

CHALLENGES & NEW TRENDS IN PUBLISHING

Program

Moderator: Nils Randrup, Managing Partner, Rockwave Group

8.00 - 9.00 • **Registration**

9.00 - 9.15 • **Welcome by Schilling and moderator**

During the Scandinavian Executive Publishing Meeting we shall learn more about how to understand the future, people, technologies, and the methods and processes that must permeate your organisation – and how to constantly innovate. We shall also be inspired by the way that some companies – from publishing and other industries – have transformed themselves and adapted new business models and changed their way of thinking about their business 360 degrees – upside down, globally, in the cloud, and in exponential acceleration.

9.15 - 10.15 • **A digital mindset in your organisation**

Companies that want to create a sustainable foundation in an increasingly changeable and connected world need a new and digital mindset in their organisation. When we say digital mindset, we're not talking about more power to the IT department or more devices – the point is that the entire organisation must understand and exploit the digital opportunities. And it really is a time of opportunities. But it is also a time where we must enhance our organisations' ability to handle all the changes brought on by digitisation. We shall look at the exciting new trends that challenge the media industry and drive disruption.

Demands on organisations of the future: Agility, openness and scalability

We shall dig into some real-life examples of innovation methods that we have uncovered during our visits to some of the most innovative companies in the world from agile innovation processes, digital business models to Interior decoration and culture as innovation drivers. We shall make conclusions together and discuss how you can convert these ideas into practice in your own daily work.

- *Martin Schorling, Senior Lab Agent and Strategy Lead, Innovation Lab*

10.15 - 10.45 • **Pushing the boundaries of voices**

More than ever the technological development is creating the foundation for changes in the world. What's new is that biotechnology, robots, and artificial intelligence have become digital and speed up the development exponentially.

We already know Siri, Apple's virtual iPhone assistant, and Amy Ingram, your own personal assistant. We also have Google's self-driving cars – what will they mean to the real estate market when transport time becomes working time and sleeping time?

An example of the technological development is the increased use of synthesised speech to vocalise content with authentic and original voices that express meaning and intent. Synthesised speech is also being used to create multilingual versions of e-learning programmes and to be better able to cope with very tight calendar schedules. Lars-Erik Larsson will enlighten us about how Acapela Group pushes the boundaries of voice with humanoid intelligent companions, multilingual conversations, singing speech, expressive reading, transmission of emotions, Internet of Things, biometrics, and multi-modal man-machine interaction. What influence will synthesised speech have on the publishing industry?

- *Lars-Erik Larsson, Chief Executive Officer, Acapela Group*

10.45 - 11.15 • **Break**

11.15 - 12.00 • **Succeed with new business models and new revenue streams**

One of the strongest competitive challenges in the publishing industry today is how players in the market leverage digital technologies and incorporate new but costly initiatives into their current business models. However, the publishing industry is not the only one that is challenged by new digital business opportunities and players. Related industries such as music, radio, and film, and other classic industries like transport, hotels, and telephone books have recently been turned upside down by new products, services, and business models.

We shall take a closer look at some of these new business models and see how innovative digital initiatives and other business initiatives have permanently changed the industry dynamics. The purpose is to give a perspective on what lies in store for the publishing industry by looking at related industries that are undergoing – or have already undergone – significant changes with new innovative business models.

Nils will make conclusions about digital business model trends and give strategic advice on how publishing companies can compete better.

- *Nils Randrup, Managing Partner, Rockwave Group*

12.00 - 13.00 • **Lunch break**

13.00 - 14.00 • **Customers want remarkable experiences**

Perhaps the time for membership cards, points, and bonuses is over? Basically, it all comes down to increasing sales, and customers do not care where they shop as long as they get what they want at cheap prices and fast. Customers are disloyal – that's just how it is! Yet we still spend small fortunes to win their favour. But if we keep doing this we dig our own grave. The fight for customers is an ever moving target, and what worked yesterday may not work today... and is perhaps totally old hat tomorrow.

Customers want remarkable experiences, so how do we give them that? How do we give them the right context at any touchpoint on the web, in apps, on social media, etc.?

