall 21 a
MWM Group AB	D.02	Hall 21 a
Nanjing Pripak Co., Ltd	E.32	Hall 22 a
NELA - Brüder Neumeister GmbH	E.17	Hall 22 a
News & Tech - Conley Magazines	Press Pavilion	
OneVision Software AG	E.19	Hall 22 a
Papierfabrik Palm GmbH & Co. KG	E.05	Hall 21 a
Parengo B.V.	E.29	Hall 21 a
Perlen Papier AG	E.27	Hall 22 a
pme maurer GmbH - proactive maintenance engineering	D.10	Hall 21 a
Polygrafia - Print and Publishing Ltd.	Media Partner	
Pragma Informationssysteme GmbH	F.11	Hall 21 a
PreMedia Newsletter - Malik Consulting Unternehmensberatung für Medien	Press Pavilion	
Print and Publishing - EMGroup GmbH European Media Group	E.13-B	Hall 22 a
Print & Produktion - EuBuCo Verlag GmbH	Press Pavilion	
Print in Poland - Printnet s.c.	Media Partner	
Procemex Oy	F.20	Hall 22 a
Prolmage Europe Limited	E.03	Hall 21 a
Publishing Exhibition GmbH & Co KG	E.14	Hall 22 a
Publisher - Digipress GmbH	Press Pavilion	
Q.I. Press Controls B.V.	F.06	Hall 21 a
Schneider & Ozga oHG	E.09	Hall 21 a
Schuite & Schuite Druckfarben GmbH	E.07	Hall 21 a
Schur Packaging Systems AB	F.16	Hall 22 a
SEM Servicegesellschaft für Elektrik und Mechanik GmbH	D.05	Hall 21 a
JSC Solikamskumprom	D.03	Hall 21 a
Stora Enso Paper Oy	E.08	Hall 21 a
3TControl Precision Systems S.L.	E.04	Hall 21 a
TMI Service GmbH	D.09	Hall 21 a
Tolerans AB	E.11	Hall 21 a
UPM Paper ENA (Europe & North America)	F.01	Hall 21 a
WAN-IFRA World Association of Newspapers and News Publishers	E.15	Hall 22 a
World of Print - Blömer Medien GmbH	Press Pavilion	
XYNAMIX Vertriebs GmbH	F.03	Hall 21 a

Exhibitors DCX (by last update 28 July 2017)

