

Paid-content panel discussion at World Publishing Expo

PARIS, FRANCE, DARMSTADT, GERMANY: News consumers are willing to pay for content accessed on the Internet if the offer is attractive, but many questions remain to be answered before news publishers can generate substantial revenue streams.



Those questions will be addressed at the panel discussion on "The Future of Media: Who pays for content?" at the World Publishing Expo, presented by the World Association of Newspapers and News Publishers (WAN-IFRA) and the FAZ Forum. The discussion, exclusively for [MEDIA Executive Pass](#) holders to the Expo, will be held Monday, 29 October, the first day of the Expo.

Moderator of the panel discussion is Frank Schirmacher, co-publisher of *Frankfurter Allgemeine Zeitung* in Germany, and guests are Madhav Chinnappa, head of Strategic Partnerships for Google, and Derk Haank, CEO of Springer Science+Business Media in Germany.

The World Publishing Expo (IFRA Expo & Conferences), to be held 29-31 October in Frankfurt, Germany, is the world's largest global trade exhibition for the news publishing and media industry and a showcase for the technology to publish news in print, on tablets, mobile and online.

More than 250 exhibitors from 30 countries will fill more than 9,000 square meters of exhibition space: newspaper pre-press, press and mailroom equipment manufacturers, alongside creative editorial and publishing system providers and more. Around 8,000 visitors are expected to attend during the three-day event, and there is still time to join them: Full details can be found at <http://www.wan-ifra.org/expo2012>.

The MEDIA Executive Programme is the new exclusive option for CEO-level professionals, which offers participants the opportunity to personalise their Expo experience. Exclusive services for MEDIA Executive Pass holders include the chance to meet the WAN-IFRA Executive Committee members, a dinner with tour of the Frankfurter Rundschau Newsroom, and admission to all the paid-for conferences during the World Publishing Expo, including the 5th Tablet and App Summit, Advertising Summit and the Power of Print Focus Sessions. More information can be found at http://www.wan-ifra.org/expo_media_executive.

Programmes for all conferences and seminars associated with the World Publishing Expo can be found at <http://www.wan-ifra.org/node/44820?view=sessions>.

A list of exhibitors can be found at <http://expo.wan-ifra.org/online-catalog>

A list of participants can be found at <http://www.wan-ifra.org/node/44820?view=participants>.