

CHALLENGES & NEW TRENDS IN PUBLISHING

Publishing 2.0.....Where are you heading – and how?

Have you done anything to change your business in the last 12 months? Have you redefined your value proposition or implemented new business models and revenue streams?

You are no doubt facing many challenges in your business development today. The need for innovation and new game-changing ideas are getting more and more pressing. Are you looking at new ways to build content and distribute it? Do you know how to create verticals around your brand and build closer relations with your consumers? Some of these changes in business development are probably happening in your publishing house today – they are certainly at the core of any start-up company. How would *your* publishing house look if you established it today? What does that tell you?

New challenges and new trends arise. Be inspired, have a good discussion, and look into the future here at the Scandinavian Executive Publishing Meeting 2013.

Program

Moderator: Tim Frank Andersen, Partner and Chairman, in2media

- 8.00 - 9.00**
 - **Registration**
- 9.00 - 9.20**
 - **Welcome by Schilling and moderator**
At this year's Scandinavian Executive Publishing Meeting we will focus on publishing 2.0, where you are heading and where the industry is heading and how. We will take a look at new challenges and trends and the new opportunities it will bring with inspiration from across the world and other industries.
- 9.20 - 10.50**
 - **Where are we heading in the transformation of publishing**
Love of literature and good stories is the driver behind dotbooks that was founded in 2012 in Munich, Germany, by Beate Kuckertz, formerly head of publishing at Droemer Knauer. The idea was to establish a publishing house built on the traditional core virtues of publishing but in an updated organisation liberated from some of the publishing functions that in 2012 seemed to be a burden to the industry. dotbooks are currently publishing 30-40 books a month with a staff of seven – and the company is thriving. Beate Kuckertz' colleague, Sarah Mirschinka, will tell us how the future looks for dotbooks.
 - From a completely different world comes Nathan Hull, Digital Development Director of Penguin. Penguin is huge and has been around in the conventional world of publishing for ages. Is it possible at all for an old company with all its built-in analogue paper habits to transform to the digital age and make a success of it? Well, at least Penguin is giving it a shot with Nathan in the driver's seat – come and hear where he is heading.
 - *Nathan Hull, Digital Product Development Director, Penguin*
- *Sarah Mirschinka, Sales and Marketing Director, dotbooks GmbH*

- 10.50 - 11.20**
 - **All you can eat...**
Watching TV has undergone a revolution in recent years – from a concept where broadcasters would decide what you could see and when you could see it to today's services that offer instant access to entertainment chosen by the individual to be seen whenever it suits him or her. So now we're all streaming House of Cards, Mad Men, How I Met your Mother, Californication, Breaking Bad, etc. etc. But how and why did it happen so fast?

But obviously it does not end with TV – books are next in line and Mofibo will serve us all we can eat on a subscription basis that looks a bit like for example Netflix. What are their thoughts and go-to-market strategy? What do they think are the preconditions to their success? Is it basically the same as with Spotify, Netflix, WIMP, Magine or are books very different? Morten Strunge will let us know for sure and he will discuss the similarities and differences.

- *Morten Strunge, Founder, Mofibo*

- 11.20 - 12.00**
 - **Panel discussion: Does “all you can eat” set a limit to all you can earn?**
We will discuss the similarities and differences in the streaming and subscription models of TV, magazines, music – and now books. Streaming and subscription services provide unlimited access to content. Theoretically, there is a limit to how much money you can make from a particular content. But is that really the case? Casper Bengtson, MD of Universal Music in Denmark, has many years of experience with streaming and subscription services in the music industry and he is ready to share his experience with us. What did these services mean to his business? What did he think about when he made such deals – both in terms of his own company and in terms of the artists and their content that he had to protect?

Together with Casper Bengtson, Morten Strunge, Nathan Hull and Sarah Mirschinka, we will discuss the opportunities and the effects that streaming and subscription services have on the media and publishing business. Where are we heading? What can we expect next? The panel will be moderated by Tim Frank Andersen.

