

Media in Transition Conference

Who should attend?

- Organizations using the web for customer interaction
- Decision Makers in Media
- Internet Entrepreneurs
- PR/ Marketing Experts
- Media Production Companies
- Publishers
- Software Developers
- Venture Capitalists, Banks

Your Advantage // What You'll walk away with.

- Practical Knowledge
- State-of-the-Art Internet Business-models
- The top international experts on the web
- Insider-Knowledge into the top web companies
- Valuable contacts and networking possibilities
- Conference materials

Program //

The detailed Program here – Program

- Media Content Management
- "Search Inside the Book": Amazon's Digital Book
- Google Book Search - Chances for the publishing industrie
- User-Generated TV Content
- Online Communities
- Web Tools: Web 2.0 Trends
- Yahoo! Web 2.0 Applications: Ajax and the Web APIs
- Mining Text in Social Software - Case Study MySpace

- Video & Photo-Communities in the Web 2.0 world
- Web 2.0 und Ecommerce bei eBay

- Media Distribution

- Viral Media Distribution with Peer 2 Peer Networks
- Online Media Licensing
- Digital Rights Management
- Media E-Commerce

- Media Marketing & Strategy

- Web 2.0 Impulse for Media
- Streaming on the Web
- Search Engine Optimization
- Customer Relations on the Web

Speakers //

We thank our speakers for the interesting presentations and revealing discussions within and outside the panels.

Click on the speaker picture for more information.

Santiago de la Mora, Google, Strategic Partner Manager for Google Booksearch in Europe, Afrika and the Middle East. London

Simon Willison, Yahoo!, developer at YDN Yahoo! Developer Network and Web API Team, e.g. Flickr © photo sharing, co-founder of web framework Django, London

Martin Stiksel, Founder of Last.fm - "The Social Music Revolution", Online Community and personalized Internet Radio, London

Ernst Hecht, Director Industry & Multimedia at GEMA, the largest European music-rights organization, Munich

Joachim Graf, CEO of HighText Publishing, publisher of iBusiness, Speaker of the Board of FIWM (Munich Network for IT & Media), Munich

John Buckman, CEO and Founder of Magnatune, Online Media Licensing, Lyris, Email Marketing Software, San Francisco and London

Steve Turnidge, Founder of SML Inc., Weedshare Media Distribution, Seattle

Tom Dyson, R&D Director at Torchbox, XML Expert (PostgreSQL XML Integration) and Python Developer (including Django), London

Björn Behrendt, Senior Manager Platform Solutions, eBay, Berlin

Christian Ehl, CEO Hillert & Co Interactive & Mobile Marketing GmbH, Mobile Marketing Strategies, Munich

Horst Weidenmüller, CEO !K7 Records GmbH, Chairman of the Board of PopKomm, Board Member of Impala, Committee Member on A.I.M. Digital UK, Berlin

Umair Haque, Principal at Bubblegeneration Strategy Consultants, London

Werner Starz, Director of Marketing & Communication Eurosport, Munich

Ibrahim Evsan, CEO of Sevenload GmbH, the Web 2.0 pioneer of video and photo-sharing sites in Germany, Cologne

Andy Bell, Founder of Mint Digital and BloomBox.tv - User-Generated Content, London

Chris Dumke, Principal at Xymmetry Consulting, Waterloo, Canada

Matthias Köhler, Founder of Oszillation Records, Online Musiclabel and Distribution, Munich

See also: [speaker page](#)