

# 17<sup>th</sup> World Editor Forum, Hamburg, October 6 – 8, 2010

## The Tablet Year: why mobile distribution will change the news business

WEDNESDAY 6 OCTOBER 2010

9h15 - 10h45:

### - The Annual Press Freedom Round Table: From Evin and Back

**Akbar Ganji**, one of Iran's leading investigative journalists and a celebrated author, spent six years in prison defiantly refusing to renounce his critique of the state, even if this could have ensured his release. He was awarded the Golden Pen of Freedom in 2006. Mr Ganji will present the critical situation facing the press and freedom of expression in Iran today and respond to questions from Forum delegates.

COFFEE BREAK AT 10H45

11h00 - 12h30: **Shaping the Future of the Newspaper Round Table**

By **Martha Stone**, Director, Shaping the Future of the Newspaper project and **Dr. Erik Wilberg**, Associate Professor, Norwegian School of Management.

Video vignettes from :

- **Moritz Wuttke**, former CEO of PubliGroupe in Asia;
- **Tony Hunter**, Publisher, Chicago Tribune;
- **Michael Silver**, President, Newspaper Consortium;
- **Gordon Crovitz**, former Publisher, Wall Street Journal;
- **Geoff Tan**, Marketing Director, Singapore Press Holdings;
- **Jeff Jarvis**, BuzzMachine blogger and author of "What Would Google Do?"

Lunch Talk 12H15 – 13h30

"WEF meets **Philipp Schindler**, Vice President, Northern and Central Europe, Google"

Moderator: **Saeyoon Suthichai**, Group Editor-in-Chief, The Nation, Thailand

13H45 – 14H30: Opening ceremony:

With **Gavin O'Reilly**, President, WAN-IFRA

Presentation of the 2010 WAN-IFRA Golden Pen Of Freedom □  
By **Xavier Vidal-Folch**, President, World Editors Forum, to **Ahmad Zeid-Abadi**,  
journalist, Iran

**Akbar Ganji** will accept the award on behalf of fellow Iranian journalist, **Ahmad Zeid-Abadi**, sentenced in 2009 to six years in prison and banned for life from practicing his profession

14H30 – 16h00: KEYNOTE SPEECHES & QUESTIONS

- “Why I believe a mutually beneficial relationship with newspapers is possible ”  
By **Philipp Schindler**, Vice President, Northern and Central Europe, Google

- “Why I believe in print”

By **Giovanni di Lorenzo**, Editor-in-Chief, Die Zeit, Germany

COFFEE BREAK AT 16H00

16H15 – 17H00: EXCLUSIVE SURVEY  
**THE WEF – MCKINSEY & COMPANY 2010 NEWSROOM BAROMETER**

Presentation by **Eric Hazan**, Partner, McKinsey & Company

17H00 – 18H15: First Session  
**New ways to finance quality journalism: the other face of content monetization**

Keynote speech:  
**Paul Steiger**, Editor-in-Chief and Founder, ProPublica, USA

And with:  
**John Yemma**, Editor-in-Chief, Christian Science Monitor, USA  
**Olav Berge**, Editorial advisor, A-pressen, Norway  
**David Cohn**, Founder, Spot.us, and Knight News Challenge winner, USA

Moderator: **Patrice Schneider**, Director of Development, Media Development Loan Fund, Switzerland

18H15 – 19H00: Special Q & A session  
“WEF meets **Günter Grass**”, German writer and Nobel Prize for literature about his latest book “**Mein Jahrhundert / My Century**”

19H20: buses leaving the Congress Centre for the townhall

19H45 – 22H00: reception and flying buffet  
Hosted by the Mayor of the Free and Hanseatic City of Hamburg, **Christoph Ahlhaus**

At the townhall (Rathausmarkt), one of the most beautiful, historic buildings in Hamburg.

Themes: Hamburg, its media, its harbour and its development.

With

Jürgen Bruns-Berentelg, CEO HafenCity Hamburg GmbH

Dr. Nikolas Hill, State Secretary of Culture and Media

Jens Meier, CEO Hamburg Port Authority

Götz Hamann, die ZEIT, (moderation)

21H30 – 22H00: buses leaving the townhall for the hotels

## THURSDAY 7 OCTOBER 2010

8H00 – 9H00: Editors breakfast

**‘WEF meets German Editors-in-Chief’**

Chairman: **Wolfgang Krach**, deputy Editor-in-Chief, Süddeutsche Zeitung

Working breakfast with editors, columnists and senior news executives from Germany

9H10 – 9h40: Keynote speech:

**Janet Robinson**, CEO, The New York Times, USA

9H45 – 11H00: Panel 1

**Multimedia newsrooms vs. pure online players: which model is the most sustainable?**

With:

**Raju Narisetti**, Managing Editor, Washington Post, USA

**Wataru Sawamura**, Deputy Managing Editor, Asahi Shimbun, Japan

**Benoît Raphael**, former Editor-in-Chief and co-founder, LePost.fr, France

**Neil McIntosh**, Editor-in-Chief of Europe.WSJ.com, Wall Street Journal, UK

Moderator:

**Jacques Rosselin**, Media Entrepreneur, Apaches, France

COFFEE BREAK AT 11h00

11H15 – 12H30: Panel 2

**How to break away from the “he said yesterday” journalism?**

With:

**Sylvie Kauffmann**, Editor-in-chief, Le Monde, France

**Abdel-Moniem Said**, Chairman of the Board, Al-Ahram group, Egypt

**Jeff Reifman**, Founder, NewsCloud, USA

**Francisco Amaral**, Director, Cases I Associats, Spain

Moderator:

**Malte von Trotha**, CEO, DPA News Agency, Germany

## LUNCHES (12H30 – 14H)

General lunch with Adobe

Welcome address by **Zeke Koch**, Director Product Management Design and Digital Publishing , Adobe

OR

‘WEF meets **Janet Robinson, CEO of The New York Times**’

Attendance limited to pre-registered participants.

