

# Cutting-edge topics – consider business models

At the Digital Innovators' Summit on **March 19th to 20th**, more than **50 innovators** provide exclusive insight into new technologies for around **600 participants** from more than **35 nations**

**D**igital media moves at an incredible pace. Innovations are changing our business fast every day. New platforms and business models are emerging all the time. Which trends are really important for tomorrow's business? Sometimes it is hard keeping up with the speed of all the changes. That's why FIPP and VDZ's Digital Innovators' Summit (DIS), held in Berlin on 19-20 March, is a must for anyone in the B2C and B2B

media industries. It is the place to hear about the future of media and technology directly from the innovators who are driving change. DIS brings together senior executives from media businesses, technology innovators and solution providers to share ideas, discuss emerging trends and showcase future products.

The conference attracts over 600 senior executives from over 35 countries with attendees including CEOs and other C-suite execs,

# How to win as a digital publisher

Axel Springer's **Dr Andreas Wiele** will be unpacking 'High-speed disruption, real data, the scourge of fake news' at Digital Innovators Summit 2018

**D**igital media companies may be facing some significant challenges, from taking on the ad blockers through to working out a response to the recalibration of Facebook's news feeds. Yet many of the companies who embarked digital publishing first are now being rewarded with some significant growth.

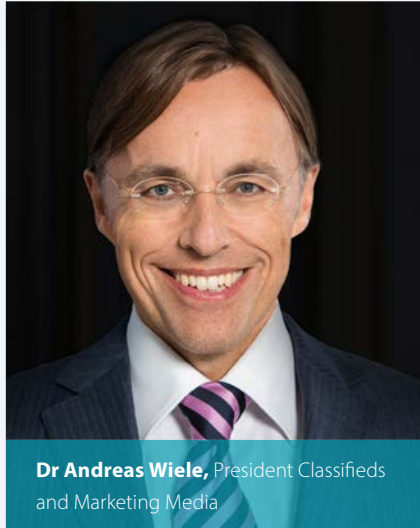
Among them is Axel Springer, the home of BILD, 'Business Insider' and many other brands. In the first nine months of 2017, the company's digital division grew organically by 11.7 percent accounting for 70.6 percent of its total revenues. Much of that growth has been down to the success of the company's classified ad division, a sector which is helmed by a DISummit 2018 speaker Dr Andreas Wiele.

One of the architects of the company's digital strategy Dr Wiele was president of BILD Group and Axel Springer Magazines until 2014, and today is President of the company's Classifieds and Marketing Media division.

At DIS 2018 Andreas Wiele will be unpacking 'High-speed disruption, real data, the scourge of fake news,' and generally how to win as a digital publisher. Here he talks about the impact of AI, how German companies are tackling fake news, and why publishers need to convince advertisers that their content is a safe space for ads.

**PRINT&more | What would you say are the key issues facing digital publishers in 2018? ANDREAS WIELE |** The key issues are very much the same as in 2017: give users great content and increase their willingness to pay on one side, and get our fair share of the digital advertising pie on the other side.

**Data has become hugely important to Axel Springer. Can you outline some of the most effective ways that you are using it?**



**Dr Andreas Wiele**, President Classifieds and Marketing Media

Data is already used very effectively to sell our advertising reach in a more targeted manner, and will be used more and more to produce custom content for our users.

**Do you think the use of Artificial Intelligence will transform the way that publishers use data?**

AI, and its power to process huge amounts of data in a meaningful way, will allow for an intelligent combination of our many user and content data points to create truly individual content experiences. We are already using AI to create content in areas where it was economically unfeasible to do so with journalists, i.e. reports about each game of lower division football. This can be expanded to other areas, but will never replace the spirit and genius of a real journalist.

**How is fake news affecting German publishers and what steps are you taking to address it?**

Fake news is a big public debate in Germany and as such a great opportunity to revalue the importance of real professional journalism with some of its basic rules, such as fact-checking and the need for two independent sources to verify news. Fortunately, surveys show that the belief of the German audience that traditional media brands are the best sources for credible news, is still largely intact.

