



Press release Hessen Digital Radio GmbH

Industry diversity at Frankfurt's 'Zukunftssymposium' – managers and visionaries on the lookout for new business models in digital broadcasting

(Frankfurt am Main, 24.11.2003) Managers and visionaries from very different areas of business will be meeting for the Frankfurt Zukunftssymposium on November 26. At Schloss Reinhartshausen / Eltville, they will discuss the new business models and visions that are now within reach thanks to the digitization of broadcasting.

“Participants will be coming from all over Germany. The event will attract an industry mix that we have not seen on this theme to date,” comments Dirk Risse, Managing Director at Hessen Digital Radio GmbH, who are staging the symposium. “I am optimistic that this mix will be the platform for discussions on the digitization of broadcasting to take off,” Risse adds.

For a whole day, radio and TV program organizers, scientists, managers from the automobile, computer and music industries, retailers, finance, marketing and sales experts will be exchanging the experiences they have made with the digitization of radio and television. As they do so, their attention will focus on new business models.

They will be discussing such topics as “Earning money with digital broadcasting – who will pay for what?” “From viewer to paying customer – business models in the digital age” and “What will advertising be like in the year 2010?” They will also debate on the “Radio of the future – new market, new formats, new players.” Selected speakers will be presenting services that can be offered over and above digital radio and TV programs at a discussion entitled “Captivating users – what add-on services does a mass technology need?”

At the congress, scientists will also draft their scenarios for a digital society. One of them, Dr. Ulrich Reinhardt from the BAT leisure research institute, will analyze the question: “What will we be watching and listening to in the communications scenario 2010?” and, during lunch, Prof. Uwe Hasebrink, Director of the Hans-Bredow Institute, will take a light-hearted philosophical look at how the world we live in and our lifestyles will change in a digitized society.

The Frankfurt Zukunftssymposium is being staged by DAB network operators Hessen Digital Radio and Digital Radio Nord, with support from DeutschlandRadio, the “Horizont” media journal and the “ddp” press agency. The current congress agenda and a list of speakers and visitors who are scheduled to attend can be found on the congress home page at www.zukunftssymposium.de.

The Symposium press meeting will be held at Schloss Reinhartshausen, Hauptstrasse 41, 65346 Eltville from 1:30 to 2:00 p.m.

Press contact:

Nikola Marquardt (Dipl.-Journ.)

Phone: +49 177 / 5 12 58 63

E-mail : presse@zukunftssymposium.de