

09:00 – 09:40 a.m.	<b>Entrance</b>
09:40 – 09:45 a.m.	<b>Opening Greetings</b>
09:45 – 10:15 a.m.	<p><b>Keynote</b></p> <p><a href="#">Joachim Graf</a> [Hightext] – “Web 2.0, the Crash of Convergence”: a critical view of the Web 2.0 market</p> <ol style="list-style-type: none"> <li>1. Content Industries in Transition</li> <li>2. New markets, new competitors, new customers, new communication habits</li> <li>3. German and international media industry in conflict</li> </ol>
10:15 a.m. – 01:00 p.m.	<p><b>Panel I: Media Content Management</b></p> <p><a href="#">Genevieve Kunst</a> [Amazon] – “Search inside the book!”: the digital book at Amazon</p> <ol style="list-style-type: none"> <li>1. Publishing and Internet – complementary strategies</li> <li>2. Classification, indexing, multimedia – information organization and search technology at Amazon</li> <li>3. User-generated Content – customers generating referrals</li> </ol> <p><a href="#">Andy Bell</a> [Bloombox.tv] – “Unmute the Audience”: User-generated Web TV made easy</p> <ol style="list-style-type: none"> <li>1. TV/Radio vs. Web – strengths and weaknesses of the web format</li> <li>2. User-generated TV Content – case study with the web platform Bloombox.tv</li> </ol> <p>Coffee Break</p> <p><a href="#">Martin Stiksel</a> [Last.fm] – “the listener as program director”: Last.fm, “the social music revolution”</p> <ol style="list-style-type: none"> <li>1. Why Last.fm succeeded – strategies of a top 10 social internet platform</li> <li>2. How to build a community? How large are groups, does community scale?</li> <li>3. Social Tagging (Folksonomies) vs. search technology – better data or better technology?</li> </ol> <p><b>Panel Discussion and Questions from the Audience</b></p>
01:00 – 02:30 p.m.	<b>Networking and Lunch</b>

02:30 – 05:30 p.m.	<p><b>Panel II: Web Tools – Trends with Web 2.0</b></p> <p><a href="#">Simon Willison</a> [Yahoo!] – “In the Lab at Yahoo!”: Web 2.0 at Yahoo! – Ajax and Web APIs</p> <ol style="list-style-type: none"> <li>1. Demo of the Yahoo! Ajax library</li> <li>2. Web 2.0 applications at Yahoo! – strengths and weaknesses</li> <li>3. Web APIs at Yahoo! – programmatic access to Flickr, Delicious, Yahoo! search and Maps</li> </ol> <p><a href="#">Ibrahim Evsan</a> [sevenload] – “Video &amp; Photo-Communities in the Web 2.0 World” – from Web 2.0 to Web 3.0</p> <ol style="list-style-type: none"> <li>1. User behavior and customer’s requests in a video and photo-community</li> <li>2. Changes in the Internet landscape</li> <li>3. Open access to customer data</li> </ol> <p>Kaffee Pause</p> <p><a href="#">Tom Dyson</a> [Torchbox] – “Fluid Information”: Mining Text in Social Software – case study MySpace.com</p> <ol style="list-style-type: none"> <li>1. Case study with the largest social online platform MySpace.com</li> <li>2. Tom demos his MySpace parser (Python) to analyze social networks and use of language at MySpace</li> </ol> <p><a href="#">Björn Behrendt</a> [eBay] – “Web 2.0 at eBay”: the Web API Interface at eBay</p> <ol style="list-style-type: none"> <li>1. Web 2.0 and Ecommerce at eBay</li> <li>2. the Web API Interface at eBay</li> <li>3. How to build large-scale transaction-safe platforms?</li> </ol> <p><b>Panel Discussion and Questions from the Audience</b></p>
06:00 p.m. – open end	<p><b>Networking Event: Get Together!</b></p> <p>Participants and Speakers are invited to keep the discussion going at the Cocktail Reception.</p>