## 14h00 - 15h15: Second Session

**2010 Global Report on Innovations in Newspapers** (by the Innovation International Media Consulting Group)

With:

**Claus Strunz**, Editor-in-Chief, Hamburger Abendblatt, Germany

**Flavio Pestana**, General Director, Diario de Sao Paulo, Brazil

**Diego Cenzano**, Director, Biko, Spain

**Juan Antonio Giner**, Founder of Innovation Media Consulting Group

**Carlo Campos**, Direction, Innovation Media Consulting Group

Moderator:

**Juan Senior**, Partner, Innovation Media Consulting Group

## COFFEE BREAK AT 15H15

## 15H30 – 17H30: Third Session

**New content platforms: a breakthrough year?**

Keynote speech:

Chris Ahearn, President of Media, Thomson Reuters

With:

**Alfredo Triviño**, Director of Creative Projects, News International, UK

**Romanus Otte**, General Manager, Welt Online, Die Welt, Germany (to be confirmed)

**Annemarie Kirk**, digital business development manager, Berlingske Media, Denmark

Moderator:

**Kristina Sabelström Möller**, PhD, Senior Research Manager, Emerging Digital Platforms and Business Development, WAN-IFRA

19H15: buses leaving the hotels for the Hamburger Abendblatt newsroom

19h30 – 22H00: Cocktail & Buffet

Hosted by the Axel Springer Newspaper Division.

At the Hamburger Abendblatt newsroom, the most widely read daily paper and the leading medium in and around Hamburg. One of Germany's most successful regional subscription papers presents its' newsroom, the most modern in Europe. Get to know the heart of the strategy "abendblatt 3.0."!

Visits of the newsroom will be organised in small groups.

Location: Axel Springer AG, Axel Springer Platz 1, meetingpoint Desk, Stella Halle.

21H30 – 22H00: buses leaving the newspaper for the hotels

## FRIDAY 8 OCTOBER

8H30 – 9H15: KEYNOTE SPEECH

World Trends in the Newspaper Industry: an update

By **Christoph Riess**, CEO, WAN-IFRA

9H15 – 10H30: Fourth Session / Joint session with the Poynter Institute

**What's next for new media training?**

With:

**Howard Finberg**, Director, Interactive Learning & News University, Poynter Institute, USA

**Joyce Barnathan**, President, International Center for Journalists (ICFJ), USA

**Tarek Atia**, Media Training Manager, Media Development Programme, Egypt

**Bertrand Pecquerie**, Director, World Editors Forum / WAN-IFRA, France

Moderator:

**Steffen Burkhardt**, Professor of Journalism, University of Hamburg, Germany

COFFEE BREAK – 10H30

10H45 – 12H15: Special workshop

**Our news and Google: how can we cooperate?**

With:

**Madhav Chinnappa**, Strategic Partner Development Manager, Google News & Books, UK

**Marcus Warren**, Editor, telegraph.co.uk, Telegraph Media Group, UK

**Mario Tedeschini-Lalli**, Deputy Director of Development and Innovation, Gruppo Editoriale l' Espresso, Italy

**Wolfgang Blau**, Editor-in-chief of Zeit Online, Die Zeit, Germany

Moderator:

**Christoph Keese**, President Public Affairs, Axel Springer AG, Germany

12H20 to 12H50: World Editors Forum Annual General meeting

Annual report and election of new Board members for the World Editors Forum, the organisation for Editors-in-Chief within WAN-IFRA

Open to all participants

LUNCHES (12H30 – 13H50)

12H30 – 13h50

“WEF meets **Gurtej Sandhu**, Director, Times Digital, The Times, and **Tom Whitwell**, Assistant Editor, Online, UK

Moderator: **Mahfuz Anam**, Editor-in-Chief and Publisher, The Daily Star, Bangladesh

14H00 – 16H00: Fifth session

**Using crowd-sourcing and social networks in hyperlocal news**

With:

**Bart Brouwers**, Managing Editor for hyperlocal Online Media, Telegraaf Media Group, The Netherlands

**Roman Gallo**, Founder, Nase Adresa Project, Czech Republic

**Martha Gleich**, Internet Director, Grupo RBS, Brazil

**Harry Dugmore**, Founder of “The news is coming” project, and Knight News Challenge winner, South Africa

**Jaroslaw Tokarczyk**, President of the Board, Gazeta Olsztynska, Poland

Moderator:

**Werner Eggert**, Editor-in-Chief, Tide, Germany

Evening programme: TBC