Jonas Sylvest will inspire us about his view on customer clubs of the future where experience design and share of life are more important than monetary benefits. Customer experience management in 2015!

- *Jonas Sylvest, CEO & Partner, Hjaltelin Stahl Direct*

14.00 - 14.30 • **Coffee break**

14.30 - 15.40 • **Creating new revenue for publishers and helping students lighten their textbook loads**

60% of the textbook market is second-hand, and only a very small part of the market – around 24% – creates revenue for publishers.

In the past, many companies have tried to do something of what Lix has accomplished, but according to Camilla Lastein they never get very far because the textbook publishers offer them large sums of money to desist from these activities so that they do not dilute their market share. “What they fail to see”, says Camilla, “is that Lix is there to help students as well as publishers.” It's a unique niche market that caters to both markets at the same time. Students are aided in not having to carry around heaps of heavy books to classes and study groups, not to mention not having to flick back and forth through pages trying to locate indexes and topics. With a digital format they can easily and quickly look up everything. Publishing companies should have a vested interest in what Lix does because they could save large sums of money on production, storage, and distribution.

Camilla will tell us about her mission and about how publishers and students as well as the environment will gain from Lix, the new digital platform for textbooks.

- *Camilla Hessellund Lastein, Founder & CEO, Lix Technologies*

• **Reimagining fiction for a mobile generation**

E-books have been the go-to solution for publishers willing to enter the digital market place for a couple of years now. Some have also toyed around with enhanced e-books, apps and other new formats. But isn't there more to experiencing stories in this digital and mobile age? Especially when thinking about the millennial generation? Oolipo thinks so. The Cologne based startup, backed by publisher / media house Bastei Lübbe has set out to reimagine fiction for a mobile generation. The solution will be a subscription based service that brings content creators and consumers together. Multimedia content, images, video and audio punctuate the journey through oolipo, in a completely new way of telling stories - and experiencing them. Chief Content Officer Colin Lovrinovic will take us on a journey to explore how they aim to capture a young audience and offer them a fast-paced style of storytelling geared towards their tastes and reading habits on their mobile platform.

- *Colin Lovrinovic, Chief Content Officer, oolipo*

• **360° exploitation of rights**

Giuseppe Terrano will present the digital content strategy of Bastei Lübbe which combines own IPs and licensed content from national and international agents, content providers and partnering publishing houses. Bastei Lübbe's digital strategy consists of a 360° exploitation of rights through a variety of channels and formats, such as single e-books and e-book series, digital only editions, digital first editions with successive print editions, special editions with exclusive sales and distribution partners (such as BEAM), audiobooks and audio downloads. Having been one of the first European publishing houses to take digital publishing seriously, Bastei Lübbe's digital publishing strategy is paying off.

- *Giuseppe Terrano, Content Acquisition Manager, Bastei Lübbe AG*

• **Panel discussion with Camilla Hessellund Lastein, Colin Lovrinovic and Giuseppe Terrano**

15.40 - 16.00 • **Break**

16.00 - 17.00 • **Opportunities in the third age of digital music**

The transformation of the music industry over the last decade has been just as radical as it has been brutal, but some very encouraging signs show that it is on the mend. The first age of digital music was piracy, followed by CD replacement, and now we are entering a new expansion phase.

Consumers have voted with their behaviour, and the winners are access, portability, and curation. Funnily enough, this sounds a lot like traditional radio. But traditional radio companies have not moved with the tide and are now facing a changing demography and the challenge of how to attract younger audiences, while streaming companies like Spotify and Pandora have moved forward at a blistering pace. Gunnar looks at the characteristics of the three ages of digital music, at current and future opportunities, and at how next-generation radio – or playlists, programmatic curation, or “algotorial” – can galvanise a discerning public, invigorate businesses, and help artists be heard!

- *Gunnar Larsén, Vice President Products, 7digital*

• **Online video is growing faster than most other advertising formats and mediums**

With the rapid growth in faster broadband speeds and the increasing use of mobile device on the move, that shift has been increasingly into online video marketing. But when it comes to potential reach video is peerless. Imagine the effect on your business and content if you could go live with everything: your products, marketing, PR, social media, customer service, campaigns, meetings, events, etc. Thomas Madsen-Mygdal will give you an idea of the video potential and how video can radically change the way you do business and communicate with your customers. Can video change your business? Find out!

