

Two conferences included in your Expo ticket!

**Print World  
2016**

Conference & Guided Tours

**Digital Media  
World 2016**

Conference & Guided Tours

# World Publishing Expo 2016

10-12 October 2016, Messe Wien, Vienna

**The new-look event that guarantees  
media professionals go home with  
savvy strategic and investment ideas**

**[www.worldpublishingexpo.com](http://www.worldpublishingexpo.com)**

# World Publishing Expo 2016

10-12 October 2016, Messe Wien, Vienna

World Publishing Expo is the one-stop GLOBAL MEETING POINT of the news media industry offering in-depth discussions and orientation in a congenial atmosphere where all visitors have a high level of industry knowledge. This year's Expo will feature the following highlights and more ...

## TWO FREE CONFERENCES

PRINT WORLD & DIGITAL MEDIA WORLD, our two high quality WAN-IFRA conferences, usually priced at 990 euros, come for free with your Expo ticket. The conferences bring you key learnings and complement the exhibition to enable you to make the right strategic and investment decisions.



### Digital Media World 2016

Conference & Guided Tours

Updates and information on  
[www.wan-ifra.org/dmw16](http://www.wan-ifra.org/dmw16)

Get a deep understanding of the changes that are going on in the news media landscape, and learn how to act and react quickly to get ahead of the competition and monetise your content and resources.

Learn from international speakers, practical cases and success stories that spark lively discussions.

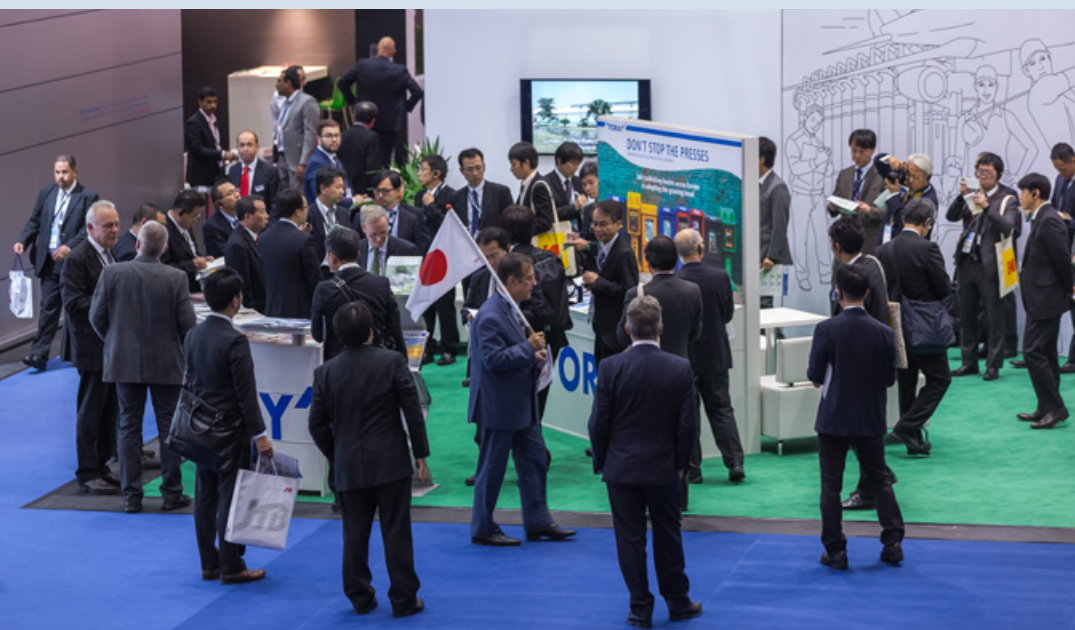
### Print World 2016

Conference & Guided Tours

Updates and information on  
[www.wan-ifra.org/pw16](http://www.wan-ifra.org/pw16)

## GUIDED TOURS

Our experts will guide you through the Expo on key industry topics all three days. These one-and-a-half hour tours will optimise your time at the show and provide you with essential insights.



## MEDIA TECH NITE

Let's party! The MEDIA TECH NITE celebrates outstanding achievements in digital and print and offers conversations in the nonchalant ambience of the Grand Hotel Vienna. We will crown the best of the best in our World Digital Media Awards 2016, and honour the new members of the International Newspaper Color Quality Club 2016-2018.

