



EWMD International Conference 2017
“Brave New Media World – a subject of daily challenges”
September 22-24, 2017 in Ingelheim / Germany

Keynote 1:

“To be on course in heavy sea. Strategies and Innovations in the Digital Media World“

„Virtual assistants are replacing newsreaders, online-shops are creating autonomous content-worlds, influencers are stronger than columnists. Publishing houses seemingly are getting obsolete. However, Gruner + Jahr, a leading publishing house in Hamburg is reaching more people than ever via its digital activities. Long-standing brands such as STERN, BRIGITTE and GALA are thrilling a faithful and growing community of followers, due to content-quality as well as the adaptive product strategy.

Eva-Maria Bauch, CEO of Gruner +Jahr Digital Products