Panellists:
- *Casper Bengtson, Managing Director, Universal Music Denmark*
- *Morten Strunge, Founder, Mofibo*
- *Nathan Hull, Digital Development Director, Penguin*
- *Sarah Mirschinka, Sales and Marketing Director, dotbooks GmbH*

- 12.00 - 13.00**
 - **Lunch break**
- 13.00 - 14.00**
 - **Branding the basics**
It is no secret that food is on top of everybody's mind these days. Any newspaper or magazine is publishing articles and supplements about food and restaurants, and cookery books seem to be an endless source of inspiration to home chefs, housewives and husbands. Can publishers also create brand value around their names, imprints, and publishing lines with the same effect? What if a publisher could get the same hype as top-class restaurants like The Fat Duck? Or if a part of the portfolio could be branded with the same effect as Waitrose or Whole Foods?

Well, we don't know the answer but we are sure that you will be inspired by gastronomic entrepreneur Claus Meyer, who is behind the world-famous restaurant Noma, the food school in La Paz, Bolivia, the concept of Nordic Food, and a series of high-quality food produce and restaurants. Claus will tell us about how Meyers managed to grow into a strong high-level brand in the food industry.
 - *Claus Meyer, Gastronomic entrepreneur and mindset challenger*

- 14.00 - 14.30**
 - **It's about having a single and direct relationship with customers**
Digitisation has paved the way for personalised solutions in many areas. CDs and albums are replaced by personal playlists. TV programs are available through the internet when it suits the individual user. You can publish your own book digitally or on paper. Production batches are getting smaller and smaller, approaching single units. But if there is one area where digitisation will really have an impact it is in education. We know that personalised teaching creates far better results than mass teaching. The question is how to manage and compile the various teaching components in ways that suit the individual student. One company that really knows about this is New York-based Knewton. Knewton has enhanced teaching for some of the largest educational publishers in the world through personalised solutions on their own platform.

Charlie Harrington, Director of Business Development at Knewton, will tell us about the company's philosophy behind personalised teaching. Charlie will also take us through concrete solutions to demonstrate how personalised teaching can be dealt with.

- *Charlie Harrington, Director of Business Development, Knewton*

- 14.30 - 15.00**
 - **Coffee break**
- 15.00 - 16.00**
 - **That's not publishing... or is it?**
If you define publishing in a very traditional way, some of the companies you are going to meet at the end of the conference may not be publishers. But if we define publishing as everything – and we mean everything – that is going on between the content creator and the reader these companies are definitely in the centre of publishing where it is all happening. We will look at different business models to support publishing...or not, it is up to you to decide.

- *Karsten Pers, Co-founder, NewPub.dk and Abelone Glahn, Co-founder, NewPub.dk*
- *Joe Hyrkin, Chief Executive Officer, Issuu*
- *Bianka Reinhardt, Head of International Business, Books on Demand GmbH*

- 16.00 - 16.20**
 - **Break**
- 16.20 - 17.00**
 - **“We want to create a business model that blows up our current business model”**
Sounds like a cliché, doesn't it? Nevertheless, this is what Paul J LeBlanc is constantly trying to do in his attempt to reinvent higher education on-line. Ranked among the 50 most innovative companies by Fast Company, Southern New Hampshire University is attracting students like never before as a result of Paul and his team's innovative approach to education.

Hear about innovation as an integrated discipline in the way SNHU makes business and how 'online' right now is changing higher education in the US.