Tuesday, 11 October 2016, 19:00 h

**Grand Hotel Wien**, Kaerntner Ring 9, 1010 Vienna

[www.wan-ifra.org/wpe16\\_registration](http://www.wan-ifra.org/wpe16_registration)

Visit **[www.worldpublishingexpo.com](http://www.worldpublishingexpo.com)** for more information.



## Meet more than 100 exhibitors, including leading technology and solution providers of the news media industry:

3T Control	Funkinform	Marfeel	Publishing Software Company
Adnow LLP	FWI Information Technology	Miles33	Realcom
adwonce	Gogol Publishing	Mitsubishi Heavy Industries	Richie
Anygraaf	Graphic News	Printing & Packaging Machinery	Rogler Software
APA-IT	Hamann & Partner	Mojo Reporter	sabris ag
Atex Media	Harland Simon	MPP Global	SAPRO
Aussenwirtschaft Österreich	Hewlett-Packard	MSH Medien System Haus	SEM
Auxen	Holmen Paper	Multicom	Sternwald Creations
binuscan	Honeywell	native.media	Stora Enso
Canoo Engineering	Infomaker	Netgen	Supag
CCI	InfraLogic ApS	News Hub Media	Tabel
Conmio	ingenieurbüro mauser	NEWSCYCLE Solutions	Tansa
Continuum Content Solutions	Integration X	Newsfactory	Tecnavia
CoverPage	InterRed	Nuglif	Teknograd
Cxense	IST Metz	Ownlocal	Textalk
DanAds International	JJK Verlagssoftware	PageSuite	TMI Service
Desk-Net	JSC Volga	Palm	Toray
Digital Collections	JSC Solikamskbumprom	Parenco	TWI
Domena	Kau und Behrens	Perlen Papier	Typoserv
Elpical Software	Kodak	pme maurer	UPM
Escenic	Laidback Solutions	ppi Media	Utzenstorf Papier
evolver group	Layout International	Pps	Visiolink APS
EzyInsights	Lineup Systems	PressReader	Xynamix
Financial Times	M6 Limited	Protecmedia	Zissor
FotoWare	Makro Solutions	ProcSet Media Solutions	
	manroland web systems	PTG Paper Trading Group	

(List as of 1 September 2016)

# Digital Media World 2016

## Conference & Guided Tours

Location: Conference Stage in Hall D,  
Reed Messe, Wien

## Monday, 10 October

### 10:00 Session: Transforming Media Companies

The Internet and digital technologies have caused massive disruptions in several industries including the news media industry. News media companies are responding to the challenges by constant innovation and implementing new ideas and business models. This session will showcase how media companies have undertaken the transformation, the strategies employed and the results.

**Moderator:** Thomas Jacob, Chief Operating Officer, WAN-IFRA, Germany

### 10:00 Transforming Styria Media Group in the Digital World

Klaus Schweighofer, Board Member, Styria Media Group, Austria

### 10:30 Shaping the Future of a Regional Publisher

Seven strategic key factors to handle the digital transformation of the local publishing business: Build a strong corporate brand, Be attractive for the best employees, Strengthen the journalistic content, Achieve customer satisfaction, Buildup know-how in new technologies, Optimize cost and process efficiency, Create growth through innovation in digital and services.

Kurt Sabathil, Managing Director, Schwäbisch Media, Ravensburg, Germany

### 11:00 One Transformation may not be Enough for Your Media Company

Austrian media group Russmedia has grown out of a local newspaper and operates today in five European countries. Learn how Russmedia concentrates on digital growth and why different teams are separated instead of integrated.

Gerold Riedmann, Managing Director, Russmedia and Editor-in-Chief, Vorarlberger Nachrichten, Austria

### 13:00 Session: Technologies & Tools for Modern Newsrooms

Modern newsrooms require technical tools to fulfil different tasks in communication, co-operation, workflow-control, and publishing content on a variety of platforms as well as in social media. How to select the best fitting content management system?

### 13:00 Modern Newsrooms: the Interconnection between Journalism, Data and Technology

The business models and consumption patterns for media have forever changed by the rise of digital. Whereas media companies controlled the timing, access and marketing of content, consumer's demands have changed the game.

The challenge for media companies today, is not mastering the world of digital media, but mastering of media and content in what is now a fully digital world. Journalism is no longer separated from the media industry itself, rather newsrooms have to represent the interconnection between journalism, data and technology. Future storytelling is based on sophisticated digital tools and collaboration. But how can newsrooms manage this challenge and create the winning formula in content creation, consumption and monetisation?

