



WAN IFRA

IFRA Expo & Conference
7-9 October, Messe Berlin, Germany

World Publishing Expo 2013

Updated
programme

The leading exhibition for
technology to publish news
on tablets, mobile,
in print and online

World Publishing Expo 2013

4 reasons to join the **World Publishing Expo**

1. The Exhibition: One place – one date. – page 4

Discover all the relevant state-of-the-art technologies and services to publish news and advertising on tablets, mobile, in print and online.

2. The Programme: More high quality content than ever before.

International keynote speakers and successful case studies

in **5 strategic conferences:**

- Digital Printing Strategies: an SFN Forum – page 21
- Harnessing Audience Analytics: an SFN Forum – page 22
- New Revenue Streams: an SFN Forum – page 23
- 6th Tablet & App Summit – page 24-25
- 12th International Newsroom Summit – page 26-28

on **4 open Media Port stages** – pages 10-19

and in **5 workshops.** – pages 30-33

3. The Berlin Experience: Be where innovation is happening.

Boomtown Berlin is the city of ideas, a hotspot for start-ups, innovation and creativity. We will take you out and into this innovative atmosphere. Meet colleagues, Berlin's creative minds and celebrities at the News Publisher's Night – page 7
Tour Berlin's innovative start-ups. – page 9

4. The Audience: The most important networking platform for the global news media industry. – page 6

The World Publishing Expo brings together established suppliers, decision-makers from the publishing industry and upcoming tech companies.

www.worldpublishingexpo.com



Dear colleagues,

It is my pleasure to invite you to join the news publishing community at the World Publishing Expo 2013 (IFRA Expo & Conference), to be held in Berlin from 7 to 9 October.

The leading exhibition for technology to publish news on tablets, mobile, in print and online is more relevant today than ever before in equipping you with the technology, ideas and resources to flourish in the evolving news publishing landscape.

Exhibitors' latest innovations will be at the centre of the event but also intense debates on the industry's key issues in the programme of the accompanying conferences and open stages. With the latest developments in the news publishing landscape, the discussion about the future of news publishing is more important than ever. Not only for the industry itself, but also for a free society. The World Publishing Expo in Berlin comes at a time when it is crucial to support independent news businesses so they can play their role in the democratic debate. These topics and more will be discussed in Berlin.

Berlin, with its vibrant ecosystem of innovators located in the area, will be the perfect backdrop for three days full of action. For its 2013 edition, the World Publishing Expo will take a fresh look at new business opportunities, connecting the news publishing community with a renewed and extended network of emerging technology and service providers.

I am looking forward to seeing you in Berlin!

Sincerely yours,

A handwritten signature in blue ink, appearing to read 'Vincent Peyrègne'. The signature is stylized with large loops and a prominent flourish at the end.

Vincent Peyrègne
WAN-IFRA CEO



The Exhibition

300 exhibitors will present the latest technologies and services to publish news and advertising on tablets, mobile, in print and online.

“At the World Publishing Expo we certainly feel that we met the right decision-makers and got the chance to introduce ourselves to people and organizations we wouldn’t have met at other conferences or events. Media companies look globally for new ideas and suppliers, and the opportunity to meet hundreds of qualified decision-makers and other suppliers from literally all over the globe over these three days is absolutely great.”

Kim Svendsen, Marketing Manager, CCI Europe

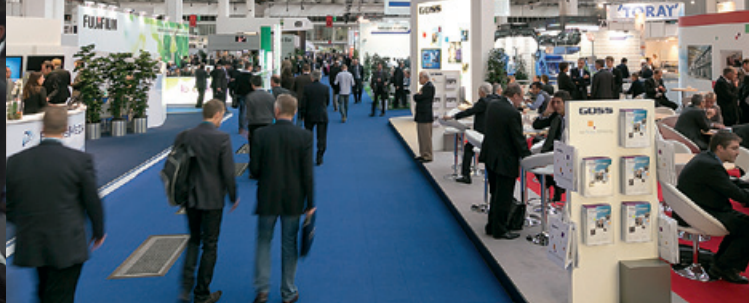
“Very good fair, we can contact all suppliers that we have to maintain our press, and we can see about the technology that is coming to improve our process.”

Douglas Ramírez, Jefe de Mantenimiento e Impresión, Gráficos Nacionales S.A., Ecuador

“It has been great. I mean we’ve been booked full for two and a half days, and have been having discussions... and it looks like people are searching and are buying so far, in order to help them make money and cut costs. So things are happening. The industry is more dynamic than ever—that’s what we’ve experienced.”

