

## PICNIC '06 CONFERENCE PROGRAM

### Wednesday, September 27th

#### 13:00 - 14:30 Picnic with...Each Other

##### Location: TREEHOUSE (Zuiveringshal Oost)

Gather informally in the TREEHOUSE to meet and share food and thoughts with each other.

#### 13:00 - 15:30 Pick 'n Mix

##### Location: SANDBOX (Openbare Verlichting)

Choose from a wide selection of demo presentations by award-winning media and entertainment services from the Netherlands and around the world, presented by the Spin Awards, Europrix, and World Summit Awards.

#### 15:30 - 17:30 Cities as Digital Communities

##### Location: CABIN (Ketelhuis)

Open, low-cost access to digital networks could encourage people in cities to develop new local media formats. How can cities promote grass roots media?

Moderator:

- **Sylvia Paull, Founder, Berkeley Cybersalon (United States)**

Speakers:

- **Joaquin Alvarado, Director, San Francisco State University's Institute for Next Generation Internet, and co-founder of the Digital Sister Cities Initiative (United States)**
- **Chris Vein, Acting Executive Director, Department of Telecommunications and Information Services, City of San Francisco (United States)**
- **Esme Guzman de Vos, Founder, Muniwireless.com (the Netherlands)**
- **Eckart Wintzen, serial entrepreneur, Founder of Ex'tent Green Venture Capital (the Netherlands)**
- **Erik Fackeldey, Project Manager - IT Sector, Paris Development Agency (France)**

#### 17:30 – 19:30 PICNIC '06 Welcome Reception

##### Location: TREEHOUSE (Zuiveringshal Oost)

As part of the welcome reception, the European Archive will celebrate its official launch.

Host:

- **Job Cohen, Mayor of Amsterdam (the Netherlands)**

Guest Speaker:

- **Brewster Kahle, Founder, Internet Archive (United States)**



## Thursday, September 28th

**8:00 - 9:00 Breakfast and Registration**

**Registration: in tent across from BUZZ HALL (Zuiveringshal West)**

**Breakfast: TREEHOUSE (Zuiveringshal Oost)**

### **Plenary Sessions**

**Location: BUZZ HALL (Zuiveringshal West)**

**9:00 - 9:15 Welcome and Opening Remarks**

Speakers:

- **Bas Verhart and Marleen Stikker, Co-Founders, Cross Media Week Foundation (the Netherlands)**

**9:15 - 10:00 Keynote Presentation: The Creative Process**

This presentation will explore creativity and collaboration, art vs. craft, design vs. engineering and above all, delivering a unique entertainment experience.

Speaker:

- **Dr. Michael B. Johnson, Moving Pictures Group Lead, Pixar Animation Studios (United States)**

**10:00 - 11:00 Heavyweight Creativity: The Next Big Idea**

Find out how designers, media and entertainment leaders develop the next big hit.

Speakers:

- **Gary Carter, Chief Creative Officer, FMX, FremantleMedia (United Kingdom)**
- **John Underkoffler, Chief Scientist, Treadle & Loam, and advisor to Steven Spielberg on the film "Minority Report" (United States)**

**11:00 - 11:30 Coffee Break**

**Location: TREEHOUSE (Zuiveringshal Oost)**

**11:30 - 13:00 People's Media**

Moderator:

- **Bruno Giussani, writer, entrepreneur (Switzerland)**

**Conversations as a Source of Information**

Professional journalists are becoming guides as much as oracles. Most important, the audience is becoming an essential part of the journalistic ecosystem.

Speaker:

- **Dan Gillmor, Founder and Director, Center for Citizen Media (United States)**

## Social Media, Social Commerce

e-commerce is transforming itself into a social activity and a huge entertainment business, competing successfully with traditional media advertisers. What's next?

