



# Digital News Affairs

"The first cross media, cross platform media event in the multimedia heart of Europe"  
March 3rd & 4th, 2008, Brussels Marriott, Belgium

## Learn From 60 TOP Digital Media Leaders Including:



**Margot Wallström**  
Vice President  
European Commission



**Christian Van Thillo**  
CEO  
De Persgroep



**Helen Boaden**  
News Director  
BBC



**Tyler Brûlé**  
Editor in Chief, Founder  
Monocle



**Jörg Sadrozinski**  
Editor in Chief  
tagesschau.de



**Michael Rosenblum**  
President  
RosenblumTV



**James Montgomery**  
Editor  
FT.com



**Russel Merryman**  
Editor in Chief, Web & New Media  
Al Jazeera International



**Hans Laroes**  
Editor in Chief  
NOS



**Maurits van Rijckevorsel**  
Business Manager Cross Media  
De Telegraaf

## This event will answer the key questions being asked by all news organizations...

- How has **online video** changed broadcast news?
- Can video save the print industry?
- Does **hyper local** make news profitable?
- Will news content work in **social networks** or in **online games**?
- How do you translate print values into an **online brand**?
- Which content works on **mobile devices** and why?
- Will **newspaper video** die in 2008?
- Does **quality video** drive traffic?
- How do people view online news – **eye-tracker** research?
- How has digital changed **advertising**?
- How should you include **user generated content**?
- How should **blogs** and **social media** be used?
- Multi-format** input, **multi-platform** output – does this work?

## Hear from the world's most innovative media companies including:



## Main sponsor





## Supporting Sponsors and Exhibitors



08.30 Welcome Coffee  
 First day Conference Chair:  
**Richard Gizbert**, Presenter, The Listening Post  
**AI Jazeera International**


09.00 **The Changing DNA of News**  
 New technologies are changing the fundamental architecture and economics of the communications business. What does this mean for broadcasters, webcasters, newspaper publishers, magazine publishers and just about anyone else engaged in the business of intellectual content?  
**Michael Rosenblum**, President, **Rosenblum TV**

09.30 **Keynote presentation**  
  
**Margot Wallström**, Vice President  
**European Commission**


10.00 **Keynote presentation:**  
  
**Publish for Your Readers,  
 Broadcast for Your Advertisers**  
**Christian Van Thillo**, CEO, **De Persgroep**

10.30 Networking break

11.00 **How to Survive the Digital News Age**  
**Christian Van Thillo**, CEO, **De Persgroep**  
**Tyler Brulé**, CEO, Editor in Chief, **Monocle Magazine**,  
 Founder, **Wallpaper Magazine**  
**Maria Molland**, Senior Vice President &  
 Global Head of Strategy and Business Development  
**Reuters Media**  
**Stephen Marshall**, Co- Founder, Creative Director,  
**GNN**

12.30 Networking lunch sponsored by 

13.20 **Research Report – Where news?**  
 Predictions for the changing media landscape.  
**Reiner Mittelbach**, CEO, **IFRA**

13.40 **Keynote presentation:**  
  
**Telcos and the Future of Content**  
 How the developments in the world of terrestrial, satellite and cable telecommunications will inevitably impact on content providers.  
**Duco Sickinghe**, CEO, **Telenet**

14.00 **Can Video Save the Print Industry?**  
 The newspaper industry is at the front of the digital wave that is engulfing all media companies. Faced with dwindling subscribers with an aging demographic and advertisers wanting cross-platform impact, the print industry is fundamentally changing working practices and delivery options to maintain their revenues and brand value. Print-only is no longer an option and print-based media companies are now producing content via online video, mobile phones and via a host of digital platforms and applications. In this session we will examine these strategies and whether digital content such as video can save the print industry.  
**Edward Roussel**, Digital Editor,  
**Telegraph Media Group**  
**Bas Broekhuizen**, Editor, **Volkskrant TV**  
**Charles de Vroede**, Online Chief Editor, **de Telegraaf**  
**Adriaan Bouten**, Senior VP, Chief Information Officer,  
**McGraw-Hill**  
**Joris Van Heukelom**, CEO, **Ilse Media**

