

TRULYDIGITAL

A NORDIC ECOSYSTEM FOR THE ARTS



Fabel

LOUISIANA MUSEUM OF MODERN ART



norden
Nordic Culture Point

WWW.FABEL.SE/TRULYDIGITAL

1 MARCH 2013, KL 09.30-17.30
LOUISIANA, HUMLEBÆK, COPENHAGEN

IN SEARCH OF A FUTURE VALUE CHAIN:
NEW BUSINESS MODELS AND DIGITAL POLICY

THE DIGITALIZATION, ALSO REFERRED TO AS THE
"DIGITAL SHIFT" HAS AFFECTED THE CULTURAL SECTOR.

THE DIGITAL LANDSCAPES EXPANDS QUICKLY CREATING NEW
WAYS OF DISTRIBUTION AND AUDIENCE INVOLVEMENT. HOW CAN
WE USE THE RESOURCES OF THE CURRENT DIGITAL LANDSCAPE
AND IMPROVE THE NORDIC INFRASTRUCTURE?

THE ROLES AND CONDITIONS ARE CHANGING. YOU ARE INVITED
TO TAKE PART IN THE SECOND OF THREE TRULY DIGITAL SEMINARS
IN COPENHAGEN 1ST OF MARCH 2013.

PARTICIPATION

REGISTER TODAY AT:

WWW.FABEL.SE/TRULYDIGITAL

PLACE: LOUISIANA, HUMLEBÆK, COPENHAGEN

CONFERENCE FEE: 1 200 SEK FOR
PROFESSIONALS AND 600 SEK FOR STUDENTS
EXCLUDING VAT.

DISCOUNT: IF YOU REGISTER 3 OR MORE FROM
THE SAME ORGANIZATION THE FEE IS REDUCED
TO 850 SEK PER PERSON.

SPEAKERS



PIER LUIGI SACCO
IULM UNIVERSITY, MILAN

PROFESSOR OF CULTURAL ECONOMICS AND DEPUTY RECTOR OF INTERNATIONAL AFFAIRS AT IULM UNIVERSITY OF MILAN,

HE IS ALSO A MEMBER OF THE EUROPEAN EXPERT NETWORK ON CULTURE (EENC).



ANN BRANCH
EUROPEAN COMMISSION

HEAD OF UNIT IN DG EDUCATION AND CULTURE IN THE EUROPEAN COMMISSION SINCE 2008.

RESPONSIBLE FOR THE EUROPEAN UNION'S CULTURE PROGRAMME.



DAVID MOTHANDER
GOOGLE

NORDIC POLICY COUNCIL AT GOOGLE, RESPONSIBLE FOR GOOGLE'S SOCIAL AND POLICY ISSUES IN THE NORDIC REGION.



LINUS OLSSON
FLATTR

FLATTR IS A SWEDISH BASED MICRODONATION PROVIDER FOUNDED BY LINUS OLSSON AND PETER SUNDE, CO-FOUNDER OF THE PIRATE BAY. A NEW MODEL FOR FUNDING DIGITAL CONTENT.



KARSTEN WENZLAFF
IKSOM

WENZLAFF IS THE FOUNDER AND CEO OF IKOSOM, INSTITUT FÜR KOMMUNIKATION IN SOZIALEN MEDIEN, THE FIRST OPEN SCIENCE INSTITUTE IN GERMANY AND A LEADING RESEARCH COMPANY ON THE DIGITAL FIELD.



LENA HAMMARGREN
NOVELLIX

LENA HAMMARGREN IS THE FOUNDER OF NOVELLIX, A BOLD PUBLISHING HOUSE THAT HAS PUSHED THE BOUNDARIES OF THE BUSINESS AND POSITIONED ITSELF ON THE EMERGING E-BOOK MARKET.

SPEAKERS



SUNNY SANDSTRÖM
REGIONAL COUNCIL OF
SOUTHERN SMÅLAND

SANDSTRÖM IS THE HEAD OF CULTURAL AFFAIRS AT THE COUNTY COUNCIL OF KRONBERG AND FUNCTIONAL LEADER FOR REGIONAL DEVELOPMENT AT THE REGIONAL COUNCIL OF SOUTHERN SMÅLAND.



