

3 to 4 November 2004, Prague

# Beyond the Printed Word 2004

The Ifra/WAN/FIPP World Electronic Publishing Conference

For programme updates and online registration visit:  
[www.ifra.com](http://www.ifra.com) • [www.wan-press.org](http://www.wan-press.org) • [www.fipp.com](http://www.fipp.com)

# Beyond the Printed Word 2004

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## Keep up the pace!

With the development of new digital media channels, the increasing presence of newcomers such as Google and Apple iTunes, and consumer markets becoming even more fragmented, it's time to keep up with the pace of change or get left behind.

## Session 1: Gaining market share in online advertising revenues

### The migration of print classifieds to online

To what extent does it make sense to migrate classifieds online in order to maintain or increase advertising revenues for the whole publishing company? What type of business models do we see evolving?

### Pricing models for online advertising

How will online advertising pricing models look in the future? Should it be based on impact or reach? Size or placement? Or will it be a mix of all these components? Gain an insight into how publishers should position themselves to get a good market share.

### Going, going, gone! – the auction phenomenon

Move over ebay, regional auctions are on the increase! Could online auctions linked to the printed newspaper be the add-on to online classifieds in the bid to win more ad revenue? How does this also improve cross-media marketing?

## Session 2: Profiling the needs of the digital consumer

### Dayparting

The phenomenon of dayparting continues from last year with a look at how publishers are organising content and advertising to appeal to users at different times of the day. Not only is this satisfying consumer needs but it also allows for matching advertising to consumer behaviour patterns.

*Mike Coleman, Senior Manager, azcentral.com,  
Arizona Republic, USA*

### The online 'daily me'

What do readers really want? And how can you provide tailor-made products to them without acquiring data from them? Case study about personalisation of online news services without registration.

*Al Lieb, Gixo.com, USA*

### Value-driven communities – weight watchers

In a quest to maximise the potential of new and existing target groups, providing only news services is not enough. A service orientated and credible approach is needed, which is where Aftonbladet fit in. Find out about their interest portal focusing on weight watching which is now a profitable business.

*Kalle Jungkvist, Editor-in-Chief & Head of New Media,  
Aftonbladet, Sweden*

### Generating new products

The vast number of services available through the internet makes it difficult for publishers to retain customers. Find out how, through new product development, publishers are keeping customers logged on to their sites.

*Catherine Levene, VP Strategy and Business Development,  
NYT Digital, USA*

**Full programme available from beginning of September.**

## Session 3: Mobilising your publishing & beyond

### Mobilising your publishing

Though the mobile communication era has begun, news and information providers are still trying to find their niche, and hence their share of the market revenue. Which publishers have found the key to successful business models and what can we learn?

### A look over the fence

Digital TV stations could be our partners or competitors of the future. Many are launching new services such as online news, radio, mobile services, either alone or together with media partners. How do they see digital markets evolving? And what tips can we pick up?

### Back to the future

Following on from e-ink last year, we're going back to the future to see what devices are forecasted to make their mark in publishing. With the introduction of the e-book in Japan this spring, will we soon be seeing the e-newspaper on our streets?

## Chairmen

*Stig Nordqvist, Ifra Nordic representative, Ifra  
Jim Chisholm, Strategy advisor, WAN*

## Contact Ifra, WAN and FIPP

### Ifra

[www.ifra.com](http://www.ifra.com) · [events@ifra.com](mailto:events@ifra.com)

### World Association of Newspapers (WAN)

[www.wan-press.org](http://www.wan-press.org) · [contact\\_us@wan.asso.fr](mailto:contact_us@wan.asso.fr)

### International Federation of the Periodical Press (FIPP)

[www.fipp.com](http://www.fipp.com) · [info@fipp.com](mailto:info@fipp.com)

## Venue, Times, Fees

### Venue

#### Crowne Plaza

Hotel International Praha a.s.

### Conference times

03.11.2004: 11.00 – 18.30, followed by a cocktail reception

04.11.2004: 09.00 – 13.45, followed by a concluding lunch

### Conference languages

All presentations will be translated simultaneously into the following languages: English, French, German and Spanish.

### Participation fees

#### Ifra/WAN\*/FIPP members

EUR 850 standard price

EUR 790 online price until 1 October 2004

#### Non-Members

EUR 1350 standard price

EUR 1290 online price until 1 October 2004

Fees include: conference attendance, luncheons, refreshments and the reception.