Barbara Rauchwarter, Head of Marketing & Communications, APA - Austria Presse Agentur, Austria

### 13:30 Digital Publishing in the DevOps Era: how the Poligrafici Group Reengineered its Architecture Towards an "Agile Infrastructure"

Cloud deploy, ease of management, flexibility, scalability and interoperability of services and technologies are the goals that have driven the new architecture of the Poligrafici Group digital infrastructure. By mixing open source innovative technologies (like the Docker containerization platform) and commercial tools, the Monrif Net team has re-imagined the group digital delivery platform around the "platform as a service" concept. The end result is a fully Amazon deployed solution, built on completely independent and scalable containers that can be easily deployed to minimize compatibility issues and maximize availability and performances.

Cesare Navarotto, Chief Operating Officer, Monrif Net, Italy

### 14:00 It's All Newsday: Inside a Transformative Multichannel Publishing Project

Newsday has adopted a truly integrated system that begins with pure content in a neutral channel and allows them to preview and customize it for delivery to their readers wherever they choose to read it - print, desktop, mobile web, our tablet and phone apps for Android, iOS and Kindle. Millrod will show in his presentation how they have integrated print and digital, not just technologically, but on a human level as well. They have transformed two newsrooms - Newsday and amNew York, our NYC paper - into multichannel journalists. That involved retraining roughly 400 journalists over a period of six weeks as our rollout began last fall.

Jack Millrod, Assistant Managing Editor, Newsday, NY, USA

### 14:30 Guided Tour: Technologies & Tools for Modern Newsrooms

This tour will showcase our Exhibitors content management systems and editorial systems to our participants.



## 16:00 **Session: Social Media and Platform Strategies**

With more news distribution and consumption happening through social media and news platforms are publishers losing the opportunity to build direct relationships and monetise content? Leading media executives are fine-tuning their social and platform strategies. Learn from some of the best practices.

**Moderator:** Ralf Ressmann, Director of Europe, Middle East and Africa, WAN-IFRA, Germany

## 16:00 **The Impact of Distributed Content Strategies for Publishers**

Pfeiffer will be present on how the distributed content landscape has evolved in the past year and will touch on themes including: Dealing with Instant Articles, Google AMP: A force for good? Snapchat and messaging apps, Twitter and Apple, and distributed content in the age of ubiquitous video, among others.

**Andreas Pfeiffer, Editorial Director, Pfeiffer Report, France**

## 16:30 **Best Practices for Leveraging Social Media Platforms**

**Frédérique Lancien, WAN-IFRA Global Advisory Consultant**

## 17:00 **The Strategy of Salzburger Nachrichten**

**Roman Minimayr, Managing Director, Salzburger Nachrichten, Austria**

## 17:30 **Deep Dive: Social Media and Platform Strategies** WAN-IFRA Stand

# Tuesday, 11 October

## 09:30 **Keynote: The Transformation of La Presse**

Three years after its launch, La Presse+ tablet edition has established itself as an essential news and information reference in its market and is seen as a leader in the worldwide daily newspaper industry. In this presentation, La Presse COO Pierre-Elliott Levasseur will explain the vision and strategy that enabled La Presse, a 131 years old daily, to successfully complete its transformation from a print newspaper to a leading-edge digital medium. Learn how the Montréal news organization created an innovative and effective digital business model by developing an engaging digital edition for tablets that is as acclaimed for the quality and depth of its content as for the effectiveness of its creative advertising products.

**Pierre-Elliott Levasseur, Chief Operating Officer, La Presse, Canada**

## 11:30 **Session: Ad Blocking and Smart Ads**

Publishers are addressing the challenge of ad blocking on several fronts, from improving the user experience, delivering non-intrusive, cleaner ads and native advertising. Some publishers have even refused to deliver content to users of ad blockers. The session will provide the latest developments in this area coupled with best practice examples from around the world.

**Ben Shaw, Director, Global Advisory, WAN-IFRA, Germany**

## 13:00 **Deep Dive: Ad Blocking and Smart Ads** WAN-IFRA Stand

## 14:30 **Session: Online Video**

The online video revolution is gathering momentum and is starting to disrupt the linear TV. However, this presents a huge opportunity for news media publishers. Many newsrooms are putting video production into the heart of their newsroom operations. The session will present the case studies from pioneers who have successfully ventured into online video. What are the lessons learnt, what are the mistakes to avoid and what are the monetisation opportunities in online video will be discussed in this session?