- *Thomas Madsen-Mygdal, CEO & Co-founder, 23*

17.00 - 17.15 • **Summary and conclusion by Nils Randrup**

17.30 - 18.30 • **Guided tour at Carlsberg, the new "Carlsberg city" or a talk about innovation**

18.30 - 19.00 • **Drinks and networking in the Gallery Hall**

19.00 - 22.00 • **Evening dinner at Carlsberg**



Speakers at Scandinavian Executive Publishing Meeting 2015



Moderator - Nils Randrup, Managing Partner, Rockwave Group
Nils Randrup is Managing Partner/CEO of Rockwave Group that provides management consulting, executive training, and business development. Nils is also Adjunct Professor at AVT Business School where he teaches marketing and strategy. Nils has extensive professional experience within sales/marketing, business strategy, communications, learning and development, collaboration engineering, and executive education. He has worked with a range of companies such as Nestlé, Maersk, Shell, Coca-Cola, McDonalds, Siemens, Deloitte, Kellogg's, Arla, Carlsberg, Lego, and many more. Nils has supplemented his commercial experience being part-time associate/adjunct professor, speaking at various business schools and universities, including Emory, Georgia Tech, Lund University, and Copenhagen Business School. He has also written a range of books and articles (The Case Method, Strategic Decision Making, The Art and Science of Persuasive Business Presentations, among others).



Martin Schorling, Senior Lab Agent and Strategy Lead, Innovation Lab
Martin Schorling is a strategy facilitator and innovation agent. He has facilitated innovation processes in Denmark and abroad for Siemens Wind Power, APC/Schneider Electric, Krifa, Aarhus University, Intel, Dong Energy, Coop, Aibel, TDC, Norwegian Petroleum Society, among others. Martin's experience with entrepreneurship and his semi-nerdy interest in start-ups, technology, and disruptive business models, have lead him to specialise in upgrading organisations to act within the new digital paradigm. Martin is Senior Lab Agent and Strategy Lead with Innovation Lab and active partner in the portfolio companies Sputnik5, Digital, and Norwegian VONA.



Lars-Erik Larsson, Chief Executive Officer of Acapela Group
With an impressive business growth record in the IT industry, Lars-Erik Larsson has worked with organizations such as Unisys and Global One. He joined the speech technology industry in 1999 as Senior Director at L&H where he was responsible for establishing and developing the company's presence in the Nordic region, as well as managing sales and marketing operations in this area. Appointed as the CEO of Babel - Infovox in 2002 (later becoming Acapela Group Sweden) he was named CEO of the whole Acapela Group in December 2007. By successfully managing the company's growth within an innovative speech and voice driven ecosystem and relying on a strong and experienced team he has put Acapela at the forefront of voice personalization and branding for Top 1000 companies worldwide.



Jonas Sylvest, CEO & Partner, HjalteIn Stahl Direct
Jonas Sylvest is CEO & partner with HjalteIn Stahl Direct that in the past seven years has participated with several cases in the World championships and Danish championships in Direct. Jonas has previously worked for Wunderman, Call me, and CPH Copenhagen, and has been a board member of a range of advisory boards such as Creative Circle and Pubfront. His two major hobby-horses are loyalty programmes and brand/customer experience management. "It is important that the immensely popular customer clubs are not just another sales channel, discount club, or just another new medium. What makes a difference for me is to create relations during the customer's journey through all the points of contact. Traditionally, the specialist agencies has optimised the individual medium and the individual channel, but this is no longer enough because today customers decide for themselves to an even higher extent where, when and how they interact with a company."