15.00 **Television Goes to the Web - How Online Video Changes Broadcast News**  
 With newspapers at the centre of the digital storm, that industry's efforts to adapt are being closely watched by executives in broadcasting. So far, shifts to web based revenues has been less severe in television, though in the UK for example, Google is forecast to take the biggest share of UK advertising revenues and overtake the top broadcasters as early as this year. The response? Television goes to the web. In this session we will examine how traditional broadcast news organizations are competing in the cross-platform age. Is it enough to put your broadcast content online? How are broadcast news strategies changing to compete across all platforms how has the digital wave changed broadcast news?  
**Jörg Sadrozinski**, Editor in Chief, **ARD**  
**Hans Laroës**, Editor in Chief, **NOS**  
**Helen Boaden**, Director, **BBC News**  
**Russell Merryman**, Editor-in-Chief,  
 Web and New Media, **AI Jazeera International**  
**Alexey Nikolov**, Deputy Editor-In-Chief,  
**Russia Today TV**  
**Olivier Chapel**, Country Manager, **Zattoo**

16.00 Networking break

16.30 **Video journalism goes mainstream**  
 The confluence of small, yet broadcast quality digital cameras and inexpensive and easy to use laptops edits means a complete restructuring of the basic calculus of how television and video are made, by whom and a what cost. It is now possible for quite literally anyone with a camera and an idea to produce video of a quality that was once achievable only by crew, producer and great expense and effort. This, fittingly, comes at the same time as the migration of video to the web creates whole new markets for low cost yet high quality video product. This is indeed a whole new world of video production.  
**Pat Loughrey**, Director, **BBC Nations and Regions**  
**Tone Kunst**, Editor-in-Chief, **NRK Nordland**  
**Christian Trippe**, Brussels Bureau Chief,  
**Deutsche Welle**  
**Michael Rosenblum**, President, **Rosenblum TV**  
**Prof. Adrian Monck**, Head of Journalism,  
**City University (UK)**

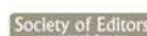


With the support of Avid

17.30-18.00 **The Concentra Award**  
 The annual prize is given to a journalist who, in terms of both substance and production, produced an outstanding news item that was broadcast or published on a news site. The winning journalist will also receive a prize of 10000 euros.

Drinks reception at **The Atomium**  
 hosted by **The Brussels Regional Government**

Media partners:



## Content Stream

- 09.00 **Research report:**  
**What News was Watched, Read or Clicked in 2007**  
Jean-Francois Dumas, CEO, **Influence Communications**
- 09.25-  
09.35 **CNN and user generated content – iReport Report**  
Chris Press, Head of Business Development, **CNN**
- 09.35-  
10.45 **The Possibilities and Perils of User Generated Content**  
Is user generated content any good? While the benefits of eye-witness accounts of breaking news incidents are clear, does the rest of user generated content justify the resources and the potential reputational risk? How do different organizations encourage and manage user input? How can this content drive output and generate revenues and is this content be marginal or mainstream in the future media landscape?  
Chair: **Bert Kok**, Key Account Manager, **ANP**  
**Simon Bucks**, Associate Editor Online, **Sky News**  
**Marcel Houtman**, Managing Director, **Skoeps International**  
**Mike Sechrist**, General Manager, **WKRN TV, Nashville**  
**Mark Jones**, Communities Editor, **Reuters**  
**Stephen Marshall**, Co – Founder, Creative Director, **GNN**  
**Pat Younge**, CEO, **The Travel Channel**  
**Jouko Vierumäki**, Managing Director, **Fromdistance**
- 11.00-  
12.00 **Will News Content Work on Social Networks?**  
Chair: **Bart Becks**, President International, **Netlog**  
**Yme Bosma**, Manager Business Development & Partnerships, **Hyves.nl**  
**Rowan Barnett**, Editor in Chief, **The Avastar, Bild T-Online**  
**Tom Turcan**, Digital Media Development Director, **The Guardian**
- 12.00 Networking lunch sponsored by 
- 12.45-  
13.45 **Creating News Content for Online, PC and Console Games**  
Online and console based gaming is a huge, growing and driving the market for eyeballs. It is to date, relatively untapped by traditional media companies. Recently there have been technical and innovative developments that have opened this market to traditional content providers. In this session we examine the possibilities for traditional news and information content being used in the gaming environment.  
Chair: **Xander van der Wulp**, Head of NOS News 24, **NOS**  
**Mikkel Lucas Overby**, Commercial Director, **Serious Games Interactive**  
**Shu Chen Tan**, Director, "Tegenlicht", **VPRO**  
**Catherine Captain**, Vice President of Marketing, **msnbc.com**  
**Eric Brown**, CEO, **ImpactGames**
- 14.00-  
15.00 **Hyper Local News**  
The opportunity to develop revenue streams from local classifieds is driving innovation in local news. Examples abound of successful local video driven, web based news operations - many of which include community reporting, citizen reporters, cable and internet hybrids. Many local newspapers TV stations are now competing across platforms to be the source of local new. In this case-study based session we hear the local news content, technology and financial success stories.  
Chair: **Oliver Luft**, News Editor, **Journalism.co.uk**  
**Alexander Houben**, Managing Editor, **Volkstreund.tv**  
**Marcus Leser**, COO, **Telcast**  
**Niels de Kind**, Business Manager Internet, **WUZ.nl**