Speakers:

- **Craig Newmark, Founder and Customer Service Representative, craigslist (United States)**
- **Marc Canter, Founder and CEO, Broadband Mechanics and Founder, People Aggregator and Co-Founder, Macromedia (United States)**

**13:00 - 14:00 Lunch**

**Location: TREEHOUSE (Zuiveringshal Oost)**

## Afternoon Plenary Sessions

**Location: BUZZ HALL (Zuiveringshal West)**

### 14:00 - 14:30 Keynote Presentation: Empowered by Creativity

Come hear one of the media industry's leading visionaries discuss major content production and delivery trends as well as the creation of a new paradigm: the dynamic partnership between content producers, advertisers, creative agencies and the consumer.

Speaker:

- **John de Mol, Founder of Talpa, Co-Founder of Endemol, Reality TV Pioneer (the Netherlands)**

### 14:30 - 15:00 Attention - The \*Real\* Aphrodisiac

This presentation will provide food for thought on the implications of our 20-year journey of building 'always-on' technological connections.

Speaker:

- **Linda Stone, Consultant, former Corporate Vice President, Microsoft Corporation (United States)**

### 15:00 - 16:30 Virtual Worlds, Real Lives

#### My Second Life

Second Life is a free, hugely-popular persistent 3D virtual world that emphasizes social interaction and entrepreneurship. Find out who the thousands of Second Life residents are and why they're there.

Speaker:

- **Philip Rosedale, Founder, Linden Lab/Second Life (United States)**

#### Virtual PR

Text 100, voted "Technology PR Agency of the Year for 2005 and 2006" by the Holmes Report North America, will discuss how to use virtual worlds for PR purposes.

Speaker:

- **Andrew McGregor, Director, Europe, Middle East & Africa, Text100 (United Kingdom)**

### **My Virtual Hotel**

Habbo Hotel is a virtual community that combines the concept of both a chat room and an online game.

Speaker:

- **Sampo Karjalainen, Chief Creative Officer, Sulake (Finland)**

### **Our Virtual Baby**

Eccky is the name of an MSN game in which two people can make, name and raise a virtual child using the Web and mobile phones.

Speaker:

- **Yme Bosma, Business Manager Eccky, Media Republic (the Netherlands)**

### **Machinima**

Machinima is a new form of film-making based on computer game technology initiated by independent film-makers and do-it-yourself game developers.

Speaker:

- **Friedrich Kirschner, Editor, Machinimag (Austria)**

### **16:30 - 17:00 Coffee Break**

**Location: TREEHOUSE (Zuiveringshal Oost)**

### **17:00 - 17:30 Music, Entertainment and Community**

MTV Networks is the largest television network in the world and a leading creator of programming and content across all media platforms. It operates 111 channels and 94 Web sites which reach more than 440 million households in 167 countries worldwide. How is MTV changing mass media?

Speaker:

- **Simon Guild, President and Chief Executive, MTV Networks Europe (United Kingdom)**

### **17:30 - 18:00 The Responsibilities of Possibilities**

How not to ruin the future for the rest of us.

Speaker:

- **Ben Hammersley, Journalist, explorer and generally bad man (United Kingdom)**

### **18:00 – 18:15 Close of Conference's First Day and Preview of Friday's Sessions**

### **18:30 - 24:00 BBQ with entertainment**

**Location: TREEHOUSE (Zuiveringshal Oost)**

The NOB, a PICNIC '06 service partner, is graciously providing drinks during the BBQ. Peter Greenaway, the alternative movie director behind movies such as "The Cook, the Thief, His Wife & Her Lover", will deliver a multimedia performance at the PICNIC '06 venue. Known as a "real-time image conductor", Greenaway will combine avantgarde cinematographic imagery with audio remixes.

## Friday, September 29th

### 8:00 - 9:00 Picnic Breakfast

Location: TREEHOUSE (Zuiveringshal Oost)

### 9:00 - 13:00 Future of Media Workshops

Friday morning will consist of workshops divided into four concurrent tracks:

- **TRACK #1: LIFE AFTER THE 30-SECOND SPOT**
- **TRACK #2: BROADBAND DREAMS**
- **TRACK #3: CONSUMER TRENDS**
- **TRACK #4: CONNECTING THINGS**

### TRACK #1: LIFE AFTER THE 30-SECOND SPOT

Location: BUZZ HALL (Zuiveringshal West)

Track Moderator:

- **Joris van Heukelom, Director of Content, KPN TV & Media (the Netherlands)**

### 9:00 - 10:00 Keynote Presentation: Life After the 30-Second Spot

This interactive session will explore alternative marketing practices such as on-demand viewing, viral marketing, gaming, branded entertainment, and experiential marketing, which offer fresh approaches to engaging consumers and developing new advertising solutions.