Hans Janssen, CEO, WoodWing Software

Check out the online catalogue with detailed information about our exhibitors. Visit www.wan-ifra.org/expo_catalogue



Confirmed exhibitors as of 15 August:

Zimage, 4c – Magazin für Druck und Design, 4Cplus, A & F Computer-Systeme ABB, AdFactory International, AdFlow-Systems, Adobe, Affeldt Maschinenbau, Agfa Graphics, AirLoc Schrepfer, alfa Media Partner, Anygraaf Deutschland, Anygraaf OY, Aquafadas, arvato Systems, Associated Press, Atex, Baldwin Technology Company, Beck & Pollitzer Engineering, BEIL Registersysteme, binuscan, Boomads, Canon, CCI Europe, censhare, CGI Deutschland, Cint, Cipio, ClassWizard, Coatec, compass, COMYAN, Conmio, ContiTech Elastomer Coatings, D-Share, Dalim Software, dataplan, DCOS, Desk-Net, DIG, Digital Collections, Direct Mail Informatics, Dorstener Drahtwerke, H. W. Brune & Co., DotLine, dpa-digital services, dpa Deutsche Presse-Agentur, EAE Ewert Ahrensburg Electronic, EidosMedia, Elpical Software, EMGroup, EMSYS Paper Tracing, Evolok, evolve group, FDI, Felix Böttcher, Ferag, Fink & Partner, Fotolia, FotoWare, Fujifilm, Funkinform, Futurice, Getty Images, Gogol Publishing, Goss International, Grafikontrol, GraphicTeam, GWS, Hamann & Partner, Harland Simon, HELIOS Software, Holmen Paper, Honeywell, Hybris, Ideas Portables, IE Graphic Engineering, Impact Engine, Infomaker, InfraLogic, ingenieurbüro mauser-kaiser, Integration X, InterRed, IST METZ, JJK, Jobware, Jugendpresse Deutschland., kau und behrens, Kinyo Europe, Kodak, Koenig & Bauer (KBA), Krause-Biagosch, Laidback Solutions, Layout International, Leomedia, Lineup Systems, Localstars, Lufthansa Systems, M-R-S, manroland web systems, mapcreator, MarkStein Software, mecom, Mediaspectrum, Medien-Service Untermain, Meyle+Müller, Microsoft Deutschland, Miles 33, mineus), Mobile Event Guide, Mobile Loyalty Europe, Mosca, MSH, MSP, Multicom, Mundiware Systems, Müller Martini, native:media, NELA - Brüder Neumeister, Newsasset, NEWSCYCLE Solutions, Newsfactory, Newspaper Technology, OneVision, PageSuite, Paperlit, Papierfabrik Palm, PCS, Penthion Media Technologies, Perlen Papier, picturesafe, pme maurer, proactive maintenance engineering, ppi Media, Pressmatrix, PressReader, Prevision, Prime UV-IR, Print2Pad, ProcSet Media Solutions, Prolmage, Propel Marketing, Prosys, Protecmedia, Purple Motion, Q.I. Press Controls, QWAM Content Intelligence, ReadyCache, RECOSOIL Recycling, red. web, Retresco, Roxen Internet Software, S & S Druckfarben, SAPRO, Sauer Walzenfabriken, SCA Graphic Paper, Schneider & Ozga, Schur Packaging Systems, Scoopshot, secondstreet, SEM, Sensix, Shutterstock, Siegwerk Druckfarben, Sitech Systems, SITMA MACHINERY, SMB, Solikamskumprom, SUPAG, Tansa Systems, techniweb, technotrans, TECNAVIA, Teknograd, Tensor International, TEREM Digital and Mobile, Tieto, TMI Service, Tolerans, Toray Industries, Twipe Mobile Solutions, TypoServ, Valco Melton, Valecom, Varnish Software, Verband Deutscher Lokalzeitungen, Visiolink, VPM, VRS Media, Warum Verlag, Wave2, Welas, WIFAG, wobe-team, WoodWing Software, WRH Marketing, XPROMA, XYNAMIX, Zissor, ~sedna

We Expo!

The networking platform

Be part of the world publishing community!

- 8,500 visitors from more than 80 countries!
- More than 90% of the World Publishing Expo visitors are decision-makers and managers at publishing companies.
- Industry executives, suppliers, technology providers, developers, consultants and start-ups meet in one place.

"...the place where you meet the most important people and most attractive partners in our fast-changing business."

Mikael Pentikäinen, former Senior Editor-in-Chief, Helsingin Sanomat, Finland

"I think it's clearly the most important meeting point of all the industry of newspapers and magazines in Europe."

Thierry Vial, CEO, INÉDIT PUBLICATIONS SA, Switzerland

Social media information

Why wait? Connect with your colleagues now via



Event blog:
<http://bit.ly/YzkVrf>



LinkedIn
<http://linkd.in/12alz3l>



twitter
#wpe13, <https://twitter.com/NewspaperWorld>



XING
www.xing.com/net/ifraexpo



facebook
www.facebook.com/newspaperworld



News
Publishers'
Night

IFRA Expo & Conference
7-9 Oct. Berlin, Germany

World Publishing Expo 2013

The News Publishers' Night –

Monday, 7 October, 19:00, Umspannwerk Kreuzberg

Get re-energised after a successful exhibition and conference day. Enjoy drinks and a buffet while meeting colleagues from around the world, including exciting minds from Berlin's start-up community.

Tickets are limited. Register quickly at www.wan-ifra.org/news_publishers_night!

Supported by:  boomads



Apéritif français –

Tuesday, 8 October, 12:00, exhibition hall 2.2

Bienvenue à l'apéro français, venez partager un bon moment en toute convivialité ! The traditional cocktail is organised by WAN-IFRA for French-speaking visitors. Free entry.

Women in Media networking lunch –

Tuesday, 8 October, 13:00, exhibition hall 1.2

Meet and get inspired by women working in the news media business worldwide. Discuss women's role as creative, innovators and entrepreneurs. Free for visitors.