## Program

September 8<sup>th</sup>, 2006 //

09:00 – 09:45 a.m.	<b>Entrance</b>
09:45 – 10:00 a.m.	<b>Opening Greetings</b>
10:00 a.m. – 01:00 p.m.	<b>Panel III: Media Distribution</b>
	<a href="#">Steve Turnidge</a> [Weedshare] – “Viral Media Marketing”: Peer to Peer Networks as a Marketingtool
	<ol style="list-style-type: none"><li>1. The Weedshare System – Media as Shareware</li><li>2. Referalls are rewarded – the customer as employeee</li><li>3. P2P systems in comparison</li></ol>
	<a href="#">John Buckman</a> [Magnatune] – “Online Media Licensing 2.0”: licensing media on the web
	<ol style="list-style-type: none"><li>1. Magnatune the Open Source Label – a new business model for the music industrye</li><li>2. DRM – Open Source and DRM – how do they get along?</li><li>3. An Overview of Licenses – Creative Commons, GPL, MIT ...</li></ol>
	Coffe Break
	<a href="#">Ernst Hecht</a> [GEMA] – “DRM (Digital Rights Management)”: DRM and Online Pricing of the GEMA
	<ol style="list-style-type: none"><li>1. Internet Media – between anarchy and total control</li><li>2. DRM vs. Open Source – how to generate sales</li><li>3. Suggested online pricing models of the GEMA</li></ol>
	<a href="#">Matthias Köhler</a> [Oszillation] – “Media Distribution”: marketing media on the web
	<ol style="list-style-type: none"><li>1. Online Distribution and Ecommerce – quantity or quality – who determines whom?</li><li>2. Distribution with the Weed system – P2P on the web</li><li>3. Podcasting – strengths and weaknesses, application areas</li></ol>
	<b>Panel and Questions from the Audience <i>and</i> with Horst Weidenmüller [!K7]</b>
01:00 – 02:30 p.m.	<b>Networking and Lunch</b>

02:30 – 05:30 p.m.	<p><b>Panel IV: Media Marketing &amp; Strategy</b></p> <p><a href="#">Werner Starz</a> [Eurosport] – “Web as a TV Station”: Streaming on the Web</p> <ol style="list-style-type: none"> <li>1. Web as competitive advantage – forums, sport statistics, video, voting, value-added services ...</li> <li>2. Eurosport and the Soccer World Cup – a worldwide phenomenon</li> <li>3. Streaming on the web – web and tv as complementary strategies</li> </ol> <p><a href="#">Chris Dumke</a> [Xymmetry] – “Search Engine Optimization”: how to generate traffic on your site</p> <ol style="list-style-type: none"> <li>1. The big search engines – Google, Yahoo!, Ask, MSN</li> <li>2. Country specifics in international comparison</li> <li>3. Techniques of Search Marketing – indexing, content optimization, keywords, meta information, organic vs. paid placement, classification</li> </ol> <p>Kaffee Pause</p> <p><a href="#">Umair Haque</a> [Bubblegeneration] – “Web 2.0/ Media 2.0”: What’s coming next</p> <ol style="list-style-type: none"> <li>1. What is Web 2.0?</li> <li>2. Will Web 2.0 influence Media 2.0?</li> <li>3. User-generated Content</li> </ol> <p><a href="#">Christian Ehl</a> [Hillert] – “Mobil (R)evolution”: The missing link to true customer relations</p> <ol style="list-style-type: none"> <li>1. The web as a direct marketing channel</li> <li>2. Mobility – the link to to true customer relations</li> <li>3. Web 3.0 – between GPS, RFID, Wireless, cellphones and PDAs</li> </ol> <p><b>Panel Discussion and Questions from the Audience</b></p>
06:00 p.m. – open end	<p><b>Networking Event: Get Together!</b></p> <p>Participants and Speakers are invited to keep the discussion going at the Cocktail Reception.</p>