

# Mobile News Summit in Germany to unpack power of mobile

There will be a one-day Mobile News Summit on 6 October in Hamburg, Germany, to bring together leading publishers and experts from *The Economist*, *Le Monde*, *The Washington Post* and many others who are shaping the future of mobile news...

"Mobile has clearly emerged as the main driver of growth in the news business, increasing audiences, revenues and markets and having a profound impact on news production," said Vincent Peyrègne, CEO of the World Association of Newspapers and News Publishers (WAN-IFRA), organisers of the event.



"Mobile usage is exploding and is on its way to becoming the majority of all digital media activity. This conference will provide news executives with an opportunity to hear from those at the forefront of these developments."

According to several industry forecasts, mobile revenues could reach more than US \$70bn globally by 2017. News apps are envisaged to take up to 5% of this market in 2017, or nearly US \$3.5bn. Consumers now spend more than two hours a day with mobile, ahead of television, the desktop, radio or print.

The Mobile News Summit, #MNS15 -- formerly known as the Tablet & Apps Summit -- will examine mobile advertising, editorial, emerging platforms including wearables, and much more.

## Speakers

- Andreas Fuhlish, Managing Director & Partner of Media Plus Group
- Craig Hyde, Co-Founder and President of Rigor
- Edouard Andrieu, Director of Mobile for Le Monde in France
- Jamie Credland, Global Head of Client Marketing for The Economist
- Julia Beizer, Director of Mobile Products for The Washington Post, who will speak in a session dedicated to opportunities for publishers in "wearables" like the Apple Watch. For The Post, the Apple Watch is providing a "living lab" platform to test new forms of storytelling and technology. The conference will also include a panel discussion on whether such platforms are really changing the news industry.

- Staffan Engström, Head of Mobile for Schibsted, who will provide a case study on the innovations the leading international publisher (6900 employees in 29 countries) is providing in mobile ads.

For more information, go to [www.wan-iffra.org](http://www.wan-iffra.org).

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