The innovation hub

WAN-IFRA/WEF Media Hack Day – 5-6 October, at the Axel Springer Plug & Play Accelerator premises

Teams of developers, journalists and designers, invited by WAN-IFRA and the World Editors Forum, will come together around a common challenge about the future of newspapers, seeking ideas and solutions to help shape progressive and sustainable news businesses that have at their core excellent, ethical journalism.

Teams will be asked to hack a couple of newspapers' archives and to come up with solutions that will make this content meaningful and accessible. The winners will be announced at the World Publishing Expo Opening on 7 October at the Berlin Messe.

For the uninitiated, a hackathon is an event where computer developers, journalists and designers get together and compete in teams to design innovative software solutions and tools to solve a common problem or challenge. Partners of the Media Hack Day:



Session “OPENMEDIA innovation hub” – Tuesday, 8 October, 15:30, exhibition hall 1.2

Meet innovators from around the world and hear a selection of publishing companies explain how they have successfully worked together with innovative start-ups to develop new ideas and strategies supporting the transformation of our industry. Free for all visitors. The session will be moderated by Ole Mølgaard, Programme Director at CBS Executive, Denmark.



Best cases will be presented by:

- Johnny Ryan, Chief Innovation Officer at Irish Times
- Rick van Dijk, Operational Director at Stimuleringsfonds voor de Pers, The Netherlands
- Helene Juhola, Director R&D at the Federation of the Finnish Media Industry
- and many others.





Start-up tour through Berlin's vibrant and innovative neighbourhoods – Tuesday, 8 October, 17:30

This tour brings together media executives and innovators from Berlin and is the unique chance not just to explore the vibrant start-up scene of Berlin, but also to experience the power of networking and exchange of ideas. You are led to some of Berlin's most innovative companies, where you will obtain a valuable insight in business models, innovation strategies and revenue concepts.

Meet with the decision-makers at their working places/ creative spaces/think tanks in Berlin and at the exclusive Get-together in one of Berlin's most authentic locations.

Visits:

- **QIEZ** – one of Berlin's leading city portals.
- **Sprylab** offers customised, innovative and high quality mobile apps and web applications.
- **clapp mobile** develops digital strategies and products for leading publishers and brands.
- **Meetrics** helps marketers to improve the visibility of their ads and increase the efficiency of media spend.
- **Freunde von Freunden (FvF)** is an international interview magazine.
- **niiu publishing** is responsible for the software development of the niiu app – a recently launched news app, which enables readers to combine their individual newscast wishes to their own unique requirements.

More information and registration:

www.wan-ifra.org/berlin_start_up_tour

Participation is limited to World Publishing Expo participants/ publishers only!

Concept and realisation by:

kindai:projects
agentur für aufmerksamkeit



IFRA Expo & Conference
7-9 Oct, Berlin, Germany

World Publishing Expo 2013

The open Media Port stages

Open stages in the exhibition area (free for Expo visitors) with parallel programmes during the 3 days: International keynote speakers, practical cases and success stories, talks and discussions.

“In 2012 the World Publishing Expo has shown an excellent array of knowledgeable market experts in the digital field, and was therefore very informative not only for print-related participants.”

Gabor Kardos, Digital Media Director, Ringier Kiadó Kft., Hungary

Sessions at the Media Port stages at a glance

	Power of Print	Revenue
Monday	<p>Official Opening of the Power of Print stage by Phillip Crawley: What is the role of print in the multimedia pack?</p> <p>Colour quality</p>	Monetising digital
Tuesday	Innovation in print	Innovative advertising 1 + 2
Wednesday	Efficient printing	<p>Top digital revenue ideas from North America</p> <p>Solution Day “Corporate Publishing”</p>

The full Media Port programme: www.wan-ifra.org/expo_programme

Official Opening of the World Publishing Expo

Monday, 7 October, 11:00, exhibition hall 4.2

The World Publishing Expo will be opened by

- Mathias Döpfner, Axel Springer’s CEO,
- Andrew Miller, Guardian News and Media CEO,
- Tomas Brunegård, WAN-IFRA President and Stampen Chairman,
- and Ken Doctor, the renowned US-based media analyst.



These industry leaders will discuss the future of news publishing.

The opening will end with a presentation of the winners of the first WAN-IFRA/World Editors Forum Media Hack Day working on cracking the codes for the news of the future.

Social-Local-Mobile	Workflow Efficiency
E-publishing technologies 1 Community building	Process optimisation and automation
Responsive Design E-publishing technologies 2	Workflow in the newsroom 1+2 Workflow advertising sales
Hyperlocal publishing	Open workshop: Methods and tools for superior workflows

Media Port sessions are simultaneously translated into German and English.

Power of Print stage

Innovations to make sure that print will still play an important role in the media landscape of tomorrow

Media Port partner:



Monday

- Official Opening of the Power of Print stage by Phillip Crawley, Publisher and CEO, The Globe and Mail, Canada
A high-level panel discussion on the question: What is the role of print in the multimedia pack?
- Colour quality
The variables that bring about excellent colour quality. Learn more about the WAN-IFRA International Newspaper Color Quality Club and its unique printing quality competition for newspapers worldwide. Also meet the former winners!