Colin Lovrinovic, Chief Content Officer, oolipo
Colin Lovrinovic is an experienced digital manager who has spent the past 9 years in the international media business. He has worked in digital marketing for companies such as Amazon, Red Bull, and Universal Music. Before joining the publishing industry, he headed global licensing for Simfy, Germany's first music subscription service, where he was involved in strategic partnerships with leading brands such as Coca-Cola and Telefónica O2. Colin joined the independent publishing house Bastei Lübbe two years ago and was responsible for the growth of international sales of their multi-language portfolio of apps, e-books, and audio books in markets such as the US, UK, China, and Latin America. Colin recently moved to the Bastei Lübbe-supported start-up oolipo that is reinventing fiction for mobile platforms. He currently acts as Chief Content Officer. Colin holds a Bachelor's degree in Music Business and an M.A. in Music & Creative Industries Management and is pursuing an MBA part-time at Mannheim Business School.



Giuseppe Terrano, Content Acquisition Manager, Bastei Lübbe AG
Giuseppe Terrano joined Bastei Lübbe in 2014 as Content Acquisition Manager in charge of buying English and German publication rights for their digital publishing programme. He started his career in Italy with the Mondadori Group as Account Manager for several of their brands until he moved to Germany in 2010. At AbeBooks/Amazon in Düsseldorf he was responsible for the Italian online market place for new, used, and antiquarian books. He then spent two years working for Samsung EU in Frankfurt as Business Development Manager in charge of content licensing for e-book applications on mobile devices and was responsible for partnerships with publishing houses and content providers throughout Europe. Giuseppe Terrano holds a Bachelor's Degree in Communications and a Master of Arts in Publishing.



Gunnar Larsén, Vice President Products, 7digital
Gunnar is an experienced leader in product, business, and content development with over 15 years of international experience from the music, game, and mobile industries. At 7digital, Gunnar leads a team that defines and drives the company's product portfolio for consumers as well as business-to-business customers. Gunnar joined 7digital from Dolby in August 2013 where he had served as its Content Services Director in EMEA. Prior to Dolby, Gunnar held key leadership positions at companies such as WIMP (now Tidal) and RealNetworks/Rhapsody, and was product manager for the first ever mobile game that won a BAFTA award: SMS Chess for Sony Ericsson P800. Originally from Sweden, Gunnar has for the last 20 years called Germany, the US, and now London his home.



Camilla Hesselund Lastein, Founder & CEO, Lix Technologies
Camilla Hesselund Lastein is founder & CEO of Lix Technologies. She comes from a background in economics at Aarhus University but left to become an entrepreneur. Camilla has received a scholarship from WeLoveStartups and has won several start-up prizes; recently she became national winner of Best Newcomer in Nordic Startup Awards 2015 and is nominated for the award "IVÆKSTPrisen 2015 - Året unge håb" (GROWTH award 2015 - Young hope of the year). While Camilla was majoring in economics at Aarhus University in Denmark, she found that her student life consisted of carrying around five to six books every day, each book ranging around 1,000 pages. Camilla frequently found herself thinking that there had to be a better way to study without being crushed under the weight of one's textbooks, carrying around 1,000-page tomes to and from class on any given day. Camilla started her own company in 2013 under the name Unipegma and later changed the name to Lix Technologies. Having started Lix from a deep need of her own, she has captivated the textbook publishing industry in Denmark, with her sights already set on expanding to markets outside Scandinavia by mid-2016.



Thomas Madsen-Mygdal, CEO & Co-founder, 23
Thomas Madsen-Mygdal was just 17 when he started his first major IT company, Mondo, that became a successful Danish hosting company for numerous emerging websites. He is an entrepreneur and angel investor who supports a multitude of European startups. His portfolio includes Copenhagen-based Podio, Berlin-based ezeep, among others. Today he is founder and CEO of 23 - a company that makes tools for visual sharing on the web. He is also founder and organiser of the world-famous Reboot conference. Thomas' business card must resemble a small book: Entrepreneur, serial entrepreneur, parallel entrepreneur, angel investor, chairman, board member, mentor, organiser - the list goes on and on. His young age notwithstanding he has received countless once-in-a-lifetime achievement awards, but that doesn't seem to stop him: Designer, "internet hippie", digital thinker, digital thought leader, activist, most likely the first blogger in Denmark, etc.



SCANDINAVIAN EXECUTIVE PUBLISHING MEETING 2015

19 NOVEMBER AT CARLSBERG