Speaker:

- **Joseph Jaffe, Author of “Life after the 30-Second Spot” (United States)**

### 10:00 - 11:00 Cross Media Transformations – Case Studies

#### Cross Media Transformation - Heineken

Beer brand Heineken has always been a major advertiser but these days Heineken also runs its own television network in clubs, organises games and contests, hosts major music events and supports hip hop artists.

Speaker:

- **Herwin van den Berg, Marketing Director, Heineken (the Netherlands)**

#### Cross Media Transformation - KLM

KLM is the first airline worldwide to adopt the Web 2.0 philosophy of total customer-centric co-production and has launched passenger-driven communities such as Club China which brings passengers with similar interests together in real life as well as online.

Speaker:

- **Dirk Kronemeijer, Vice President Business Innovation, KLM (the Netherlands)**

### 11:00 - 11:30 Coffee break

Location: TREEHOUSE (Zuiveringshal Oost)

### 11:30 - 12:30 The Art of the Pitch

During this workshop, ad agencies will repeat cross media pitches they've made to real-life advertisers. Get valuable tips on how to sell cross media formats to potential advertisers and clients.

Speakers:

- **Brian Elliot, Creative Director, StrawberryFrog (the Netherlands)**

- **Lee Feldman, Chief Creative Officer, Blast Radius (Canada)**
- **Dominique Delpont, Managing Director, MPG France and President, Streampower (France)**
- **Chris Mendola, Managing Partner, 180 Amsterdam (the Netherlands)**

#### 12:30 - 13:00 Panel Discussion

#### TRACK #2: BROADBAND DREAMS

Location: HAMMOCK (Machinegebouw)

Track Moderator:

- **Monique van Dusseldorp, Program Director Cross Media Week (the Netherlands)**

#### 9:00 - 10:00 Keynote Presentation: TV Transformations

From IPTV to mobile TV, video iPods to PVRs, video searches to new interfaces, this session will explore what new types of TV formats we can expect.

Speaker:

- **Matt Locke, Head of Innovation, BBC New Media & Technology (United Kingdom)**

#### 10:00 - 11:00 TV Transformations – Case Studies

##### TV Transformation - KPN

KPN provides telephone, Internet and television services to personal customers through its fixed network in The Netherlands. As of 31 December 2005, KPN served 6.9 million fixed-line subscribers and 2.2 million Internet customers in The Netherlands as well as 20.8 mobile customers in Germany, The Netherlands and Belgium. How is KPN positioning itself to deliver TV services?

Speaker:

- **Michiel Buitelaar, Director, Consumer Division, KPN (the Netherlands)**

##### TV Transformation - Liberty Global

Liberty Global is a leading international provider of video, voice, and broadband Internet services with operations in 16 countries, including 13 countries in Europe. How is Liberty Global transforming itself into a cross media company which delivers distribution services and content?

Speaker:

- **Shane O'Neill, Chief Strategy Officer, Liberty Global and President, chellomedia (United Kingdom)**

### TV Transformation - MTV Networks

MTV Networks is a pioneer in the world of digital media, developing new interactive and online services for different platforms. How is MTV changing television?

Speaker:

- **Jochem de Jong, VP of Distribution and Public Affairs, MTV Networks Benelux (the Netherlands)**

### 11:00 – 11:30 Coffee Break

**Location: TREEHOUSE (Zuiveringshal Oost)**

### 11:30 - 12:30 New Kids on the Block

Who is changing television from outside the TV world? In this session, new companies explain their ideas on the future of TV.

### Consumer-Generated TV

Presentation on video blogging with examples of how ordinary people have started to document their surroundings and launch their own “TV” programs.