Tuesday

- Innovation in print
The latest developments in newspaper production

Wednesday

- Efficient printing
The details, methods and philosophies that bring about a more cost-effective production

Presentations on this stage are supported by:

Canon

EAE

i Q.I. PRESS
CONTROLS

Kodak

'TORAY'
Innovation by Chemistry

Speakers on this stage:



Phillip Crawley,
Publisher and CEO,
The Globe and Mail,
Canada



George Donaldson,
Group Continuous
Improvement
Manager,
Newsprinters, UK



Karin Hilbert,
Funke Gruppe,
Germany



Dipankar Das
Purkayastha,
Managing Director
& CEO, ABP Pvt Ltd,
India



Jan Andersson,
CEO,
MittMedia Print AB,
Sweden



Roland Aumüller,
Head of
Printing, Bremer
Tageszeitungen AG,
Germany



Beatrix Beckmann,
Research Manager
Materials,
WAN-IFRA,
Germany



Iwan Ittermann,
Publisher,
Warum Verlag
GmbH,
Germany



Tobias Kuhn,
General Manager
BILD Ost / Saarland,
Axel Springer AG,
Germany



Karl Malik,
Publisher,
PreMedia Newsletter,
Germany



Grit Neumann, Head
of Sales & Marketing,
Axel Springer AG -
Druckhaus Spandau,
Germany



Alejandro Mata,
Economist, European
Forest Products,
RISI,
Belgium



Martin Novotny,
Director and Owner,
GRAFIE CZ,
Czech Republic



Jussi Pekkarinen,
Quality Manager,
Alma Manu Oy,
Finland



Martin Schwarz,
Editor-in-Chief,
4c,
Germany



Stefaan Vanysacker,
Project Manager,
Halewijn,
Belgium



Manfred Werfel,
Deputy CEO,
WAN-IFRA,
Germany



Muharrem Yaşar,
Quality and
Coordination
Manager,
Zaman Newspaper,
Turkey

and others.

The Revenue stage

Discover new sources of income from content, advertising and new services.

Monday


- Monetising digital
Income from content: News products and paywalls

Tuesday


- Innovative advertising 1+2
Give your advertising a fresh look, feel, scent... to reach the customers – and attract new advertisers

Wednesday

- Top digital revenue ideas from North America
The most promising trends and success stories from North American media houses.

In cooperation with: 

- Solution Day “Corporate Publishing”
Discover new revenue streams and win interesting customers by offering “Corporate Publishing”.

In cooperation with: 

Presentations on this stage are supported by:



Speakers on this stage:



Constantine Kamaras,
Vice Chairman,
24 Media,
Greece



Rob Paterson,
CEO,
erento GmbH,
UK



Oliver von Wersch,
Managing Director,
G+J Digital GmbH,
Germany



Kaisa Aalto,
Development
Manager, Helsingin
Sanomat, Sanoma
News, Finland



Joachim Braun,
Chief Editor,
Nordbayerischer
Kurier,
Germany



Christian Buggisch,
Head of Corporate
Publishing,
DATEV eG,
Germany



Steve Chapman,
Director of
Publishing,
PressReader,
Canada



Thomas Deicke,
Publishing Director,
Saarbrücker Zeitung
Verlag und Druckerei
GmbH, Germany



Anthony Habayeb,
Propel Marketing/
GateHouse Media,
USA



Michael Höflich,
Managing Director,
Forum Corporate
Publishing e.V.,
Germany



Niklas Jonason,
CEO,
Citygate,
Sweden



Christophe Julia,
IT Manager, Groupe
La Dépêche du Midi,
France



Nancy Lane,
President, Local
Media Association,
USA



Lars Larsson,
CEO,
Varnish Software,
Norway



Fredrik Nars,
Director Digital
Media,
KSF Media,
Finland



Paolo Ramazzotti,
Gerente de
Mercadeo de
Nuevos Negocios, El
Universal, Venezuela



Katja Riefler, Director
EMEA, AIM Group //
Classified Intelligence
LLC,
Germany



Steffen Setzer,
VP,
LASERLINE Digitales
Druckzentrum Bucec
& Co. Berlin KG



Aleksandra Solda-
Zaccaro, Publishing
Director, G+J
Corporate Editors
GmbH, Germany



Tim Sternefeld,
Managing Director,
grasundsterne,
Germany



Jens Wegmann,
Sales Manager, Neue
Osnabrücker Zeitung,
Germany

and others.



IFRA Expo & Conference
7-9 Oct. Berlin, Germany

World Publishing Expo 2013

The Social - Local - Mobile stage

Get ready for the digital future of publishing and interact with your audience.

Media Port partner:



Monday

- E-publishing technologies 1
These technologies support your E-publishing future – The appetiser session for the 6th Tablet & App Summit
- Community building
Tools and ideas on how to connect and engage with your readers

Tuesday

- Responsive Design
Ensure optimised usability on any type of device
- E-publishing technologies 2
More technologies that support your E-publishing future

In cooperation with: **m-days**

Wednesday

- Hyperlocal publishing
Technologies to create and spread hyperlocal content and advertising

Presentations on this stage are supported by:





Espen Egil Hansen,
Executive Editor,
Verdens Gang,
Norway



Johan Nel, CEO &
Founder Umuntu
Media (Mimiboard),
South Africa



Emre Iskeceli,
Tablet and Mobile
Coordinator,
Hürriyet,
Turkey



Antonia & Theresa
Neubauer, Founders,
Carry-On Publishing
GmbH & sisterMAG,
Germany



