The media industry is undergoing dramatic disruption, accelerated by the advent of digital technologies. Consumers now have access to a myriad of screens creating more choice and consumption opportunities. This is the age of the “Digital Screen Omnivore”.

This conference unites a unique blend of industry and academic perspectives to explore these changes.

It focuses on actual, documented case studies from the global media ecosystem. It examines the effects on sectors such as television, advertising and Journalism, analyzing the potential impact on consumers.

Digital Technology impacts consumer behavior and media consumption. How do we better understand today’s consumer?

How to we face the challenges of measuring new forms of media consumption? What are the economic models that support these changes? What is the impact on content and business models? Journalism and news have been evolving, what steps do they need to take to remain relevant. These are some of the issues that will be discussed.

SPEAKERS INCLUDE

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PROF. ELI NOAM
Director CITI, Columbia University

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Chief Visionary Officer at Designit, Copenhagen

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OPENING REMARKS AND OVERVIEW

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BREAK

PANEL 2
RETHINKING ENGAGEMENT IN THE DIGITAL AGE

Moderator:
LEVI SHAPIRO
Managing Partner, JIMMI Fund

MIKAL HALLSTRUP
Chief Visionary Officer at Designit, Copenhagen
Re-imagine strategy in a digital world

NICK ROVETA
Global Content and Partnerships AOL
Divide and Conquer

DR. YAEL ALMOG
Partner, Gitam BBDO
The Digital Stakeholder-How Digital Innovation changed the way we do business

FAST AND COOL

NILI GOLDBERG
CEO, Brandsforce

BREAK

PANEL 3
FROM PAPER TO PERSONAL: THE FUTURE OF THE NEWS BUSINESS

Moderator:
EYTAN AVRIEL
Chief Editor The Marker.com, Co-Founder The Marker

MARTIN NIESENHOLTZ
Senior Digital Advisor, New York Times
The Grey Lady Goes Digital

FAST AND COOL

GAL MOR
Editor in chief of Holesinthenet

BREAK

PANEL 4
THE DIGITAL CONSUMER

Moderator:
DR. GALI EINAV
Sammy Ofer School of Communication, IDC Herzliya

DR. OREN ZUCKERMAN
Media Lab, IDC Herzliya

FAST AND COOL

OMRI HALEVY
CEO, Mobile Research Labs (MRL)

END