Speaker:

- **Gabriel McIntyre, Founder, Xolo.tv (the Netherlands)**

### IPTV models

This presentation will present data and experience from the world's largest network of broadband TV channels including new channels such as Cycling TV and established broadcasters' services such as ITV Local.

Speaker:

- **Iolo Jones, CEO, Narrowstep (United Kingdom)**

### Online Video-Sharing Services

Revver allows users to upload video clips and earn revenue from advertisers. Revenue is based on clicks and is shared by Revver and the video creator.

Speaker:

- **Ben Cerveny, CCO, Revver (United States)**

### Video Search

Dabble is a recently-launched company that aims to be “the most comprehensive search and remix community on the planet” by assisting users in organising, searching, tagging, describing, promoting and remixing video.

Speaker:

- **Mary Hodder, CEO, Dabble (United States)**

### Vblogs

Rocketboom is a three-minute daily vblog (videoblog) which is often presented in the format of a newscast, usually with a comedic slant. According to Wikipedia, by the spring of 2006, Rocketboom was receiving a minimum of 250,000 complete downloads per day.

Speaker:

- **Andrew Baron, CEO, Rocketboom (United States)**

### Look at Me Now

Some pioneering broadcasters are developing formats related to the overwhelming desire of audiences to be seen, to contribute and to be stars.

Speaker:

- **Gabriele Gresta, Deputy Chairman, Digital Magics Group (Italy)**

### Fabchannel

From a local music stage to a worldwide music channel, Fabchannel's live and on demand music broadcasts showcase a new form of television.

Speaker:

- **Justin Kniest, Founder and CEO, Fabchannel (The Netherlands)**

### 12:30 - 13:00 Panel Discussion

#### TRACK #3: CONSUMER TRENDS

Location: SANDBOX (Openbare Verlichting)

Track Moderator:

- **Paul Molenaar, Director, ilse media (the Netherlands)**

#### 9:00 - 10:00 Keynote Presentation: Consumer Trends Across the World

Trendwatching.com is an independent and opinionated consumer trends firm relying on a global network of 8000 trendspotters who deliver inspiration and pangs of anxiety to business professionals worldwide. What are the main consumer trends they see?

Speaker:

- **Reinier Evers, Founder, Trendwatching.com (the Netherlands)**

#### 10:00 - 11:00 Changes in Consumer Behaviour – Case Studies

##### Transformation - Use of Convergent Technology

Consumers increasingly move between mobile, fixed telephony, PCs and home entertainment systems. This has led to an appreciation of the benefits of having multiple devices do multiple things.

Speaker:

- **Wouter van de Bunt, Industry Leader Information, Communications & Entertainment, KPMG (the Netherlands)**

##### Transformation - SMS is to Tell You that I Love You

While people are specializing in different communication channels, the way they organise their lives and connect to each other is changing.

Speaker:

- **Dr. Stefana Broadbent, Ethnographer, Swisscom Innovations (Switzerland)**

#### 11:00 - 11:30 Coffee Break

Location: TREEHOUSE (Zuiveringshal Oost)

### 11:30 - 12:30 Digital Lifestyle Aggregators

Two software pioneers discuss the new market for do-it-yourself services. How can users and developers cooperate to generate new services?

Speakers:

- **Simon Grice, CEO, Midentity (United Kingdom)**
- **Dave Winer, Author, Scripting News Weblog, and Web publishing software pioneer (United States)**

### 12:30 - 13:00 Meet the Dutch

As part of a much wider and deeper study into changing consumer behaviour, teams of ilse media staff made house calls to 10 Dutch families. If the initial findings are an indication of how media consumption is changing, the pace is enormous across all age groups. Enjoy some anecdotal evidence, as recorded in short movies.

Speaker:

- **Paul Molenaar, Director, ilse media (the Netherlands)**

### TRACK #4: CONNECTING THINGS

Location: SHED (Ketelhuis)

Track Moderator:

- **Simon Jones, Human Computer Studies Lab, University of Amsterdam (the Netherlands)**

### 9:00 - 10:00 Keynote Presentation: Why Things Matter

Julian Bleecker has argued about the coming wave of "blogjects" which are objects that blog or manufactured goods that emit a steady stream of information. These blogjects provide info about their world and what they make of it and take action to change it.

