

Rediscovering advertising? New approaches to advertising on cross-media platforms

Moderator for the day:

Prof. Dr. Jo Groebel, Director-General, European Institute for the Media, Düsseldorf

9.30 – 10.00 Beginning of the Congress

Opening and Welcome by organizers and guests

TOPIC I:

Out of the crisis of an advertising-financed media structure towards new sales fields

10.00 - 10.15

Keynote address I

Towards a Paradigm Shift from Masscommunication to Individualized Communication: Advertising Concepts in the Context of Digital Media Cultures in the USA and Germany

Prof. Dr. Ingrid Volkmer, New School University, New York / University of Otago, New Zealand

10.15 – 10.30

Keynote address II

Television 3.0: New impulses for a saturated environment of the market

Cord Stukenberg, Detecon International, Eschborn

10.30 - 10.45

Keynote address III

Development perspectives of advertising-financed television in Germany

Alexander Mogg, Partner and Media Expert, Mercer Management Consulting, Munich

10.45 – 11.15

Dialogue

11.15 – 11.30

Coffee break

TOPIC II:

Digitalising and New Forms of Advertising in Germany and the USA

11.30 – 12.30

The view of the advertising industry / media enterprises to the new approaches to advertising

Opening of discussion with statements from the following sectors: advertising production, advertising marketing, TV, Internet and cellular phone network

Statements from: *Jana Metten*, SevenOne, Munich

Joel Berger, MTV Networks, Munich

Jürgen Rösger, AOL Germany, Hamburg

Michael Loeb, Westdeutsche Rundfunkwerbung, Cologne

Rainer Sura, QVC Deutschland, Düsseldorf

Simone Fillies, CNN/Turner Broadcasting Systems
Deutschland, Frankfurt/Main

12.30 – 13.00

Dialogue

13.00 – 14.00

Lunch Break

TOPIC III:

The viewer as focus of cross-media and multi-channel forms of advertising

14.00 – 14.45

The view of consumers and advertising regulation to the new advertising concepts

Opening of discussion with statements from the following sectors: advertising regulation, advertising policy, consumer protection, innovations of individually fade out advertising service (PVR, advertising blocker, SPAM etc.) and science

Statements from: *Dr. Arthur Pober*, EASA, New York

Prof. Knut Föckler, CREATIVEPACKAGES GmbH, Munich

Dr. Oliver Gray, EASA, Brüssel

Wolfgang Hahn-Cremer, Landesanstalt für Medien NRW (LfM), Düsseldorf

Roland Stuhr, Verbraucherzentrale Bundesverband (vzby), Berlin

Doug Wood, Association of National Advertisers (ANA), New York

14.45 – 16.00

Dialogue

16.00

Conclusion of the congress