15.15-  
16.15

## The Content and Business of Mobile News

What content work on mobile devices? How will technology develop to cater for richer content? How can current journalism and editorial processes be altered to accommodate the demands of mobile? What current content attracts viewers? Who are the consumers of mobile content?

Chair: **Rob Prass**, Project Manager, **Media Academie**  
**Russell Buckley**, Managing Director, Europe, **AdMob**  
**Lara Ankersmit**, Manager, **Telegraaf Digital**  
**Laurel Chamberlain**, Director, Digital Media - News, **Turner Media**  
**Karl McGoldrick**, CEO, **Polymer Vision**  
**Jan Maarten Groen**, CEO, **Mobi Concepts**

## Processes Stream

11.00-  
12.00

## Multi-format input, multi-platform output – does this work?

How do the latest newsrooms accommodate broadband, community input, VJs, and multi-platform output? How is modern newsflow organized and how are limited resources allocated to maximize the impact of a story. What are the triggers for allocating maximum and minimum resources to a story and are modern newsrooms designed to create flexibility in the news editorial, production and delivery processes? In this session we examine the latest newsrooms and discuss how the demands of multi-format input and multi-platform output impact on news flow, news resources and the editorial process.

Chair: **Brigitte Vermeersch**, **VRT**  
**Bertrand Pecquerie**, Director, **World Editors Forum**  
**Atte Jääskeläinen**, Director, **YLE News**.  
**Edward Roussel**, Digital Editor, **Telegraph Media Group**  
**Geir Bordalen**, Head of Technology, **NRK News**

12.45-  
13.15

## Research Report: How people view news online – Eyetracker 07

**Sara Quinn**, Faculty Member, **Poynter Visual Journalism Center**

14.00-  
15.00

## Using Blogs and Social Media to Find and Engage with New Audiences

Many news and media organisations are now using reporter, programme and editor blogs to reach out to their audiences. Most of these are add-ons to existing output, creating a burden upon often overstretched production teams, but that need not be the case. Through examining the use of tools such as RSS, social bookmarking, blogging, social networking and photosharing journalists can start to turn their existing processes into compelling content which, potentially, will help them reach new audiences. In this session, Robin will outline the amazing potential and opportunity that arises when your news teams understand and use social media and blogs in the way enthusiasts do.