Lukas Kircher,
Founder, Owner,
KircherBurkhardt,
Germany



Monique Raaffels,
General Manager,
Concentra,
Belgium



Haymi Behar,
Head of Online
Marketing Solutions,
Hürriyet,
Turkey



Björn Schmidt,
Managing Director,
DuMont Net GmbH,
Germany



Gregor Haake, Senior
Product Manager
Digital, BURDA
NEWS GROUP/
FOCUS MAGAZINE



Valeri Shilkov,
CEO and Founder,
SPN Publishing,
Russia



Daniel Hoepfner,
CEO,
PressMatrix GmbH,
Germany



Carsten Szameitat,
Marketing and
Content Partner,
M-Days,
Germany



Thomas Kaulfuß,
Deputy Head of
the Political Desk,
Sächsische Zeitung
Dresden, Germany



Morgan Stevenson,
Head of Display &
Operations, Johnston
Press,
UK



Rod Kenning,
Manager Digital
Development,
Polaris Media,
Australia



Marica Verjaal, Head
of Media Services,
Kurierverlags GmbH
& Co. KG,
Germany



Birthe Kretschmer,
Publishing Manager,
Gruner+Jahr
Corporate Editors
GmbH, Germany



Karel Verhoeven,
Editor-in-Chief,
De Standaard,
Belgium



Walter Lorz, COO &
Head of Expertise,
Parzeller Group,
Germany



Brona Kernan,
Chief Information
Officer, The Irish
Times Group,
Ireland



Pedro Madrid,
Corporate Pre-
Sales Director,
Protecmedia,
Germany



Frank Stapelfeldt,
Managing Director,
arvato systems,
Germany

and others.

Workflow Efficiency stage

Optimise and automate all the relevant processes of a news media company from newsroom to distribution.

Media Port partner:



F T I
CONSULTING

Monday

- Process optimisation and automation: Efficient and integrated processes from the newsroom to the reader

Tuesday

- Workflow in the newsroom: How to adapt the processes in the newsroom to the cross-media future.
- Workflow advertising sales: CMS and more – Effective tools to manage customer data and campaigns

Wednesday

- Open workshop: Methods and tools for superior workflows

This one-hour open workshop will show the seven steps of mastering workflow efficiency in a news media company. Participants are invited to join the discussion and share their experience!

Kirchner  Robrecht

In cooperation with:

Presentations on this stage are supported by:

AGFA  Anygraaf 

 Fotoware

 gogol Publishing Cloud

 lineup

 InterRed
■ ■ ■ We make IT work.

 JJK
einfach immer besser werden

 protecmedia
Software & Services for Media Companies

retresco

 ROXEN ~sedna gmbh

SENSIX

Speakers on this stage:



Ralph Berti, Senior Executive, Nussbaum Medien Uhingen GmbH & Co. KG, Germany



Markus Brehm, Chief Executive, Allgäuer Zeitungsverlag GmbH, Germany



Helene Claesson, Editor in Chief, Direktpress Stockholm, Sweden



Grig Davidovitz, CEO, RGB Media Inc, Israel



Bernhard Feurstein, Head of Corporate Development, Regionalmedien Austria AG



Jennifer Holster, Project Management Digital Asset Management, Bauer Media Group



Janne Kaijärvi, Chief Media Officer, Leia Media, Finland



Reinhard Küchler, Head of Technical Coordination, VRM, Germany



Peter Lamb, President, Lamb Consulting, USA



Samuli Leivonniemi, News Editor, Helsingin Sanomat, Finland



Uwe Muchow, Founder and Publisher of Der Reporter, Germany



Brigitte Nussbaum, Managing Director, Nussbaum Medien Uhingen GmbH & Co. KG, Germany



Marco Olavarria, Managing Partner, Kirchner + Robrecht management consultants



Martin Rauber, Technical Manager, TypoServ GmbH, Germany



Carina Rydberg, Managing Director, Direktpress Stockholm, Sweden



Sven Scheffler, Head of N24-Digital, Germany



Ben Shaw, Chief Digital Officer, Shaw Media, USA



Chris Simon, Managing Editor, BILD, Germany



Ken Harding, Senior Managing Editor, FTI, USA

and others.

The strategic conferences

The strategic conferences at World Publishing Expo 2013 will give you access to strategic thinkers and the latest media intelligence to help you deal with future publishing challenges.

SFN Forums, 7, 8 and 9 October:

A new offering during the Expo, these one-day events, closely linked to our own Shaping the Future of News Publishing reports, will add case studies as well as the successful experiences and encouraging projects on a variety of up-to-date topics for the industry.

- **Digital printing strategies:** The benefits – Monday, 7 October
Join this Forum to find out more on how you can better use digital printing technology for newspaper production in your business.
- **Harnessing audience analytics:** Turning big data into revenue – Tuesday, 8 October
A deeper dive into the hot topic of Big Data.
- **New revenue streams:** Ideas to increase your earnings – Wednesday, 9 October
We all like to hear a good, profitable tip. Join this Forum and hear plenty!

6th Tablet & App Summit – 7-8 October

Register for the Summit now to explore the world of the next app and tablet generations with out-of-the-box case studies. Gain unique insight into the steps mobile innovators are taking to scale their digital offerings at #TAS13!

12th International Newsroom Summit – 8-9 October

Sign up for ideas and case studies on how to keep your newsroom efficient and effective through a mix of experimentation, reinvention and using new tools. Add gravitas to debates about big issues facing journalism.

