



EWMD International Conference 2017
“Brave New Media World – a subject of daily challenges”
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Keynote2:

Why Fake News is not the real issue

Journalism today struggles a vast amount of topics: How to regain trust, find sustainable business models and how to cope with big platforms like Facebook and Google? Currently everybody is talking about Fake or False News and how Journalism and platforms should address the issue. Marco Maas thinks that technology itself is both: Problem and solution - the Internet of Things will reshape how journalism targets the users and will explain why today should be the time to talk about why your bathroom mirror is the perfect platform for media distribution.

Marco Maas, CEO of Datenfreunde GmbH/OpenDataCity