ERIK JOSEFSSON
EUROPEAN PARLIAMENT, EFA
GROUP

JOSEFSSON IS AN ADVISER ON INTERNET POLICIES WITH THE GREENS/EFA GROUP IN THE EUROPEAN PARLIAMENT. HE'S ALSO THE FOUNDER OF THE EUROPEAN PARLIAMENT FREE SOFTWARE USER GROUP (EPFSUG) AND THE FOUNDATION FOR A FREE INFORMATION INFRASTRUCTURE (FFII).



MARIA TSAKIRIS
NORDIC CULTURE FUND

SENIOR ADVISOR AT THE NORDIC CULTURE FUND.

TSAKIRIS IS RESPONSIBLE FOR THE PROGRAMME INVESTING IN DIGITAL ART AND CULTURE, OPENING THIS YEAR.



MARTIN VON HALLER GRØNBÆK
BVHD LAW FIRM, SAXO.COM,
CREATIVE COMMONS DK

CO-FOUNDER OF DANISH OPEN SOURCE BUSINESS ASSOCIATION (OSL), DANISH EBUSINESS ASSOCIATION (FDIH), INTERNET SOCIETY DENMARK, CREATIVE COMMONS DENMARK, BVHD LAW FIRM AND CHAIRMAN OF THE BOARD OF SAXO.COM.



MAX VALENTIN
MODERATOR

CULTURAL PRODUCER AND INNOVATOR IN THE FIELD OF PARTICIPATORY CULTURE WORKING WITH TECHNOLOGY, HUMAN INTERACTION AND LEARNING. FOUNDER AND CEO OF FABEL.

1 MARCH 2013, KL 09.30-17.30

LOUISIANA, HUMLEBÆK, COPENHAGEN

09:00 - 09:30
REGISTRATION AND COFFEE

09:30 - 09:50
INTRODUCTION AND PRESENTATION OF
LOUISIANA CHANNEL
SPEAKER: PEDER WUTH, LOUISIANA,
MAX VALENTIN, FABEL

09:50 - 10:10
FUNDING FREE CULTURE
SPEAKER: LINUS OLSSON, FLATTR

10:10 - 10:40
SELF PUBLISHING AND OPEN BUSINESS
SPEAKER: MARTIN VON HALLER GRØNBÆK

10:40 - 11:00
COFFEE

11:00 - 11:20
CROWDSOURCED PUBLIC INVESTMENTS AND
REGIONAL POLICY FOR DIGITAL CULTURE
SPEAKER: SUNNY SANDSTRÖM,
REGIONAL COUNCIL OF SOUTHERN SMÅLAND

11:30 - 11:50
DIGITAL MARKETS FOR PUBLISHERS
SPEAKER: LENA HAMMARGREN NOVELLIX

11:50 - 12:30
BREAK DOWN SESSIONS
VALUATION EXERCISES

12:30 - 13:30
LUNCH

13:30 - 13:45
SUMMARY AND FRAMEWORK
AFTERNOON SESSION

13:45 - 14:30
DIGITAL POLICY IN THE
CULTURE 3.0 ERA
SPEAKER: PIER LUIGI SACCO,
IULM UNIVERSITY, MILAN

14:30 - 15:20
IN SEARCH OF A
DIGITAL POLICY FOR THE ARTS
SPEAKER: ANN BRANCH, EUROPEAN
COMMISSION, MARIA TSAKIRIS,
NORDIC CULTURE FUND

15:20 - 15:40
COFFEE

15:40 - 16:15
PANEL: REGULATION FOR ROYALTIES IN
DIGITAL DISTRIBUTION
PARTICIPANTS: ERIK JOSEFSSON,
EUROPEAN PARLIAMENT - EFA GROUP,
KARTEN WENZLAFF, IKSOM

16:15 - 16:45
NORDIC POLICIES AND CULTURE INVESTMENT
SPEAKER: DAVID MOTHANDER, GOOGLE

16:45 - 17:15
WORLD CAFÉ

17:15 - 17:30
WHAT'S NEXT?
REFLECTIONS, AND CONTRIBUTIONS TO THE
COMMING SEMINAR