Digital Printing Strategies: An SFN Forum The benefits

**Monday, 7 October, 10:30-16:30,
room Ulm at World Publishing Expo 2013**

The possibilities of digital printing for newspaper production are quite well known, but join this Forum to find out more about how you can better use this technology for your business. A strategic look at how to consider digital printing in short and long-term planning.

Speakers confirmed so far:



Will inkjet technology save the printed newspaper?

Jack Knadjian, Managing Director, HJ Consulting, UK



High-speed colour inkjet printing – a look at the current market

Ralf Schloezer, Director, On Demand Consulting Service Europe, UK



Digital Printing in Italy – a case study in strategy

Dario de Cian, General Manager, CSQ - Centro Stampa Quotidiani, Italy

Kindly sponsored by



3 key reasons to join:

- A unique opportunity to put questions to specialists on digital printing
- Exchange your thoughts and ideas with fellow participants
- Combine your visit to the Expo with the objective view of user case studies and technology observers and developers

More information and registration:

www.wan-ifra.org/digital_printing_forum

Harnessing Audience Analytics: An SFN Forum

Turning Big Data into revenue

**Tuesday, 8 October, 10:30-16:30,
room Ulm at World Publishing Expo 2013**

A deeper dive into the hot topic of Big Data. This forum will consider analytics from an advertiser as well as a publisher point of view and how it can benefit both in different ways. An interesting collection of how to turn data into a revenue-generating factor.

Speakers confirmed so far:



The Big D: Is this the 'magic bullet' for media?

*Phillip Crawley, Publisher and CEO of
The Globe and Mail, Canada*



Taking Control of Audience Data

Paul Hood, Digital Director, Archant, UK



Increasing Your Ad Revenues with Deep Audience Insight

*Dominique Loumaye, CEO of the Spanish
Premium Audience Network (PAN), Spain*



Why selling hay is better than needles

*Martin van der Meij, Head of Revenue
Development, TMG, The Netherlands*



*Yoon Sterkenburg, Head of Online Marketing &
Analytics at TMG Online, The Netherlands*

Kindly sponsored by



More information and registration:

www.wan-ifra.org/audience_analytics_forum



IFRA Expo & Conference
7-9 Oct, Berlin, Germany

World Publishing Expo 2013



New Revenue Streams:

An SFN Forum Ideas to increase your earnings

**Wednesday, 9 October, 10:30-16:30,
room Ulm at World Publishing Expo 2013**

We all like to hear a good tip. Join this Forum to hear plenty! Creativity, innovation and ingenious new ideas are the common denominator of new ways to generate revenue at publishing houses of all sizes, across all platforms.

Speakers confirmed so far:



Show me the money

*Adrian Norris, Creative Director,
The Globe and Mail, Canada*



The USA newspaper revenue stream

*Caroline H. Little, President and CEO,
Newspaper Association of America, USA*



Washington Post + Amazon = ?

Grig Davidovitz, CEO, RGB Media Inc, Israel



*Martin Krieg, Project Manager Digital,
rtv media group, Germany*



*Martin van der Meij, Head of Revenue
Development, TMG, The Netherlands*



*Peter Lamb, President,
Lamb Consulting, USA*

More information and registration:

www.wan-ifra.org/new_revenue_forum



**6th Tablet
and App
Summit**

IFRA Expo & Conference
7-9 Oct. Berlin, Germany

**World
Publishing
Expo 2013**

6th International Tablet & App Summit

#TAS13

**Mobile explosion energising the publishing business
7-8 October at the World Publishing Expo**

- A masterclass on design and storytelling across mobile platforms
- A strategy workshop with unique international business cases to benchmark and challenge!

TAS13 in Berlin will help you re-align your mobile business plan, and give you practical advice on how to keep pace with the extraordinary growth of the tablet and smartphone market.



The renowned news media designer Mario Garcia is not only acclaimed for the quality of his work and forward thinking approach on tablet design. He is also extraordinary at transmitting his experience and knowledge.

Schedule and venue

Monday, 7 October, 14:00-18:00

Monday, 7 October, 19:00 News Publishers' Night

Tuesday, 8 October, 10:00-13:00

followed by lunch and visit of the World Publishing Expo

Venue: Hall 7.1a, Room New York 1+2

Messe Berlin, South Entrance

Presentations are simultaneously translated into German and English.

More information and registration:

www.wan-ifra.org/tas13

Stirring ideas: from bold ad-financed tablet experiments to path finding responsive design. All this at TAS13 thanks to our great speakers:



Guy Crevier,
President and CEO,
La Presse,
Canada



Thomas Schultz-
Homberg, Head
of Electronic
Media, Frankfurter
Allgemeine Zeitung



Jeff Moriarty, Vice
President, Digital
Products, The Boston
Globe and Boston.
com, USA



Espen Olsen
Langfeldt, Managing
editor VG Mobil,
Norway



Paul Field, Editor
of Mail Plus and
Associate Editor,
Daily Mail,
UK



Çağrı Türkkorur,
Digital Media
Director, Dogan
Gazetecilik,
Turkey



Audra Martin,
Vice President,
Advertising and
Operations, The
Economist, UK



Dr. Assaf Avrahami,
CEO,
Yedioth IT,
Israel



Timo Rinne, Online
Director,
Sanoma News,
Finland



Garrett Goodman,
Business
Development,
Worldcrunch,
France

Fred Hurkmans,
Commercial and
Marketing Director,
Le Soir, Belgium (tbc)

... with more cases to be announced soon.