AdFlow-Systems GmbH	C.13	Hall 22 b
ADSDAQ	B.27	Hall 22 b
AdSpirit GmbH	B.22	Hall 22 b
adwonce	B.10	Hall 21 b
alfa Media Partner GmbH	C.02	Hall 21 b
APA-IT Informations Technologie GmbH	B.12	Hall 21 b
apollo.ai	C.17-1	Hall 22 b
Aquafadas	C.26	Hall 22 b
Arab Print Media Magazine - Arab Print Media	Press Pavilion	
Arc Publishing (The Washington Post)	A.08 - D	Hall 22 b
Atex	B.01	Hall 21 b
Berlin Valley - NKF Media GmbH	Press Pavilion	
Canoo Engineering AG	D.07	Hall 21 b
CCI Europe A/S	B.07	Hall 21 b
ContentConverter - digital publishing by YourFundi GmbH & Co. KG	A.10	Hall 22 b
CJR - Columbia Journalism Review	Press Pavilion	
Contilla GmbH - Interaktives Content-Marketing	B.33	Hall 22 b
dataplan Beratungsgesellschaft mbH	D.11	Hall 21 b
Desk-Net GmbH	B.36	Hall 22 b
Dialog-Factory GmbH	D.07	Hall 21 b
Die Mehrwertmacher GmbH	C.17-18	Hall 22 b
DIG Digitale Medienberatungs- und Produktions GmbH	B.08	Hall 21 b
Digital Collections Verlagsgesellschaft mbH	B.04	Hall 21 b
Domenacom	A.05	Hall 21 b
dpa-digital services GmbH	B.12	Hall 21 b
ePress S.p.A.	B.31	Hall 22 b
Escenic A/S	B.07	Hall 21 b
evolver media GmbH & Co. KG	B.26	Hall 22 b
factory42 GmbH	B.32	Hall 22 b
FUNKINFORM Informations- und Datentechnik GmbH	B.11	Hall 21 b
FWI Deutschland GmbH	C.23	Hall 22 b
Genscom NV	C.25	Hall 22 b
GFM Nachrichten - 11 Prozent Communication	Press Pavilion	
gogol medien GmbH & Co. KG	B.09	Hall 21 b
Happy Contests Online Marketing Toolbox	A.09	Hall 22 b
HUP AG	B.19	Hall 22 b
Infomaker Scandinavia AB	A.12	Hall 22 b
InPublishing Ltd	Press Pavilion	
Integration X A/S	B.06	Hall 21 b
InterRed GmbH	C.05	Hall 21 b
JJK Gesellschaft für innovative Verlagssoftware mbH	C.08	Hall 21 b
Lineup Systems Ltd.	B.02	Hall 21 b
Locationews Ltd	C.17-6	Hall 22 b
Lout Magazin - dapamedien Verlags KG	Press Pavilion	
mediarithmics	C.29	Hall 22 b
Miles 33 Ltd	B.05	Hall 21 b
MPP Global	A.02	Hall 21 b
MSH Medien System Haus GmbH & Co. KG	B.08	Hall 21 b
Multicom GmbH	C.06	Hall 21 b
NEWSCYCLE solutions	A.04	Hall 21 b
Newsfactory GmbH	D.07	Hall 21 b
OwnLocal	C.01	Hall 21 b
Ownpage	C.17-3	Hall 22 b
PageSuite Ltd	D.01	Hall 22 b
PandaSuite	C.17-5	Hall 22 b
Poool	C.17-8	Hall 22 b
ppi Media GmbH	B.03	Hall 21 b
PPS PrePress Systeme GmbH	D.16	Hall 22 b
PreMedia Newsletter - Malik Consulting Unternehmensberatung für Medien	Press Pavilion	
ProcSet Media Solutions GmbH	B.24	Hall 22 b
Production Journal - Cullum Publishing Ltd	Press Pavilion	
protecmedia	C.10	Hall 22 b
Publishing Exhibition GmbH & Co KG	E.14	Hall 22 a
sabris aktiengesellschaft	D.04	Hall 21 b
sapro Satzproduktions Gesellschaft mbH	B.25	Hall 22 b
SocialHub - maloon GmbH	Press Pavilion	
storytile UG (haftungsbeschränkt)	B.35	Hall 22 b
SwissPay.ch SA	C.24	Hall 22 b
Talking New Media	Media Partner	
TECNAVIA	C.09	Hall 21 b
textOmatic AG	D.07	Hall 21 b
TypoServ GmbH	C.08	Hall 21 b
Utopia Analytics	C.17-9	Hall 22 b
Vertical Media GmbH	Press Pavilion	
WhiteBeard	D.06	Hall 21 b

Stay up to date: www.ifra-dcx.com/exhibitors

IMPRINT



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Opening hours & Prices

Tuesday, 10 October 2017 - from 9:00 am to 5:30 pm
Wednesday, 11 October 2017 - from 9:00 am to 5:30 pm
Thursday, 12 October 2017 - from 9:00 am to 4:30 pm

online saver ticket - register in advance:
www.dcx-expo.com/tickets
www.ifra-expo.com/tickets

Avoid longer waiting times and save money by securing your ticket online in advance.

purchased on site

By purchasing an admission ticket on site, please expect some delays.

	One-day	Multi-Day
	79,- €	129,- €

	99,- €	149,- €
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All tickets include the programme at Print World and Digital Media World Conferences as well as at the IFRA & DCX content stages.

IFRA & DCX are aimed exclusively at decision-makers and managers at publishing companies, directors and leaders from commercial companies, administrative and non-profit organisations. The event organiser therefore reserves the right to deny admission to visitors with other professional backgrounds.

photo: Abigail Keenan, stocksnap.io

Arrival

Fairground

Messe Berlin | D-14055 Berlin | **Hall 21 Entrance** (next North Entrance)
 The fair takes place in Halls 21 and 22.

By plane

75 airlines are connecting Berlin's international airports with 173 destinations in 50 countries. An urban motorway connects Berlin ExpoCenter City with Berlin's international airports.