**Moderator:** Gregor Waller, Principal Consultant, WAN-IFRA, Germany

**14:30**  
**Steffen Damborg, Digital Director, Politikens Lokalaviser, Denmark**

## 16:00 **Deep Dive: Online Video** WAN-IFRA Stand

# Wednesday, 12 October

## 10:00 **Session: Increasing Digital Revenues**

There are ways for publishers to monetise their unique content: Affiliate programs, data monetisation and membership programs. Newspapers have been experimenting with different models for charging for online content such as freemium, metered, membership clubs, charging per article etc. What are the learning lessons? How can these be fine-tuned and improved? What are the data and analytic tools that are needed?

**Moderator:** Nikolay Malyarov, CCO, PressReader, Canada

## 10:30 **A Scandinavian Viewpoint to Paid Content**

**Kalle Jungkvist, Principal Consultant, WAN-IFRA & Senior Advisor, Schibsted, Sweden**

## 11:00 **Learning from Magazine Publishing**

**Nikolay Malyarov, CCO, PressReader, Canada**

## 11:30 **Guided Tour: Increasing Digital Revenues**

Exhibition on this tour will present their products and services optimising the advertising workflow for publishers.

## 13:00 **Panel Discussion: Virtual Reality Gets Real**

Recent technological advancements have led to exciting new ways of telling stories. Sensors, such as 3D scanners, eye and hand tracking devices and GPS on mobile phones, enable us to capture information in real time. Displays, such as immersive 3D goggles, augmented reality glasses, and light field projectors, make it possible to merge virtual and real world media. The Internet empowers users to collaborate, interact and modify the storyline.

However, the burning question is still if VR Journalism is possible for the average newsroom? The answer lies in understanding the production tools and integration in workflow and content management systems in a seamless way. Experts from the academic, industry and tech field will discuss and exchange point of views on opportunities of these news technologies.

**Moderator:** Andrew Perkis, Professor, Norwegian University of Science and Technology, Norway

**Speaker:** Deniz Ergürel, Tow-Knight Fellow, Founder of [www.haptic.al](http://www.haptic.al), USA

## 14:30 **Session: Future of News Media**

News media have a great future if they understand the requirements of technology for publishing in a multi-media platform environment and the changing behaviour of readers and users. Examples from different countries will present how news companies are moving ahead.

## 14:30 **Why Newspapers Should Enter the Book Business**

The Correspondent is an online journalism platform that serves as an antidote to the daily news grind. In addition to this platform where our journalists create stories every day, we have now set up our own publishing house and speakers agency. Why? Because we see things going wrong at newspapers and magazines worldwide, and there's a lot that media outlets can learn from the book business. Publisher Milou Klein Lankhorst will share the lessons learned so far.

**Milou Klein Lankhorst, Editor, De Correspondent, the Netherlands**

## 15:30 **Preparing for the Future at Die Presse**

**Rainer Nowak, Editor-in-Chief, Die Presse, Austria**

## 16:00 **Closing Keynote: Multimedia Transformations at Hürriyet**

**Çağlar Göğüş, Chief Executive Officer, Hürriyet, Turkey**

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**Gerold Riedmann, Managing Director,**  
Russmedia and Editor-in-Chief,  
Vorarlberger Nachrichten, Austria

### 11:30 Session: The Power of Print Innovation

What is the role of print in news publishing today and tomorrow? The views of publishers, newspapers and customers. Print addresses all human senses like no other medium. It also links seamlessly to mobile digital platforms and integrates the best of both worlds. How can you create new business with innovations in print?

**Moderator Sabine Sirach, Founder, Sirach  
Consulting, Germany**

### 11:30 Towards a Sustainable Printed Newspaper: the Contribution of Design

The path towards sustainability is on road and there is no turning back. Publishers need to do it, advertisers must follow and readers will demand it, sooner or later. Optimization of production processes and reduction of energy are necessary, but design is an issue that cannot be forgotten: it is it that shapes things. Design is used to organize information, to persuade and guide readers, but it also must be used to save resources and to help printed papers to be sustainable. In this presentation we will see how.

**Pedro Matos, Design Researcher, Portugal**

### 12:00 Innovations in Print at the Times of India

Printing operations as a center of profit and innovation Bennett, Coleman & Co, the publisher of the Times of India, is committed to deliver hundreds of innovations in newspaper production every year. It also considers that drastic costs can be saved in printing operations through continuous improvement process while some revenues opportunities are still undervalued.