Kindly supported by:



AGFA



12th International Newsroom Summit

**Breaking barriers for editorial and commercial success
8-9 October at the World Publishing Expo**

This conference will help you decide which newsroom walls are inhibiting integration and which need to be kept, indeed strengthened to protect editorial integrity.

Evolution or revolution?

- Is it time to rethink our newsrooms, yet again?
- Reinventing the article: we're not printing digital newspapers
- Social media and predictive analytics in the newsroom of the future

Newsrooms of the future

- Reshaping the Independent's newsrooms for TV
- Lessons from integrated storytelling at Zeit online

Audience engagement

- Rethinking Facebook at Globo.com
- Engaging audiences from El Correo's information kitchen
- The new journalistic long tail: creating a blog community in content websites

The rise of sponsored content: is it journalism?

- Do we need to do more to distinguish journalism from sponsored or branded content?

Security and surveillance

- How can journalists communicate with and protect their sources and research in this digital world?

Re-engineering journalism

- Experimentation in newsrooms
- Fusion journalists
- New wave storytelling

Engaging the Millennials

- Case Study: Moscovskiye Novosti
- “We need you” campaign from Amedia Norway

Managing online comments

- Emerging best practice in comment moderation

Speakers include:



Jochen Wegner,
Editor in Chief,
Zeit Online,
Germany



Raju Nariseti, Senior
Vice President and
Deputy Head of
Strategy for News
Corp, USA



Wolfgang Krach,
Deputy Editor in
Chief,
Süddeutsche
Zeitung, Germany



Steffen Konrath,
Managing director,
Editor-in-Chief,
Liquid Newsroom,
Germany



Anthony de Rosa,
Editor-in-Chief,
Circa,
USA



Alan Pearce,
journalist, author,
France



Chris Blackhurst,
Group Content
Director,
Independent Print,
UK



Kerry Northrup,
Creator Newsplex,
multimedia Professor
Western Kentucky
University, USA



Alexander
Bogomolov, Editor-
in-Chief,
Moscow News,
Russia



Galina Sidarova,
Foundation for
Investigative Jour-
nalism – Foundation
19/29, Russia



George Brock,
Professor and Head
of Journalism,
City University,
UK



Ebele Wybenga,
journalist, author,
The Netherlands



Mariana Correa
Esteves, Product
Development
Manager, Globo.
com, Brazil



Diego Zúñiga Garcia-
Falce,
Art Director,
El Correo,
Spain



Leandro Gejfinbein,
Head of Market
Intelligence and
Analytics, Globo.
com, Brazil



Anne Jacobsen,
Chief Analyst,
Amedia,
Norway



12th Int.
Newsroom
Summit

IFRA Expo & Conference
7-9 Oct. Berlin, Germany

World Publishing Expo 2013

Schedule and venue

Monday, 7 October, 19:00 News Publishers' Night

Tuesday, 8 October, 14:30-17:30

Wednesday, 9 October, 10:00-17:30

Venue: Hall 7.1a, Room New York 1+2

Messe Berlin, South Entrance

Presentations are simultaneously translated into German and English.

More information and registration:

www.wan-ifra.org/nrs13

Brought to you by:

WORLD
EDITORS
FORUM

within

WAN  IFRA

Kindly supported by:

 alfamedia

 redweb

IFRA Expo & Conference

13-15 October, Amsterdam RAI

World Publishing Expo 2014

Publishing on all channels!

Smart Paywalls

Developing the right paid content strategy for a newspaper website

Sunday, 6 October, 9:00-16:30, Berlin

A very practical hands-on crash-course workshop covering aspects from picking the most suitable paid content model, necessary product refinements and pricing & bundling strategies to get started. We will have an in-depth look at paid content strategies, and discuss the business models that allow successful charging for content online and on mobile. We will discuss real experiences of what content a media house can charge for, what mistakes to avoid, and how to make your readers happy while doing it.

Who should attend:

The workshop is tailored for managers or project leaders who are tasked with developing a paid content strategy, either for an existing website or a newspaper brand. With practical and intense modules, participants will start to develop the suitable paid content strategy for the websites for which they are responsible.



Gregor Waller is the former CFO of Axel Springer, with 3 years of paid content experience from setting up paywalls for two of Germany's top 100 websites, and he is today a senior consultant, researcher and experienced trainer. He advises international media companies to develop their digital strategy and transform their business models in the digital age – with the selection of the suitable paid content strategy being one of his key fields of experience.

Workshop language: **English**

More information and registration:

www.wan-ifra.org/smartpaywalls-expo

Tutorial for International Newspaper Color Quality Club

Official rules, quality management and measuring techniques

Sunday, 6 October, 10:00-16:30, Berlin

This tutorial familiarises you with all the rules of the upcoming International Newspaper Color Quality Club and communicates the contents of the newspaper standard that is binding worldwide. You will gain a comprehensive insight into quality management methods and measuring techniques. Participation in the competition for membership in the Color Quality Club is in principle open to all newspapers, independent of the production processes or types of paper that are used. Four different categories have been defined for the competition.

