

**„Joining Hands Across Europe”**

**2010 PDLN Conference  
Copenhagen, June 14<sup>th</sup> - 15<sup>th</sup>**

*Admiral Hotel, Toldbodgade 24-28, 1253 Copenhagen, Denmark*

**A G E N D A**

**Sunday 13<sup>th</sup> June**

13:00 Guided tour of Copenhagen and surroundings

17:30 PDLN Executive Board meeting at Admiral Hotel

19:00 Informal Dinner at Admiral Hotel at own expense

-----

**Monday 14<sup>th</sup> June / Internal Focus**

**10.00 Morning Session: PDLN General Assembly**

For PDLN members and observers only, a separate agenda will be provided.  
The GA will include a member discussion: feedback, expectations,  
strategic goals and aims.

12.00 – 13.30 Lunch

**Afternoon Session: PDLN Working Groups / Members' Activities**

**13:30 Presentation of PDLN-Connect, version 2.0.** A legal, commercial and technical library of standards.

**Speakers:** Andrew Hughes, NLA, head of the business models working group and Sébastien Bauer, Pressbanking, head of the technical working group.

15:00 Coffee-break

15:15 The Challenges of Digitization – Axel Springer AG

Speaker: Dr. Dietrich von Klaeden, Head of Government Relations, Axel Springer AG

15:45 Updates from PDLN members and Guests

- Reports from the three member seminars: Web Licensing, Media Analysis and E-readers.  
By Anders Lassen, Infomedia, Rüdiger Baumberger, APA, and Andrew Hughes, NLA.
- Presentations from new PDLN members
- Update from PDLN members and observers and guests: most important developments of home market; (5 min each, max 2 slides)

17:30 End of day one

18:30 Short sightseeing trip and dinner at Tivoli Gardens

Dinner speaker: Ebbe Dal, Head of the Danish Newspaper Association and head of ENPA's group of Managing Directors

-----

***Tuesday 15<sup>th</sup> June / Market, stakeholders, competitors and customers***

Morning Session: Client cases

10:00 Client case: Telenor, the largest telco in Scandinavia: Solution, strategic needs and experiences with media monitoring.

Speaker: Peter Glüsing, Chief Press Officer, Telenor A/S.

10:45 Selling newspaper databases to large public clients.

Infomedia has a turnover of more than 2 mio. Euros by selling database services to schools, universities and public libraries. And recently, the Danish government has decided to digitize ALL historical newspapers and to make them available through Infomedia.

Hear about the perspectives, legal issues, technical challenges and financial implications of making a historical newspaper archive.

Speakers: Thomas Dzougov and Anders Christian Larsen, Infomedia.

11:30 Coffee break

11:45 Guest Press Cutting Agency: Press Index.

Hear about the needs of one of Europe's large PCA's.

Speaker: Ms. Elisabeth Ducret, co-founder of Press Index.

12:30 Lunch

Afternoon session: Markets

13:30 Financial Times Presentation

Going solo vs. using a dealer network: Strengths and weaknesses.

Speaker: Alison Parker, Financial Times

14:30 Discussion

15:30 End of conference