- *Dr. Paul J. LeBlanc, President, Southern New Hampshire University (SNHU)*

- 17.00 - 17.15**
 - **Summary and conclusion by Schilling and moderator**
- 17.30 - 18.00**
 - **Arranged transport from Tycho Brahe Planetarium to the restaurant**
- 18.00 - 19.00**
 - **Drinks, talk, snacks and canapés**
- 19.00 - 22.00**
 - **Evening dinner and networking at The Standard - www.thestandardcph.dk**



Speakers at Scandinavian Executive Publishing Meeting 2013



Tim Frank Andersen, Partner and Chairman, In2media

Tim has worked with interactive media for more than 20 years. He is one of the most successful entrepreneurs in Denmark and has founded a long range of strong startups throughout the years. Today he is partner and chairman in In2media, one of Denmark's leading web agencies with a staff of more than 50. As co-owner and managing director he has helped establish the media company WHERE2GO that was acquired by Aller in 2005. He has also helped establish one of Denmark's most successful venture companies, IVS. Tim has more than 10 years' experience developing successful internet strategies for Tele Danmark, Dansk Tipstjeneste, Danske Bank, Pandora, and others. He has also worked with digital branding strategies for international corporations such as Mars, Kellogg's, Nike, and Unilever.



Nathan Hull, Digital Product Development Director, Penguin

Nathan came to Penguin from Universal Music where he oversaw the digital strategy for major artists including U2, The Rolling Stones, The Killers, and Take That and handled Universal's relations with key digital partners including iTunes, Facebook, Twitter, Amazon, BT, and Sky. As Digital Product Development Director, Nathan has strategic responsibility for Penguin's blossoming digital portfolio and product innovation. He seeks out and brokers partnerships to bring to Penguin the best of current and future technologies and implements product development across all digital channels and in multiple markets. This includes multiple app platforms, new ebook and web technologies, the capabilities of new devices, in conjunction with gaming and connected TV partners, and much more.



Sarah Mirschinka, Sales and Marketing Director, dotbooks GmbH

Sarah Mirschinka has been responsible for marketing and sales at dotbooks since May 2012. Dotbooks is a publishing startup for ebooks seated in Munich, founded by Beate Kuckertz in 2012. Dotbooks publishes popular literature of all genres. Dotbooks focuses on digital only – their central business model is ebooks. Dotbooks successfully manages the challenges of digital first, social reading, pricing, and DRM, and is a good example of why we still need publishers in the digital world and why the qualities of old-school publishing should be distinguished from those of self-publishing. Their credo: Quality is that which sells!



Morten Strunge, Founder, Mofibo

Morten Strunge established Onfone after finishing high school, and it stayed close to his heart for six years before it was sold. The first years were a fight for survival. Now, however, he has finally achieved success, and despite his continuing involvement with Onfone/Yousee he has also found the time to get involved in a range of other projects, including a micro-brewery called Stronzo, the cupcake chain Agnes Cupcakes, and the latest addition, Mofibo, which is an ebook company.



Casper Bengtson, Managing Director, Universal Music Denmark

Casper Bengtson was appointed Managing Director of Universal Music Denmark in January 2008. Based in Copenhagen, Bengtson is responsible for all aspects of Universal Music Denmark's business. He and his team develop future strategies for the domestic and international repertoire, and strengthen and broaden the company's media and corporate relationships. Before joining Universal Music, Casper worked for MTV Networks Denmark. Prior to that he was Client Service Director at the Danish branch of the independent media agency, Carat. Earlier in his career he was Account Manager at the media communications agency, OMD, in Denmark.



Claus Meyer, gastronomic entrepreneur and mindset challenger

Claus Meyer, co-founder of noma – the best restaurant in the world for three years running – shares his dream of unfolding the potential of indigenous food cultures worldwide. He has inspired a generation to rediscover local Nordic produce through cookbooks, TV shows, cookery schools, lectures, public food debates, and produce from his own orchard. When in 2004 Meyer co-authored the New Nordic Food Manifesto, he and noma were in pursuit of purity, simplicity, and freshness based on seasonal foods that make the most of the local region's climate, water and soil, but he had no firm idea what great impact those ideas would eventually have. In his talk Claus Meyer reveals how, in order to maximise the value of his efforts, he actively searches for territories and challenges where there is a basis for creating a movement, and which will bring about changes of avalanche proportions.



