

World Publishing Expo holds 7th Tablet & App Summit

The World Publishing Expo will hold the 7th Tablet & App Summit as one of its three premium conferences to be held in Amsterdam next month.



It has been almost five years since The Guardian launched its first mobile app and the way readers consume the news has radically changed, so a new live news app was needed. How the Guardian developed the next generation of its live app - a project that involved a team of 25 engineers, journalists, designers and user-interface experts - will be the subject of an in-depth presentation.

More than 40% of The Guardian's digital content is now consumed via mobile and tablets. Developing the new live app drew on that user experience: public betas were used to collect early user feedback from more than 10,000 users.

Alex Breuer, the Guardian's Creative Director and Tom Grinstead, Group Product Manager for Mobile and Devices, will explore and share their experiences on the project, from the creation of a completely new digital design language to how new features were originated.

Other confirmed speakers include:

- Luke Miller, Experience Designer at Yahoo! and Mario Garcia, CEO and Founder of Garcia Media, in a session on designing successful mobile news experiences;
- Alexandra Hardiman, Executive Director of Mobile Products for the New York Times and Sofia Olsson Olsén, Head of Aftonbladet Plus, in a session on increasing reader revenue on mobile;
- Freek Staps, Head of NRCQ, in a session on news apps evolution in The Netherlands;

Full details of the Tablet & App Summit can be found at <http://www.wan-ifra.org/events/7th-tablet-and-app-summit>.

The Summit, organised by the World Association of Newspapers and News Publishers (WAN-IFRA) will be held on 14 and 15 October during the World Publishing Expo, one of the largest global trade exhibitions for the news publishing and media industry. More than 8000 visitors are expected at the Expo and conferences.

Two other premium conferences will also be held during the Expo: the 13th International Newsroom Summit on 13 and 14 October and the World Printers Forum on 15 and 16 October. More than 100 speakers will be featured at the conferences and elsewhere in the venue.

For more information, go to www.worldpublishingexpo.com.