

Content Summit 01 – Europe’s Real-life Portal of the Content Industry to be driven by a Powerful Joint Venture

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7-9 November 2001, Stadthof, Zurich, Switzerland

Basel, Zurich, June 1, 2001 – Today, Messe Basel, No.1 Swiss Fair organizers, with fairs like Art Basel and BASEL, the World Watch and Jewellery show in its portfolio and Interactive Publishing GmbH, founders and organizers of Interactive Publishing International Conference for the past 7 years, announced a joint venture that will drive the future of Europe’s most unique content event, Content Summit.01. Launched in 2000, Content Summit brought together top international players from over 30 countries and from every sector of the content industry. Based on its success, the Content Summit moves to larger and dedicated venue, the Stadthof at Messe Zurich, in Zurich-Oerlikon (Switzerland) from the 7th until 9th of November 2001 under the joint leadership of Interactive Publishing and Messe Basel.

Content is the key building block of the information society and its industry. The creation, production and distribution of text, picture, and streaming content from either offline or online media sources involves a growing series of players and partners. Analog and digital publishers, producers, interactive editors, originators/right holders, digital distributors, ISPs and telcos, print-on-demand service providers only to name a few. The emerging market place of digitized content as predicted by industry experts is posed to be a booming business over the next few years. Europe, with its cultural and linguistic complexities will be one of the most challenging and high growth markets for topical and customer oriented content. Content Summit.01 continues to meet the challenge of the emerging market and will offer the visions and know-how that will shape it’s future throughout Europe.

Attendees at the Content Summit.00 were international industry professionally, decision makers and visionaries from the content industry based in over 30 countries. On the buyer’s side almost every sector of business and industry were present. Content Summit .01. «For the passed seven years the Interactive Publishing Conference set high standards as the prominent meeting place of the content industry. The Content Show.00 brought an additional dimension into the Content Summit in 2000, and is now fully integrated into the 2001 edition, as a driver of business in the content marketplace», stresses Kurt Frischknecht, Messe Basel board member responsible for bringing the project together on the Messe Basel side.

Whether for the usually high-ranking executives of established media companies or corporations, for newcomers or for the content originators or right holders «Interactive Publishing Conference» has established its place as the yearly international meeting point for the discussion of content strategies, best and next practice and an industry marketplace. «Without content the fastest growing network – the Internet – would be strangely lifeless. Content is a unique value and creates the real value for the network», underlined Norbert Specker, President since 1994 of Interactive Publishing GmbH. «Content is at the core of the digital value chain, creating, describing and driving a variety of marketplaces. And the marketplace is at the center of any commercial venture», adds Specker.

Over the years, Interactive Publishing GmbH has strengthened its co-operation with other specialized organizers within the area of the content industry, while Messe Basel has been building its strategy to grow its portfolio of shows internationally through its own strengths and through key partnerships. In 2000, both companies realized their mutual goals with Content Summit.00 that joined the pan-European Interactive Publishing conference with a budding trade show, Content Show. As of this year, «Interactive Publishing Conference» and «Content Show» will be run in a full joint venture under the banner of Content Summit.01. The next steps for the development of the event are already in the planning phase. «Although the market for content is still emerging the exhibition surface of Content Show.00 was completely sold out. We are counting on the recent dynamic of joining of forces with Interactive Publishing to bolster our efforts in developing the most important European marketplace for the content industry. We want to guarantee that the prominent players of the content industry and their buyers make the Content Summit the top yearly rendezvous,» affirms Frischknecht.

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Content Summit is instrumental in linking deep industry focus and cutting edge strategies, best practice and next practice in the conference and workshop arena with the suppliers of enabling technologies, content merchants and services in the interactive marketplace of the conference show.

In the area of Content Summit.01 PLUS networking activities will include an invitation Content Party – Table of Contents, and the 3rd edition of the IP Top Award for the Best in European Interactive Content and Gala ceremony. Interactive Publishing's Specker said that Content Summit.01 would continue the «intensive dialog and cultural confrontation sparked by Interactive Publishing. Probably the most important challenge facing the industry today is the personalization of content. This means that content must be available on demand, and accessible through user-friendly multi-platform interfaces that challenge the existing creative concepts as well as the systems of production, control and authorizations. While standards and practices evolve, the respect of the individual's needs and privacy remain central issues in this complex but incredibly promising industry.»

Interactive Publishing GmbH

Interactive Publishing GmbH is, operating from Zurich, Switzerland and Victoria, B. C., Canada, has produced since 1994 the international content strategy conference Interactive Publishing Europe. In addition IP creates platforms and networks, which provide new and traditional media with the tools to sustainable digital and interactive forms of content.

Messe Basel

Messe Basel, headquartered in Basel, Switzerland and operating as of July, 2001, two major exhibition venues – Messe Basel and Messe Zurich, has developed over the past 80 years as Switzerland's number 1 exhibitor organizer, while gaining international recognition of full owned shows including ART Basel, which will also be held in Miami as of 2001, and the World Watch and Jewellery Show, BASEL, the world's most important yearly luxury rendezvous. Messe Basel is in the World's Top 5 of IT show organizers, with the recently launched, Orbit/ Comdex Europe.

Content Summit.01

The Real-life Portal for the European Content Industry
A European Executives Summit for the Interactive Content Industry

Content Summit is instrumental in linking cutting edge strategies, best practice and next practice in the executive conference and hands-on workshop arena with the suppliers of enabling technologies, content merchants and services on the show floor.

Content Summit provides the unique European backdrop to the many exciting challenges that the networks of leading content providers and distributors from 30+ countries live up to.

In a conversational, analytic and engaged atmosphere this convergent marketplace is defined, shaped and driven during and beyond the three-day event in Zurich/Switzerland, November 7-9, 2001.

Organized by Interactive Publishing GmbH and Messe Basel the event will focus relentlessly on great content, great attendees, and great production.

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