Who should attend:

Personnel working in prepress, production and printing plant managers as well as all persons responsible for printing quality.



Beatrix Beckmann is responsible in the area of newspaper production for the topics paper and ink, quality assurance, printing quality, standardisation. She is the Co-Chair of the WAN-IFRA Technical Committee Materials and Environment. She is in charge of the INCQC 2014–2016.

Workshop language: **English**

More information and registration:

www.wan-ifra.org/incqc-expo

Lean Manufacturing

Develop and implement strategies to eliminate waste, reduce costs and increase efficiency

Thursday, 10 October, 9:30-16:00, Berlin

The event is designed to provide delegates with an excellent starting point in understanding Lean Manufacturing and how it can be applied simply to their business. Participants will have the opportunity to understand how print facilities can set up a fundamental improvement process, structured and standardised methodologies that will be aimed at eliminating waste, reducing costs and increasing efficiency.

Who should attend: Any manager or employee who is responsible for improving the performance of the organisation and would like to learn the fundamentals of Lean Manufacturing with a potential pilot project.



George Donaldson is the Group Continuous Improvement Manager for the Manufacturing Division of News International. He is a TPM and RCM practitioner leading the implementation of TPM throughout the Newsprinters Group.

Workshop language: **English**

More information and registration:

www.wan-ifra.org/lean-expo

Search Engine Optimisation

Google SEO for publishing houses, news websites

Thursday, 10 October, 9:30-16:30, Berlin

In this workshop, you will learn how Google works and how publishers can use search engine optimisation to their advantage. This includes search engine-oriented writing, avoiding SEO errors at the time of web relaunches, internal link building and producing appropriate topic landing pages.

Who should attend: This training is intended for product and project managers online as well as (senior) online editors



David Radicke is an independent consultant. He has advised numerous online companies, media houses, news websites, financial portals and online shops on the subjects of SEO, SEA, web analytics and eCommerce.

Workshop language: **English**

More information and registration:

www.wan-ifra.org/seo-expo

Cross-media marketing organisation

Distribution of tasks in ad selling

Thursday, 10 October, 10:00-17:00, Berlin

This workshop focuses on the organisational and qualification aspects of cross-media selling, or of the service provider respectively. Carola Frost presents pitfalls and success stories from her consulting experience and gives impulses, ranging from the “Quick Win” to the radical transformation of the organisational structure.

Who should attend: Advertising managers at daily newspaper publishers and free newspaper publishing companies who want to bring their publishing operation forward both strategically and from the organisational point of view.



Carola Frost helps media houses develop and re-orient their advertising business. Topics covered include the organisational, strategic and sales aspects of cross-media marketing.

Workshop language: **German**

More information and registration:

www.wan-ifra.org/crossm-expo

Practical information

Venue

Messe Berlin Exhibition Grounds,
Berlin ExpoCenter City, Entrance South
Halls 1.2-4.2, Messedamm 22, 14055 Berlin, Germany
www.messe-berlin.com

Opening hours

7-9 October 2013, 9:30-18:00

Accommodation

VisitBerlin is the official booking agent for the World Publishing Expo 2013 (IFRA Expo & Conference). Find and book your ideal accommodation in Berlin at www.wan-ifra.org/expo_hotel at WAN-IFRA's special Expo rates.

Partners



Get the MEDIA:Executive Pass!

Make your visit to the World Publishing Expo even smoother and at the same time enjoy all the events available.



Your ticket

Ticket options

Event	Participation Fee	WAN-IFRA member	NON-member
		Fee in EUR (without VAT)	Fee in EUR (without VAT)
MEDIA:Executive Pass			
valid Mon - Wed for World Publishing Expo 2013 Ticket to the News Publishers Night event on 7 October 2013			
Access to all Strategic Conferences (Mon - Wed)		1,390	1,990
Strategic Conferences and Workshops Pass			
valid Mon - Wed for World Publishing Expo 2013 Ticket to the News Publishers Night event on 7 October 2013			
Strategic Conferences			
Digital printing strategies (Mon)		490	790
Audience analytics (Tue)		490	790
New revenue streams (Wed)		490	790
6th Tablet & App Summit (Mon - Tue)		690	990
12th Intl. Newsroom Summit (Tue - Wed)		890	1,190
Workshops			
Smart Paywalls - a worldwide trend (Sun)		690	860
Tutorial for International Newspaper Color Quality Club (Sun)		490	660
Crossmediale Vermarktungsorganisation (Thu)		490	660
Search Engine optimisation: Google SEO (Thu)		490	660
Lean Manufacturing (Thu)		490	660
World Publishing Expo Visitor Pass			
Access to the exhibition halls 4 open 'Media Port' stages		Fee in EUR (pre-registered, with VAT)	Fee in EUR (on-site, with VAT)
Season ticket (Mon - Wed)		59	99
Daily ticket		29	59
Ticket to the News Publishers' Night event on 7 October 2013		89	

Register online at

www.wan-ifra.org/expo_ticket

MEMBERSHIP

*Visit us at the WAN-IFRA
stand 2.2.730 and find
out what's in it for you.*

WAN-IFRA

SHAPING THE FUTURE

A STEP AHEAD

FACILITATING TRANSFORMATION

THE INDUSTRY AND YOU

EVERY REASON TO JOIN

3,000 Members. 120 Countries.
www.wan-ifra.org/membership