Charlie Harrington, Director of Business Development, Knewton

Charlie Harrington is the Director of Business Development at Knewton and Co-Head of the Knewton London Office. Knewton personalises digital courses for students so that every student is challenged and no student slips through the cracks. Charlie is responsible for Knewton's international expansion throughout Europe, the Middle East and Africa (EMEA), developing partnerships with leading publishers, universities, startups, and governments. Previously, Charlie worked at Morgan Stanley, providing corporate finance coverage for global transportation companies and infrastructure for public-private-partnerships. Charlie holds a BA from Georgetown University.



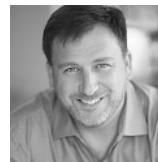
Karsten Pers, Co-founder, NewPub.dk

Karsten Pers is a serial entrepreneur. Over the last 25 years he has successfully founded companies within internet design, consulting, and software development. He is a successful non-fiction author and a leading figure in the movement towards Indie Publishing in Denmark. He is co-founder of the fast-growing open author network NewPub.dk.



Abelone Glahn, Co-founder, NewPub.dk

Abelone Glahn is a journalist, author, micropublisher, and blogger. She is an advisor in social media marketing for publishers and authors and co-founder of the fast-growing open author network NewPub.dk. Together with Karsten Pers, Abelone received Saxo's honourable innovation reward in the beginning of November 2013 in competition with Mofibo.dk and Krimifan.dk.



Joe Hyrkin, Chief Executive Officer, Issuu

With more than 20 years of tech sector experience and a proven ability to successfully lead companies from the start-up phase through IPO and beyond, Joe joined Issuu in the autumn of 2012. He brings significant Silicon Valley experience, having held top executive, business development and product leadership roles at innovative companies backed by major venture firms. Joe served as CEO of Wordnik, where he raised \$11.5 million in venture capital funding. Earlier in his career, Joe served as CEO of SingleFeed and as Entrepreneur in Residence at Trinity Ventures. Prior to that, Joe held key sales leadership positions at Gaia Interactive, Yahoo!, Flickr, and Virage Inc. He directed The Economist Group's business in China and has extensive board experience.



Bianka Reinhardt, Head of International Business, Books on Demand GmbH

Bianka Reinhardt started her publishing career in 2000 with a two-year apprenticeship with the American Academic Publishing House, Wiley-VCH, in Weinheim, Germany. She then studied Book Science, Business Administration, and Art History at the Ludwig Maximilians University of Munich. She has been Executive Assistant to the CEO of Axel Springer Mediahouse Munich for the magazines MUSIC (Rolling Stone, Metal Hammer, Musikexpress) and YOUTH (Popcorn, Mädchen, YAMI). From 2009 to 2013 she worked in Germany's leading publishing house of children's and youth fiction, Friedrich Oetinger in Hamburg, first as Executive Assistant to the CEO and later as Head of Digital Business. Earlier this year she started as Head of International Business for Book on Demand in Norderstedt.



Dr Paul J. LeBlanc, President, Southern New Hampshire University (SNHU)

Dr Paul J. LeBlanc is President of Southern New Hampshire University (SNHU). During the nine years of Paul's direction, SNHU has more than doubled in size and is the largest provider of online higher education in New England, one of the largest five in the US, and the first to have a full competency-based degree program (untethered to credit hour or classes) approved by a regional accreditor. In 2012 the university was #12 on Fast Company magazine's "World's Fifty Most Innovative Companies" list and was the only university included. Paul won a New England Higher Education Excellence Award in 2012 and was named one of "New Hampshire's Most Influential People" by New Hampshire Business Review. In 2012 Forbes Magazine listed him as one of its 15 "Classroom Revolutionaries" and he has recently been featured on Bloomberg TV's "Innovators" series.



SCANDINAVIAN EXECUTIVE PUBLISHING MEETING 2013

21 NOVEMBER AT TYCHO BRAHE PLANETARIUM

