

EUROPEAN PUBLISHERS' FORUM 2007



6 December 2007
European Commission - Charlemagne Building
Salle Durieux (S4)



“CONTENT CONNECTS” THE AGE OF INTERACTIVE PUBLISHING

MORNING SESSION

- 09h00 *Participants' registration and welcome coffee*
- 09h30 *Welcome by David Hanger, FAEP President and former publisher of The Economist*
- 09h45 *Opening Speech by Commissioner Viviane Reding, in charge of Information Society and Media*
- 10h00 *Key Note speaker: Cory Ondrejka - Chief Technology Officer, Second Life*
- 10h30 *Panel sessions: Moderator: George Brock, President, World Editors Forum, Editor, The Times (Saturday edition)*

Panel 1: Connecting readers to content

Traditionally, publishers by and large understand the readers' interests and react to them correspondingly. Today's electronic age has enhanced this direct relationship between publisher and reader: blogs and reading clubs, to cite two examples, now provide direct feedback from readers, the customers, enabling publishers to tailor better their markets. Is this changing the way they publish, affecting editorial integrity or not?

- *Stéphanie Van Duin, Director Business Development, member of the Executive Committee, Hachette Books*
- *Ronald Schild, CEO, MVB (Marketing und Verlagsservice GmbH), Libreka!*
- *Jonas Modig, FEP President, member of the Board of Bonnier (Sweden)*
- *Arnaud de Saint-Simon, Chief Operating Officer, Psychologies magazine*

Panel 2: Multiplatform evolution in the newsroom

Today's consumers demand news in different formats and on different platforms: whether paper or digital, short SMS alerts, long analysis on the web; interaction in blogs and so on. The separation of off and online

editorial has blurred. This panel discusses how journalists and newspaper publishers have to adapt to the new changing media landscape.

- *Juan Antonio Giner, founding partner director of Innovation, International Media Consulting Group, Norfolk, USA*
- *Mario Tascón, Director General of contents at PrisaCom (El País)*
- *Tomasz Jozefacki, Director of Internet Division (Agora)*
- *A representative of the sport newspaper l'Equipe*
- *Francisco Pinto Balsemão, EPC President, Chairman and Chief Executive Officer Impresa S.G.P.S*

Panel 3: Generating revenues in the digital age

The digital shift has had a tremendous impact on the various business models used by publishers. Now that content can be more easily accessed from everywhere through the Internet, publishers have adapted new revenue streams together with the previous they used offline. Advertising is of course an important revenue factor in the digital world as long as copyright and other rights on digital media.

- *Yahoo ad services: Jean-Christophe Conti, Vice-President, Yahoo! Search Marketing, Europe*
- *Pedro Norton, CEO and Publisher of Impresa Jornais*
- *Valdo Lehari Jr., ENPA President, Publisher and Editor in Chief, Reutlinger General Anzeiger*
- *David Hanger, FAEP President and former publisher of The Economist*
- *Richard Duggleby, Head of External Relations, Yell*
- *Nikolaus Futter, EADP President, Managing Director, Compass*

LUNCH

12h30 – 14h30

Networking buffet with all the participants to the forum and EU institutions' representatives
Lunch of all the panellists with Commissioner Viviane Reding

AFTERNOON SESSION

14h30 – 16h30

Hot topics – Two panel discussions focusing on:

- *What next for VAT? Guest speaker: Rolf Diemer, Head of Unit for VAT, DG Taxation and Customs, European Commission (invited)*
- *What next for voluntary self-regulation? Guest speakers: Robert Madelin, Director General, DG Health and Consumer Protection, European Commission (invited); Stefan Moser, Action Head of Unit, DG Environment, C3, Clean Air and Transport (invited).*

Moderator: *EPC President*

Panellists: *Presidents of ENPA, FAEP, FEP, EADP*

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