**Robin Hamman**, Senior Community Producer, Senior Broadcast Journalist, **BBC English Regions and BBC Blogs Trial**

## Media partners

## Business Stream

- 11.00 - **Advertising What Exactly?**  
12.00 As content is delivered via broadband, mobile, video on demand and a host of other platforms, how do advertisers view the new landscape. How can content organizations measure their success and promote their offerings. How are advertisers and media buyers adjusting their working practices? What do they expect from content providers. How do you develop the digital sales story that incorporates your cross platform offerings? How do you maintain brand value across all platforms? How do you measure the impact of your cross media offerings? What are the metrics that now matter to advertisers?  
Chair: **Kristján Már Hauksson**, Director of Internet Marketing, **Nordic Emarketing**  
**Norm Johnston**, (joint) CEO, **MindShare Interaction**  
**Richard Foan**, Managing Director, **ABCe**  
**Maurits van Rijckevorsel**, Business Manager Cross Media, **De Telegraaf**
- 12.00 Networking lunch sponsored by **double click**
- 12.45- **Content is Free and for Everyone**  
13.45 Current media law is designed to support old media business models and archaic copyright regimes. How will the regulation of intellectual property evolve to meet the new world of content? Should all content created with public money – programming from national broadcasters, EU video communication, NGO material, university research and lectures, NATO, OECD or UN press footage – be made legally available for anyone with a non-commercial interest to use? In this session we will discuss this and other new radical proposals for the development of digital media regulation  
**Willi Ruetten**, Director, **European Journalism Centre**  
**Paul Keller**, Director, **Creative Commons International**  
**Fabienne Brison**, Of Counsel – Professor, Advocaat, **Howrey LLP**
- 14.00- **Brand Value Through Video**  
15.00 For most companies the visual representation of their brand and value goes little beyond a logo, the letterhead and a perhaps a corporate colour or font. Publishers, for example, have spent years cultivating their brands through highly crafted, well-written, carefully laid-out, stylized text all within the limits of the house-guide developed over the history of the publication. Now leading brands and publications need to translate their values in to video and find a new visual form of grammar that reinforces their brand. In this session we hear from companies at the sharp end of this dilemma. How do you develop an appropriate and distinctive reinforcement of your brand through video?  
Chair: **Richard Addis**, Founder, **Shakeup Media**  
**Andrew Creighton**, Chief Executive, **Vice Europe**  
**James Montgomery**, Editor, **FT.com**  
**Edward Roussel**, Digital Editor, **Telegraph Media Group**

- 15.15- **Newspaper Video Will Die in 2008**  
16.15 2008 is the do or die year for online video in your media organization. In this session we will provide practical and strategic advice to make sure you don't miss the boat on this one. How to use video, how to change staffing roles and expectations, the do's and don'ts of online video. How to present video on websites. Can quality online video drive traffic and revenue? What is the essential video training, gear and infrastructure?  
Chair: **Chuck Fadely**, Multimedia Producer, **Miami Herald**  
**Andy Dickinson**, Senior Lecturer in Digital and Online Journalism, **University of Central Lancashire**  
**Michael Rosenblum**, President, **RosenblumTV**

## Closing Plenary

- 16.30- **What next for.....**  
17.30 How do you mix news content with the latest web-based applications, computer technology and graphics to create innovative news services? This session replicates the recent MELD research project developed in the UK by UCLan's Department of Journalism in collaboration with Sandbox. Based on the well known 'Dragons' Den' TV format, journalists, computer, gaming and mobile technologists will combine to pitch their content enhancement ideas to a group of news executives. The pitches will explore the opportunities presented by mixing news content with IT and examine new ways to deliver news to audiences and communities.  
Chair: **Paul Egglestone**, MELD Project Leader, **University of Central Lancashire**  
**Rob Walk**, Managing Director, **Novarising**  
**Harry van der Veen**, CEO, **Natural User Interface Europe**  
**Jeroen Meens**, Co-founder & CMO, **City Live**  
**Willem Endhoven**, VP Marketing & Business Development, **iRex Technologies**  
**Marco Koolen**, **The Stream Group**  
**Russell Merryman**, Editor-in-Chief, Web and New Media, **Al Jazeera**  
**Bas Broekhuizen**, Editor, **Volkskrant TV**  
**Nico Verplancke**, Program Manager, **IBBT**

## Supporting organisations:



Book Online at [www.dna2008.com](http://www.dna2008.com)

# DNA2008

March 3-4 2008, Brussels Marriott  
Rue A. Orts 3-7, Grand Place, 1000 Brussels

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