By car

The fairground's traffic guidance system takes you directly via the city motorway system to the intersection at "Autobahn Dreieck Funkturm". At this junction, take the "Messedamm" exit. Parking spaces are available on and around the grounds (**parking deck P1** is closest to hall 21).

By public transport

Berlin is well-connected to the national railway system and the city offers a dense network of public transportation. There are several tram, bus and metro stations close to the fairground, for example you can get off the metro (U2) at "**Theodor-Heuss-Platz**" or off the bus at "**Haus des Rundfunks**".

For further information

www.messe-berlin.de/en/Visitors/ArrivalDeparture

Best-Price-Ticket

An excellent offer: use sustainable transport and relax while you travel. Get the best price ticket with Deutsche Bahn at a single nationwide price, available at every DB station.

More information:

www.ifra-expo.com/visit/best-price-ticket



photo: Axel Springer

A look behind the scenes at Axel Springer: How are newspapers produced today?

With the **Media Executive Pass** for the IFRA and DCX exhibitions you can participate in an exclusive tour: to the **Axel Springer** printing plant and the newsroom of "Die Welt" group with its strong digital focus. This will give you an insight into one of Europe's largest publishing houses.

Join like-minded colleagues on Monday, 9 October 2017:

- Visit to the Spandau printing plant, 8:30 to 11:30 am
- Visit to the newsroom of the "Die Welt" group, 1:30 to 4:30 pm

Get a Media Executive Pass for the IFRA and DCX exhibitions now and secure your seat in the tour bus: www.ifra-dcx.com/executive



photo: Jan Vašek, stocksnap.io

VIBRANT BERLIN

Support digital as a matter of life and death

By Michael Golden, Vice Chairman of The New York Times Company (USA) and President of WAN-IFRA



Meet your peers from more than 100 countries!

- Media Executives
- Editors in Chief
- Sales- and Marketing Managers
- Technical and Production Directors
- (Corporate) Publisher
- and many more...

This is a fascinating and difficult time for the news industry. In times of rapid changes, people rely on information they can trust and that helps them understand what's happening in the world. Despite considerable pessimism about the future of journalism, we have the opportunity to create our future. To succeed, our challenge is to change how we deliver news as fast as our customers change the way they consume it. This applies to both readers and advertisers.

We have to embrace technology, finding new ways we tell stories and present our information to readers that range from younger people who expect a snappy presentation to readers who want to engage in depth with the nuances of our journalism.

With digital delivery there is a firehose of information coming back at us: How to measure what our readers are seeing, when they see it, on what devices. Understanding this data in a fundamental way is the key to managing engagement with our audiences. Large-scale numbers are not always the best goal. The competition for advertising is almost unlimited, so reader revenue needs to be the core of the business. We need to manage a one-on-one relationship with each of our readers.

Publishers and social media platforms

I often hear the question, "Google and Facebook – are they friends or foes?" Social media platforms are reality, and we should find ways we can profit from them. The attraction of Facebook is that it's about me and my friends.

I can go and see what people are doing and get information that I value. Additionally, you see something fundamentally different than what anyone else sees. When you go to the website of a newspaper, quite often you still see the same thing as everybody else. The key to success is personalisation, because people have different interests.

At the same time, Facebook is not doing a great job of interpreting the world. So that's the opportunity: to understand what touches people's lives, for example on a local level, and address that. We have to explain why our information is better than getting news from a variety of sources chosen in strange ways.

Innovation, the best opportunity

Newspapers have resources, great distribution, and brands. But we have to support digital as if our life is dependent on it, because if it doesn't already, someday it will. Of course each company is in a different position with a certain set of strengths as well as issues that it wants to overcome. But innovation is our best opportunity to increase the speed of change that is necessary to survive. The exhibitors at the IFRA World Publishing Expo and the DCX Digital Content Expo have the tools to help us. This is a great opportunity for us to get tools that we can go purchase or lease, and use them to expand our journalism in better service to our readers and advertisers.

Read the full article: www.ifra-dcx.com/Michael_Golden

Sit back and let us organise your stay

The Media Executive Pass includes hotel bookings, additional events and various VIP get-togethers.

Your Benefits:

- Free entrance to the Expos IFRA & DCX
- Including two conferences and the exhibition programme
- 3 hotel nights in various categories
- Access to VIP-Lounge and exclusive evening events
- Visit at Europe's largest publishing house Axel Springer

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