**From an advertising/revenue generation perspective, what do you think are the biggest challenges facing publishers at the moment?**

There is an inflation of reach and digital offerings that are all competing for the same advertising euros. Publishers need to demonstrate that their audiences and their content are the best, safest and most efficient carrier of an advertiser's message.

**Has Facebook's pivot on its news feed prioritising posts from friends and families made you reconsider your social media outreach strategies?**

For publishers, it is more important to see large platforms, such as Facebook, respect some fundamental rules: to increase the traffic that is sent back to our sites and to allow consumers to subscribe directly to our paid content offerings. Facebook is obviously free to refocus its feed away from news – perhaps that is even a realisation that publishing is better left to publishers and not to social platforms.

**Is ad blocking still a significant issue for publishers?**

As long as one impression is blocked from advertising it remains an issue. However, many publishers have responded by eliminating the most aggressive forms of advertising and consumers have started to recognise this and also understand that advertising revenue is required to finance independent journalism. ■

# How Blockchain can transform the media

Burda's Ingo Rube on the huge potential of the new technology

It has been a key tech buzzword for several years now, but many people are still confused about Blockchain and what exactly it is. In spite of this, Blockchain is also starting to impact the media, with some companies starting to experiment with the technology to run advertising, micro payments and verification systems.

One man who is very well positioned to explain the potential of the technology in the media is Ingo Rube, CTO at Burda Magazine Holding. At Digital Innovators' Summit 2018 he will speak about how Blockchain can potentially replace intermediaries in publishing. Here he explains what the technology is, points out some of its limitations and outlines how he thinks the media might use it.

**PRINT&more | Can you give a quick explanation of what Blockchain is?**

**INGO RUBE |** I do not think anyone can do this, so I will pick some key features. Blockchain is a kind of record. In our culture, we normally use centralised records. A bank account is a good example. Even though I might say 'my account', I do not own it. It is a re-



Ingo Rube, CTO at  
Burda Magazine Holding

cord on a central server within my bank. The same happens with the bookkeeping in my company, the land titles of my city, the registry of citizens of my country or any other ledger or database we use. Those centralised ledgers generate trust. Even though you might not know me, I can prove with my identity card, issued by the German government, that I am German.

**Which companies are already experimenting with Blockchain in this way?**

We see a lot of efforts in diverse directions. It is important to understand that Blockchain is very new. Do not expect running applications with more functionality than keeping a bank account in the near future.

**What ultimately are the limitations of Blockchain? Is it a possibility that it is just hype?**

I think in ten years from now, Blockchains will be part of our lives, just like the Internet is today. But we'll have stopped talking about Blockchains. They will be an underlying technology like TCP/IP or SMTP are today. We will call the whole thing 'Internet,' maybe 'Internet 3.0'. ■

Read the full interview here:



Managing Directors, Heads of Online and Mobile, Publishers, Editors and Content Managers, Business Development Marketing and Sales. DIS presents speakers from around the world who are shaping tomorrow's media like Jesper Doub (Spiegel Verlag) and Guido Bülow (Facebook) discussing publishers' business models for a digital future on Facebook, Matthew Monahan (Washington Post), who will speak about how technology drives growth at 'The Washington Post' or Luca Forlin (Google Play Newsstand) speaking about storytelling on voice-activated devices. The programme will provide you with perspectives from those devising trendsetting strategies to those making it happen day in and out. It includes stand-alone presentations, panel discussions and in-depth workshops across three stages. Crucially too, there are

plenty of opportunities for you to ask your own questions and you have the opportunity to share experiences and create lasting business relationships. In our expo area you will find innovative companies who may just offer precisely the solution your business needs. Last but not least: Enjoy the exciting city of Berlin! ■

## 11. Digital Innovators' Summit

19-20 March 2018 | Berlin | Germany

Deutsche Telekom Conference Center

All conference information: [www.innovators-summit.com](http://www.innovators-summit.com)

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