Speaker:

- **Julian Bleecker, Head of the Mobile and Pervasive Lab and Research Fellow, Annenberg Center for Communication, University of South California (United States)**

### 10:00 - 11:00 Creating New Worlds - Transformation by Artists

#### We Make Money Not Art

Régine will showcase the new ways in which artists are using identity and location as creative tools.

Speaker:

- **Régine Debatty, blogger, We Make Money Not Art (Belgium)**

Art Center Nabi focuses on combining art and culture with technology to "bring out the power of creativity". Hear about a unique vision and approach from Asia.

Speaker:

- **Soh-Yeong Roh, Director, Art Center Nabi (South Korea)**

### 11:00 - 11:30 Coffee break

Location: TREEHOUSE (Zuiveringshal Oost)

### 11:30 - 13:00 New Interfaces - How to Interact with a Connected World

Media labs around the world are investigating the future of media. Find out what scenarios they are working on and what are the most advanced media interfaces they are developing.

#### G-speak

Speaker:

- **John Underkoffler, Chief Scientist, Tread & Loam, Co-Inventor, g-speak gestural interface technology, Advisor to Steven Spielberg on the film "Minority Report" (United States)**

#### Sensor Networks

Speaker:

- **Euro Beinat, CEO, Geodan (the Netherlands)**

#### Ambient Intelligence

Speaker:

- **Dr. Emile Aarts, Vice President and Scientific Program Manager, Philips Research Laboratories Eindhoven (the Netherlands)**

#### Mobile Lifestyles

Speaker:

- **Jo Reid, Experience Design Researcher, Technology and Lifestyle Integration Programme, HP Labs Bristol (United Kingdom)**

### 13:00 - 14:00 Picnic Lunch

Location: TREEHOUSE (Zuiveringshal Oost)

### Afternoon Plenary Session

Location: BUZZ HALL (Zuiveringshal West)

### 14:00 - 14:20 Keynote Presentation: Search and the Answer of Yellow Pages

World Directories has grown from its strong print heritage to embrace online, mobile and voice channels to create a true cross media local search and advertising company.

Speaker:

- **Andrew Day, CEO, World Directories**

### 14:20 - 14:45 Keynote Presentation - Creating New Markets

Google has developed into a new media powerhouse which has not only transformed the search market but which is also creating new areas of information exchange and creation.

Speaker:

- **Lorraine Twohill, Marketing Director Europe, Google (United States)**

### 14:45 - 15:15 Global Issues Demand Creative Leadership

Moderator:

- **Joris van Heukelom, Director of Content, KPN TV & Media (the Netherlands)**

Speaker:

- **John Thackara, Doors of Perception (The Netherlands)**

### 15:15 – 16:00 Creative Business Leaders Debate

Debate with business leaders, investors and creative entrepreneurs.

Speakers:

- **Dominic Lyle**, Director General, European Association of Communications Agencies - EACA (Belgium)
- **Martijn Hamann**, Partner, Van den Ende & Deitmers | Venture Capital (the Netherlands)
- **Candace Johnson**, President, Johnson Paradigm Adventures, international telecommunications expert and entrepreneur (Luxembourg)
- **Loïc Le Meur**, Vice-President EMEA, SixApart and Global Leader of Tomorrow, World Economic Forum (France)
- **Ola Ahlvarsson**, CEO and Co-Founder, Result and Co-Founder, Boxman (Sweden)
- **Michael Naimark**, media artist and researcher (United States)

### 16:00 – 16:30 Closing Session

Speakers:

- **Caroline Gehrels**, Alderwoman, City of Amsterdam (the Netherlands)
- **Marleen Stikker**, Founder, Waag Society (the Netherlands)
- **Bas Verhart**, CEO, Media Republic (the Netherlands)

*Please note: the PICNIC '06 conference program is subject to continuous change.*