**Sanat Hazra, Technical and Production  
Director, The Times of India**

### 12:30 Bridging the Spectrum: Al-Jazirah's New Innovative Printing Solutions

With over five decades as storytellers, Al-Jazirah Corporation is read, respected, and relied upon. Effective print advertising understands the interconnectivity of the human psyche with print media using the five senses. Readers interact with the publication in the best way possible, by incorporating the whole story – from start to finish, advertiser to reader, publisher to printer. Because newspaper ads don't block, intrude, interrupt, and cannot be deleted. In understanding this unique ability, the J-i6 – Al-Jazirah's Printing Innovation Suite was born.

**Abeer Abdalla, PR and Business  
Development, Al-Jazirah Corporation for  
Press, Printing, and Publishing, Riyadh,  
Saudi Arabia**

### 13:00 Guided Tour: Power of Print Innovation

This tour will highlight innovative printing products and services that are creating new revenue opportunities for your customers.

### 14:30 Session: Digital Printing

How can digital printing technologies contribute to the development of the newspaper product and the newspaper printing business? Different users are looking for different benefits from digital inkjet printing in the areas of customisation, short-run printing and hyperlocal editions.

**Moderator Luca Michelli, Member of the  
Board of ASIG Service Srl, Italian Association  
of Newspaper Printers**

### 14:30 Case Study – Jersey Print Plant

**Jack Knadjian, Managing Director,  
HJ Consulting, UK**

### 15:00 Digital and Offset in the Same Printing Centre

De Cian will present on the three year experience of CSQ in the integration of a digital ink-jet press into a newspaper offset production plant and focus on printing of short runs, foreign titles, "hyper-local" inserts and hybrid products.

**Dario De Cian, General Manager, CSQ –  
Centro Stampa Quotidiani, Italy**

### 16:00 Guided Tour: Digital Printing

This tour will include the exhibitors specialising in the development of new technologies and products for digital inkjet printing customers.

## Tuesday, 11 October

### 09:30 Keynote: The Transformation of La Presse

Three years after its launch, La Presse+ tablet edition has established itself as an essential news and information reference in its market and is seen as a leader in the world wide daily newspaper industry. In this presentation, La Presse COO Pierre-Elliott Levasseur will explain the vision and strategy that enabled La Presse, a 131 years old daily, to successfully complete its transformation from a print newspaper to a leading-edge digital medium. Learn how the Montréal news organization created an



innovative and effective digital business model by developing an engaging digital edition for tablets that is as acclaimed for the quality and depth of its content as for the effectiveness of its creative advertising products.

**Pierre-Elliott Levasseur, Chief Operating Officer, La Presse, Canada**

### 10:00 **Session: Press Extension and Retrofit to enhance ROI**

Publishers and newspaper printers extend the lifetime of their presses and mailroom systems with the help of retrofit projects. Such projects can help to improve the return on investment. Press and mailroom extensions keep the production equipment up-to-date and improve the competitiveness of printing plants. This session presents international examples.

### 10:00 **The Challenge for Lifespan Extension from the Technical Point of View**

There are many things to consider if a press is longer in production than projected. To make the grade it is necessary that technology and process go hand in hand. Further it is important to keep the technical conditions manageable. We take a look on technical hints and solutions to grant an effective life-span extension.

**Hans Jörg Maurer, Managing Director, pme maurer GmbH, Germany**

### 10:30 **Press Retrofit – Efficiency and Independence**

**Robert Heitzer, Head of Print Department, Süddeutscher Verlag Zeitungsdruck GmbH, Germany**

### 11:30 **Guided Tour: Press Extension and Retrofit Guided Tour**

This tour will offer interested Expo participants the chance to hear about companies offering products and services extending the life of newspaper presses & mailroom systems.

### 13:00 **Session: Developing New Print Products**

The mailroom is converting into a post-print production centre. With the help of finishing you can create new products. Is this area newspaper printer will explore to extend their business beyond newspaper printing?

**Moderator: Karl Malik, Managing Director/CEO, PreMedia Newsletter, Germany**

### 13:00 **Eco Print Case Study**

**Wim Maes, Technical Director, Eco Print Center N.V., Belgium**

### 13:30 **Newspaper Today: A Flexible High-speed Media that Effectively Eats into Digital Pie**

Primarily led by the Indian News Publishers in recent years, a sea change in the look and feel of printed Newspaper is quietly shaping the future of this media. The Value and Trust of printed words are effectively combined with the innovative use of Advertisement space in many unique formats, shape, size, color, quality, cus-

tomisation and use of variable data. The transformation was made possible by the use of compatible high speed technologies like Online Glue Stitching, UV curing system, Innovative substrates, Innovative inks, Innovative formats, Online applicators, Inserters, High-speed digital ink-jet and so on. Most of the News Publishers in this transformation have improved their premium advt sales by 20% to 40% in a short span of time. The presentation will cover many examples of such transformation and briefly touch upon the technical requirements in this bouquet of possibilities.

