International heavyweights of the media industry speak at Expos in Berlin

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Michael Golden, Vice Chairman von The New York Times Company und frisch gewählter Präsident von WAN-IFRA, Mathias Döpfner, Vorstandsvorsitzender von Axel Springer und Präsident des Bundesverbandes Deutscher Zeitungsverleger, Kevin Beatty, CEO von dmg media (Daily Mail) aus Großbritannien, sowie Rajiv C. Lochan, Managing Director und CEO der indischen Hindu Group – das Programm der diesjährigen IFRA World Publishing Expo und der neuen DCX Digital Content Expo besticht mit bedeutenden Medienpersönlichkeiten.

From 10 to 12 October 2017, media-makers and opinion-formers from publishing companies as well as corporate communication strategists will meet in Berlin, Germany. Keynote speakers will give impulses for the future of the news media and outline new publishing trends.

New York Times: Successes through constant change

The New York Times is one of the pioneers when it comes to innovative approaches for the future of the news industry. The company proved that readers will pay for good and meaningful content on the web: subscriptions to both digital and print are on the rise. This surge is not only based on high-quality journalism but also on new strategies, such as a new customer approach. In his opening keynote speech on Tuesday, 10 October 2017, Golden, who is also the newly elected President of WAN-IFRA, will reveal how he helped lead the New York Times Company through multiple periods of monumental change.

The Digital Powerhouse Axel Springer

Axel Springer is Europe’s largest digital publishing house, with numerous multimedia news brands, such as BILD, WELT and FAKT, and more than 15,000 employees. In the first quarter of this year, the company reported that its digital media grew organically by 10.7 percent and it generated 80 percent of the group’s EBITDA. “Axel Springer is no longer BILD with attached digital business”, says Mathias Döpfner, CEO of Axel Springer. At the opening of the IFRA and DCX, he will share his recipe for success and give an outlook on future developments.

How the Daily Mail is growing its brand

Kevin Beatty, CEO of dmg media, will also have his say at the conference stage of IFRA / DCX in Berlin. He will explain 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. “At the core is the content”, emphasises Beatty. More than 800 journalists work only for MailOnline that is updated at least every 30 minutes – 24 hours a day, seven days a week. Beatty will give more clues about dmg’s approach, which includes elements such as storytelling, sponsored content, branded video or ad-searchable native advertising.

Closing Keynote from India

Last, but not least, a guest from India will take centre stage on Thursday, October 12, 2017: Rajiv C. Lochan, MD & CEO at Kasturi & Sons Ltd., a 138-year old publishing company that belongs to The Hindu Group publications. Prior to joining The Hindu Group, the managing director was a Partner with McKinsey & Company and co-founded their Chennai branch. The media pioneer from India is accustomed to thinking outside the box. For example, he is active in the social sector? in the areas of public health and in financial inclusion. In Berlin, he will present young and fresh ideas that
drive the growth-oriented media industry in India. His closing keynote is thus also an outlook on how the media landscape will change around the world in the future.

The three-day programme of the conferences called “Digital Media World” and “Print World”

offers a combination of best practice, trends, latest research results and first-hand experience reports of international media experts from publishing houses, newspaper printing companies and scientific organisations. Attendance at the conferences is free of charge for all trade fair visitors. In addition to the common IFRA/DCX conference stage, where media executives from all over the world will speak, the trade fairs also offer content stages, where exhibitors talk about new tools, innovative products and services.

Further information and tickets are available at www.ifra-dcx.com.

Company Contact:

Wildfowl & Wetland Trust

E. lara.wilson@wwt.org.uk
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