



## Kick-off workshop media innovation project 'Designing the Daily Digital' (3D)

30 October 2009, Stadskaasteel Oudaen, Utrecht, 14.00 – 17.30 hrs.

### PROGRAMME

#### 1. Media innovation as a practice: the 3D activity programme

*Jan Bierhoff, associate professor Infonomics & New Media, project leader.*

Experimentation with new media best happens in collaborative R&D environments. Here, the chances and pitfalls of digital communication can be best explored and assessed, without disturbance of the ongoing publishing business. The 3D project offers a range of development options and test facilities which will be briefly introduced.

#### 2. Re-inventing the News, best practices from the UK

*George Brock, Head of the Journalism Department, City University, London.*

The United Kingdom is an important reference country for the Dutch media scene: many adopted the Anglo-Saxon journalistic standards and important parts of the national newspaper market are controlled, directly or indirectly, by British commercial parties. George Brock, professor of journalism, who until recently performed various management roles at The Times of London, presents an overview of the most interesting media change initiatives in his home country, and sketches the implications for today's journalism.

#### 3. Regional News, from newsprint to digital: the 'Perspective'- project

*Johan Boermann, CEO Media Group Limburg*

MGL, part of the UK-based Mecom Group, will attempt to find out the next two years whether it is feasible to transform the printed paper into a number of (paying) online communities. In these 'hyper local' use groups, management, journalists (or content collectors) and marketers will closely collaborate. Boermann explains the master plan and will elaborate on the prospects for the editorial staff.

#### 4. Media innovation as an ambition

*Valerie Frissen, senior strategist TNO Consulting*

All the relevant Dutch professional bodies are represented in the 3D Advisory Group. This project committee has made an inventory of the most pressing innovation issues, as perceived by their constituency / membership: print media, broadcasters, netmedia, advertising bureaus. This resulted in a national media innovation agenda, presented here.

#### 5. Feedback from the audience

More information and registration via the project website [www.dailydigitaldesign.com](http://www.dailydigitaldesign.com)