

“Reality Check” at “Content Summit 01”

## **The Content Industry: a critical assessment and an optimistic look into the future**

**Top strategists and decision-makers of the content industry from more than 30 countries will assemble in Zurich from 7 to 9 November 2001 for Content Summit 01. After the recent merger of the “Interactive Publishing Conference”, one of the industry’s most important conferences, with the Messe Basel’s “Content Show”, which made its debut last year, the “Content Summit” is now able to provide an even more comprehensive and more informative programme.**

The joint venture between the Messe Basel and the long-standing organiser of the “Interactive Publishing Conference”, Interactive Publishing GmbH of Zurich, strengthens the future of “Content Summit”, one of the major events for the international content industry. This is mainly dedicated to the challenges facing a young emerging market for which industry experts predict strong growth over the next few years. Digital content that has appealing topics and is prepared in a customer-oriented manner will develop into a billion-dollar business. Digital content represents the main point of focus of an information-based economy. Although, according to Forrester Research, 20% of today’s content companies believe that some 20% of their income will stem from on-line sources in 2003, only half these companies have hitherto entered into partnerships for the exploitation of digital rights.

“Content Summit” not only provides a platform for this business area. Well-known producers and suppliers of interactive content for on-line and digital off-line media, such as newspaper and magazine publishers, broadcasting companies and other originators and rights holders, as well as

internet service providers and telephone companies, all use “Content Summit” as an international meeting point for presenting new ideas. “Content Summit 01” offers a varied, informative and exciting programme comprising conference, exhibition, workshops, discussions, presentations, match-making and the “IP Top Award” for the best interactive content from Europe.

It is important to realise that the creation, packaging and distribution of content will form a core area for the future development of the internet and that Europe is one of the most challenging (but also most lucrative) marketplaces for a wide range of digital content.

### **Time for a critical look**

After hectic times in the internet business, it is now time to cast another penetrating look at the concepts of the content industry. Old and new, discarded and as yet unconsidered strategies and programs for profitable digital content make up most of the presentations at “Content Summit”. Even if some media companies are rather less busy and investors are also currently more hesitant than before, there is little doubt that the quest for the “killer application” – the Holy Grail of the content industry – continues. Old questions still exist on the (virtual) plane and will be discussed anew at the “Content Summit”. Which distribution channels and which formats are best to distribute my content? Which price structure and which form of marketing are ideal? Participants will find answers, solutions and suggestions in the comprehensive conference part of “Content Summit”.

The most important questions about the future of the sector undoubtedly include: which new content and forms of narrative utilise the possibilities, test the limits of the various media and channels and delight the target groups? Which

sources of revenue and forms of payment bring publishing houses and broadcasters new business areas and are still accepted by users? Information on these lively questions can be found in the “Next Practice” debates.

More and more people are living an incredibly mobile life. How can content providers serve this market? How is the advertising world responding? And basically, which forms of advertising follow on from the banner? Moreover, which of these actually work? Of course it is not only advertising that is changing, its content is changing, too – but in which direction? Appealing content that has been created with passion is thrusting its way into every distribution channel – as demonstrated by the film industry. It consistently exploits the value-added chain – something that many providers of digital content still need to optimise. “Content Summit” will present the “different lives” of content and illuminate methods and strategies for adding value. “Reality Check” will analyse case and business studies and the “idea infusion” on each day of the three-day conference will send a rush of fresh blood into the little grey cells of the content cerebellum.

### **The innovative print-on-demand solution: theory and practice**

Apart from all the rich topics of the content industry, the practical implementation of an innovative print-on-demand solution will demonstrate the working model of a complete value-added chain: digital content from the web passes onto the wood-based medium of print, absorbs topical updates and information from the content industry and from “Content Summit”, and then flows back onto the web. In the “Content Summit IN-print” project, the “Content Summit” programme will be printed live, on demand and personalised for individual communication requirements.

The Factiva (Reuters/Dow Jones) content provider delivers new content every day from its countless information sources around the world; the information processing specialist Eurospider filters the content according to “Content Summit”-specific topics and Xerox, The Document Company, prints this personalised information from the internet onto paper using sophisticated publishing tools. This means that every day sees the creation of an updated exhibition catalogue – with a list of participants and a newsletter containing information relevant to the industry and to the event – which covers every aspect of the (assembled) content industry.

In a workshop of its own at the heart of the “Content Summit 01” exhibition, “Content Summit IN-print” will present the “IN-print” solutions in a workshop situation on Friday, 9 November 2001. This will take a critical look at whether “Content Summit IN-print” can successfully handle the editorial and technical requirements of a publication of this kind.

**You will find detailed information about the complete programme under [www.contentsummit.com](http://www.contentsummit.com)**

**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, 7-9 November 2001.

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

**This media release is also available on the internet:  
[www.contentsummit.com](http://www.contentsummit.com)**

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