\*Individual members and newspapers belonging to a WAN member association.

### Cancellation

Cancellations will be accepted (less 10% administration charge) up to 10 days before the conference (20.10.04); any cancellations received hereafter will not be refunded. Substitutions can be made at any time. Please notify Ifra events in this case.

### Hotel accomodation

Please quote **Ifra** when booking your accommodation

### Crowne Plaza

Hotel International Praha a.s.

Koulova 15

160 45 Praha 6

Czech Republic

Phone: +420.2.96 537-111

Fax: +420.2.96 537-266

E-mail: [stay@crowneplaza.cz](mailto:stay@crowneplaza.cz)

Reference: "Ifra"

Single room: EUR 90.–

Double room: EUR 100.–

All rates including breakfast, VAT and city tax

We recommend early reservation to secure your booking.

Reservations received after 2 September 2004 will be subject to room availability.

# Beyond the Printed Word 2004

## The Ifra/WAN/FIPP World Electronic Publishing Conference

Please copy, fill in  
and fax or mail to:

IfraEvents  
Washingtonplatz  
64287 Darmstadt  
Germany  
Phone: +49.6151.733-6  
Fax +49.6151.733-832

Ifra member  Yes  No  
WAN member  Yes  No  
FIPP member  Yes  No

**Company information:**

Company \_\_\_\_\_

Street \_\_\_\_\_

Postal code \_\_\_\_\_

City \_\_\_\_\_

Country \_\_\_\_\_

Company E-mail \_\_\_\_\_

Telephone \_\_\_\_\_

Telefax \_\_\_\_\_

**Please register the following persons:**

Last/First name	E-Mail	Position
Last/First name	E-Mail	Position
Last/First name	E-Mail	Position

Invoice should be addressed to Mr./Mrs./Ms. \_\_\_\_\_

**Payment details:**

Bank transfer of euros \_\_\_\_\_ to account no. 174 182 200 (bank sorting code 508 800 50)

at Dresdner Bank, Darmstadt (please await invoice).

Cheque enclosed in the amount of euros \_\_\_\_\_ Cheque no. \_\_\_\_\_

Please charge amount due to my credit card account.

1 American Express  2 Visa  3/4 Euro-/Mastercard  5 Diners

Card No. \_\_\_\_\_ Expiration date \_\_\_\_\_ Card holder \_\_\_\_\_

Signature \_\_\_\_\_ Name in block letters \_\_\_\_\_



Name of the company: **Ifra**

Please fax or mail this form directly to the hotel. Fax: +420 296 537 266

Family Name: \_\_\_\_\_

First Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Passport No: \_\_\_\_\_ Exp date: \_\_\_\_\_ Place of issue: \_\_\_\_\_

#### Accommodations

Please reserve the following accommodation:

Single room at **90,- EUR**      Arrival date: \_\_\_\_\_      Departure date :\_\_\_\_\_

Double room at **100,- EUR**      Arrival date: \_\_\_\_\_      Departure date :\_\_\_\_\_

Smoking / Non Smoking

#### Room Policies

Reservations will not be considered confirmed until the hotel has received a credit card number valid at least until 02/05. All cancellations received within 48 hours of arrival date or where delegate does not show at all will be billed by the Hotel for full accommodation booking. Official check-in time is 1400 hours. The Hotel will provide a luggage room for early arrivals – please use name tags to identify your luggage.

Official check-out time is 1200 hours. Requests for late check out will be subject to availability.

Card name (Please circle one):       AMEX       VISA       MASTER CARD       DINERS CLUB

Number: \_\_\_\_\_      Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

#### Conditions

The above mentioned room rates are including buffet breakfast and free use of fitness centre. Rates do not include VAT. Delegates are responsible for settling their own bills in full direction with the hotel prior to departure. Please fax/send this completed form to the hotel **until 2 Sept. 2004 at latest**. We strongly recommend that you make your reservation very soon to guarantee rate and space availability.

<b>Attention:</b>	Hotel International Praha a.s. Koulova 15 160 45 Praha 6 Czech Republic	Phone :      ++420 296537111 Fax :      ++420 296537266 E.mail :      stay@crowneplaza.cz
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