**Snehasis Chanda Roy, Associate Vice President Manufacturing, ABP Pvt Ltd., India**

### 14:30 **Deep Dive: Developing New Print Products WAN-IFRA Stand**

### 16:00 **Session: Print Quality Sells**

Printing a consistently high color quality is one of the basic keys of success in newspaper production. Successful members of the International Newspaper Color. Quality Club competition 2016–2018 will present on how they met the requirements of international print quality standards.

## Wednesday, 12 October

### 11:30 **Session: Newsprint Trends**

Printing on low grammage paper can reduce production cost considerably. Improved newsprint can be used to extend the print business. A new guide on "Optimised Paper Handling & Logistics" will be launched that assists all practitioners in the paper value chain.

### 11:30 **Moving Towards 40-gram Std. Newsprint, Advantages and Challenges, a Case Story from The Danish Press**

Isaksen will give a brief overview of the Danish Press and the process of moving from 45 gram to 42,5 gram in 2009-2010 and to 40 gram in 2012. The technical challenges as well as the financial advantages in price and transportation costs observed after this transition will be presented.

**Thomas Isaksen, CEO, Procurement Association of the Danish Press, Denmark**

### 12:00 **Optimised Paper Handling & Logistics: Launch of the New Paper Guide**

The results of the project, "Optimised Paper Handling & Logistics", supported by many publishing and supplier companies and associations worldwide will be presented. This unique cross-industry collaborative project brings together expertise from across the entire paper



supply chain from the mill, through transport, storage, handling and printing. Its goal is to establish a common best practice tool and global reference for suppliers, transporters, converters and printers to improve their efficiency.

**Manfred Werfel, Deputy CEO/Executive Director, Global Events, WAN-IFRA, Germany**

**Nigel Wells, Joint Managing Director and Editor, icmPrint, UK**

### 13:00 **Guided Tour: Newsprint Trends**

Exhibitors on this tour will present newsprint products to our participants that are extending their print business and help improving the cost/performance ratio of their products.

### 14:30 **Session: Future of News Media**

News media have a great future if they understand the requirements of technology for publishing in a multi-media platform environment and the changing behaviour of readers and users. Examples from different countries will present how news companies are moving ahead. Print and digital are part of the newspaper's future. Print offers high performance, addresses all senses and links to the digital mobile world.

### 14:30 **Why Newspapers Should Enter the Book Business**

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## Practical Information

### Location

Good reasons for the Expo to return to Vienna:

- One of the leading innovative media cities in central Europe
- A traditional crossroad point between Eastern and Western Europe
- A modern state capital with excellent transport connections and with world class hotels
- An intense and famous cultural life
- World class airport served by more than 100 airlines and with direct connections to five continents

### Venue

#### Reed Messe Wien

Hall C, Entrance D  
(near metro station U2 Krieau)

Messeplatz 1  
A-1020 Vienna, Austria

Tel. +43.1.727200  
info@messe.at  
www.messe.at

### Opening Hours

10-12 October 2015  
9:30 - 18:00 h

### Prices for Expo Visitor Passes

#### Season ticket

EUR 99 pre-registration online,  
EUR 149 on-site,  
including exhibition, the conferences  
Print World and Digital Media World  
2016, as well as the Guided Tours

#### Media Tech Nite ticket

EUR 99

Register now on

[www.worldpublishingexpo.com](http://www.worldpublishingexpo.com)

### Accommodation

Austropa provides you with the best  
hotel accommodation rates. You can  
book directly via:

#### Austropa Interconvention

Lassallestrasse 3  
1020 Vienna

[expo2016@austropa.at](mailto:expo2016@austropa.at)

#### Sandrina Sinko

Tel. +43.1.58800517

Link for booking form:  
<http://bit.ly/1KH2cld>



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60327 Frankfurt am Main, Germany

### Join the conversation and get latest updates on Social Media!

Event blog:

[www.wan-ifra.org/expo\\_blog](http://www.wan-ifra.org/expo_blog)

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

XING: [www.xing.com/net/ifraexpo](http://www.xing.com/net/ifraexpo)

More information and registration on  
[www.worldpublishingexpo.com](http://www.worldpublishingexpo.com)