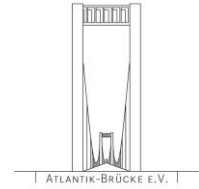


2012 Transatlantic Digital Media Conference, New York City October 28 -31, 2012

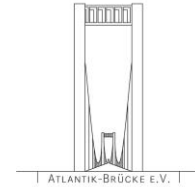
<i>Date/Time</i>		<i>Agenda</i>
October 29th		
3:00 pm	<u>Location</u> P.J. Clarke's 915 Third Avenue, 1st Fl. (@55 th Street) New York	Informal gathering Walk to the Consul General's residence at 3:30 pm
4:00 pm	Opening Reception <u>Location:</u> German Consul General, Private Residence, 740 Park Avenue (@72 nd Street) New York	WELCOME TO NYC Busso von Alvensleben Consul General of the Federal Republic of Germany Helena Kane Finn Vice President and Director of Programs, American Council on Germany, New York Eveline Metzen Executive Director, Atlantik-Brücke e.V., Berlin Short self-introduction of participants



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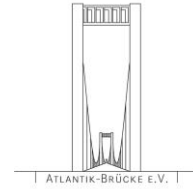
6:30 pm	<p>Opening Dinner</p> <p><u>Location:</u> P.J. Clarke's Sidecar 915 Third Avenue, 2nd Fl. (@55th Street) New York</p>	<p><i>"Building a Digital Business in Brooklyn and Berlin: The Real Story"</i></p> <p>Matt Stinchcomb Vice President of Values and Impact, Etsy.com, Brooklyn</p> <p><i>"Successful Frameworks for Digital Investments in New York City"</i></p> <p>Ann Li Managing Director – Center for Economic Transformation, New York City Economic Development Corporation</p> <p><u>Introduced by:</u> William M. Drozdiak President, American Council on Germany</p>
9:00 pm	<p>Nightcap</p>	<p><u>Location:</u> Jimmy's Corner 140 West 44th Street (between 6th and 7th Avenues) New York</p>



<p>October 30th</p>	<p>Conference</p> <p><u>Location:</u> SUNY Global Center The Levin Institute 116 E 55th Street (between Park and Lexington)</p>	<p>LET'S TALK OPPORTUNITIES</p> <p>Wifi Network: SUNY Global Username: suny (all lowercase) password: guest (all lowercase)</p>
<p>8:00 am</p>	<p>Coffee & light breakfast</p>	
<p>8:15 am</p>	<p>Opening remarks</p>	<p>Garrick Utley Former Chairman, American Council on Germany, and Senior Fellow, The Levin Institute of the State University of New York</p> <p><u>Introduced by:</u> Dietrich von Klaeden Head of Governmental and Regulatory Affairs, Axel Springer AG, Berlin</p>
<p>8:30 am</p>	<p>Kickoff</p>	<p><i>"Connectivity 3.0 – The Future Starts Now"</i></p> <p>Fernando Burgos Vice President – New Business & Innovation, Telefónica Germany GmbH, Germany</p> <p><u>Introduced by:</u> Frederik Pferdt Global Program Manager of Innovations & Creativity, Google Inc., San Francisco</p>



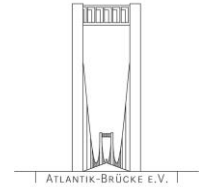
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9:15 am	Panel I	<p><i>“The State of Play in Digital Investing Globally and Locally”</i></p> <p>Ulrike Hoffmann-Burchardi Investment Manager, Tudor Investment Corporation, New York</p> <p>Christoph Keese President – Public Affairs, Axel Springer AG, Berlin</p> <p>Ulrich Quay Managing Director, BMW iVentures, New York</p> <p>Albert Wenger Partner, Union Square Ventures, New York</p> <p><u>Chaired by:</u> Shivon Zilis Senior Strategist, Bloomberg Ventures, New York</p>
10:40 am	Coffee Break	



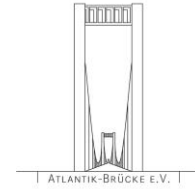
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11:10 am		<p><i>“Media Companies Fight for Attention and Budgets – How to Stay Relevant in Times of Information Overflow and Big Data”</i></p> <p>Stephan Scherzer CEO, VDZ Verband Deutscher Zeitschriftenverleger e.V. (Association of German Magazine Publishers), Berlin</p> <p><u>Chaired by:</u> Jeff Jarvis Director, Center for Entrepreneurial Journalism, City University of New York, New York</p>
12:00 pm	Lunch Break	



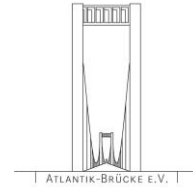
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12:45 pm	Panel II	<p><i>“Founding a Business Here and There: The Serial Entrepreneur and the Mittelständler”</i></p> <p>Philipp Pieper Founder, Proximic Inc., San Francisco</p> <p>Anupam Singhal Founder, Monaeo, New York</p> <p>Matt Stinchcomb Vice President of Values and Impact, Etsy.com, Brooklyn</p> <p>Carsten Thoma Founder, Hybris Software, Boston</p> <p><u>Chaired by:</u> Thomas Fellger Founder and CEO, Iconmobile, Berlin/Los Angeles</p>
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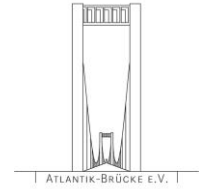
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2:00 pm	Panel III	<p><i>“Opportunities and Challenges in Funding, Building and Expanding Internationally”</i></p> <p>Michael Armstrong Senior Vice President and General Manager, BET International and Paramount Channel, New York</p> <p>Ben Boissevain Managing Partner, Agile Equity, New York</p> <p>Holger Luedorf Vice President and Head of Business Development, Foursquare, San Francisco</p> <p>Matt Sandler Founder, Chromatik, San Francisco</p> <p><u>Chaired by:</u> Stefanie Lemcke Principal, Quantum Media, and Founder, New York International, New York</p>
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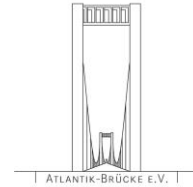
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3:15 pm	Short Talk	<p><i>“2013: The Five Things I Watch”</i></p> <p>Sree Sreenivasan Chief Digital Officer at Columbia University, Digital Media Professor, Columbia University Graduate School of Journalism and Social-Media Blogger, CNET News, New York</p> <p><u>Introduced by:</u> Alvaro Serrano Senior Communications Advisor United Nations, New York</p>
3:30	Coffee Break	



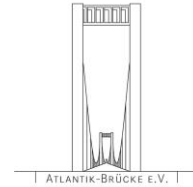
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3:45 pm	Panel IV	<p><i>“The Ecosystem New York City and Berlin: What Works, What Doesn’t”</i></p> <p>Peter Borchers Managing Director, hub:raum, Berlin</p> <p>David Tisch Managing Partner, Box Group, New York</p> <p>Fernando Burgos Vice President – New Business & Innovation, Telefónica Germany GmbH</p> <p>Matt Turck Managing Director, Bloomberg Ventures, New York</p> <p><u>Chaired by:</u> Sri Swaminathan Assistant Director – International, New York City Economic Development Corporation</p>
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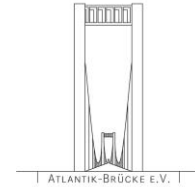
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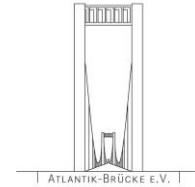
4:45	Closing Remarks via video link from Berlin	<p><i>“Digital Business in Berlin: Status and Outlook”</i></p> <p>Thomas Heilmann Senator for Justice and Consumer Affairs, City of Berlin and Former Entrepreneur and Investor</p> <p><u>Chaired by:</u> Christoph Keese President – Public Affairs, Axel Springer AG, Berlin</p>
5:00 pm	End of Workshop Sessions	



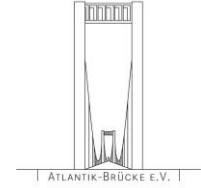
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7:00 pm	<p>Reception and Dinner</p> <p><u>Location:</u> Norwood Club 241 West 14th Street (between 7th & 8th Avenues) New York</p>	<p><i>LET'S TALK CHALLENGES</i> <i>"Entrepreneurship in Uncertain Times"</i></p> <p>Axel Nawrath Member of the Board, KfW-Bank, Berlin</p> <p><i>"Awesome: Finding the Right Balance"</i></p> <p>Albert Wenger Partner, Union Square Ventures, New York</p> <p><u>Introduced by:</u> Christoph Keese President – Public Affairs, Axel Springer AG, Berlin</p>
10:00 pm	Nightcap	<p><u>Location:</u> Grand Havana Room 666 Fifth Ave., 39th Fl. (between 52nd and 53rd Streets) New York</p>



October 31st		
<p>9:00 am</p> <p><i>Leave for the Songza office at 8.30 in front of the 7 subway entrance in Grand Central (42nd street)</i></p>	<p>Start-up visit</p> <p><u>Location</u> Hunters Point Plaza 4740 21st Street Queens, NY 11101</p> <p><i>15 minutes from Grand Central station</i></p> <p><i>(Both start-ups will be speaking at this location)</i></p>	<p>Discussion with NYC start-ups, among them:</p> <p>Songza is a highly successful, free streaming music service that has expert-made playlists for every occasion and makes it easy to find the right one, at the right time.</p> <p>Chromatik is a music technology company redefining how people practice, perform and teach music. The learning platform for musicians provides all of the tools needed to play music and collaborate with educators via mobile and web applications. While in beta, users already include American Idol, Juilliard and the LA School District.</p> <p><u>Chaired by:</u> Andreas Wuerfel Director Innovation & Technology Scouting, Deutsche Telekom, New York</p>
<p>12:00 pm</p>	<p>Lunch discussion</p> <p><u>Location:</u> The University Club 1 West 54th Street (between 5th and 6th Avenues) New York</p>	<p>Garrick Utley Global Media Lecture</p> <p><i>“Digitalism and the Future of German Media”</i></p> <p>Dr. Michael Naumann Founding Director, Barenboim-Said Academy in Berlin, and Former Minister of Culture and Media in the German Government</p>
<p>2:00 pm</p>	<p>End of Conference</p>	



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