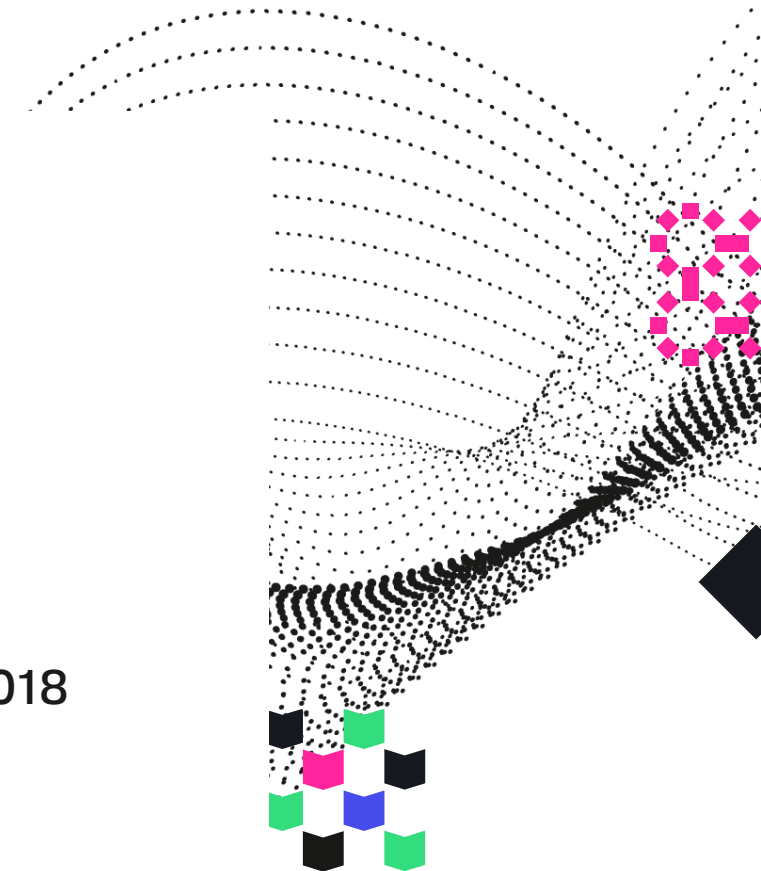
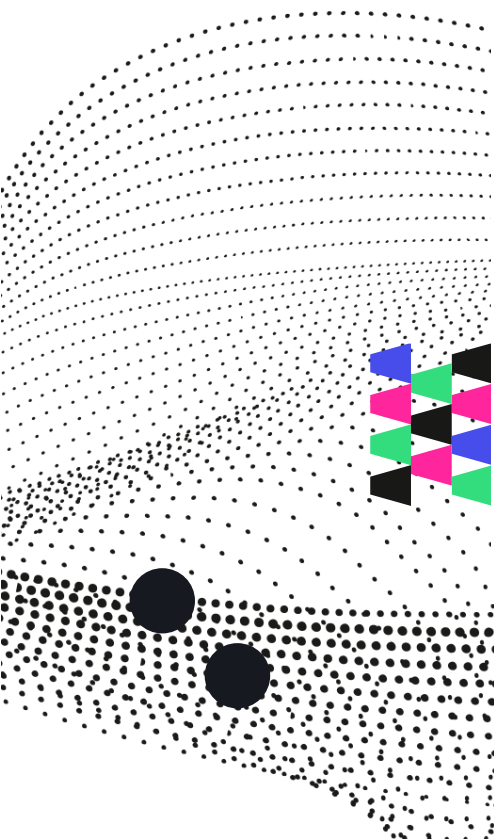




AI Pavilion

EXPO & CONFERENCE

Special on „Artificial Intelligence“ at MEDIENTAGE 2018



AI Pavilion Expo & Conference

Special on „Artificial Intelligence“ @ MEDIENTAGE 2018

Artificial Intelligence will **deeply transform journalistic routines** and reaches far beyond known areas of application such as voice control, chatbots or automated journalism. It offers media companies new possibilities to make processes more efficient, to analyse customer needs and to generate specific content for their target groups. Also, its implementation leads to **new responsibilities** and raises new political and legal questions.

The **MEDIENTAGE Special on AI** will deal with these and many more aspects of this revolutionary technology. The AI Pavilion consists of two parts:

AI Expo (October 24th - 26th) and AI Conference (October 24th and 25th)



AI Pavilion Conference

Programme Excerpt – Day 1

October 24th

- Our Life with AI – Where are we now and where will we go?
- What does AI mean for Media and Journalism?
- Artificial Intelligence – How digital darwinism is going to change an industry
- Automated Journalism
- Content Personalisation

Programme Excerpt – Day 2

October 25th

- AI & Responsibility: How can media contribute to a bright, diverse & human AI future
- The future of work and content production
- AI Startups from Bavaria & around the world
- AI in Chatbot Media Interfaces
- AI & Fact Checking
- Algorithm Transparency – Fighting bias and abuse in AI



AI Pavilion Expo

AI Expo Area: Showcase your AI Solutions!

In the **AI Expo Area** at **MEDIENTAGE 2018**, the leading digital and tech companies, media houses, service providers and startups present their **innovations, technologies and solutions** for the media business of the future.

In addition, the AI Expo Area will be enriched by **future-oriented prototypes** from renowned universities and research institutions.

Also, **innovative art projects** will demonstrate the creative potentials of AI, enabling direct interaction between the receivers and AI and thus making the future relation between people, technology and media even more tangible.



AI Pavilion @ MEDIENTAGE EXPO Floor Map (Venue: Conference Center Nord/Hall C6)

Conference and Expo in ONE ROOM

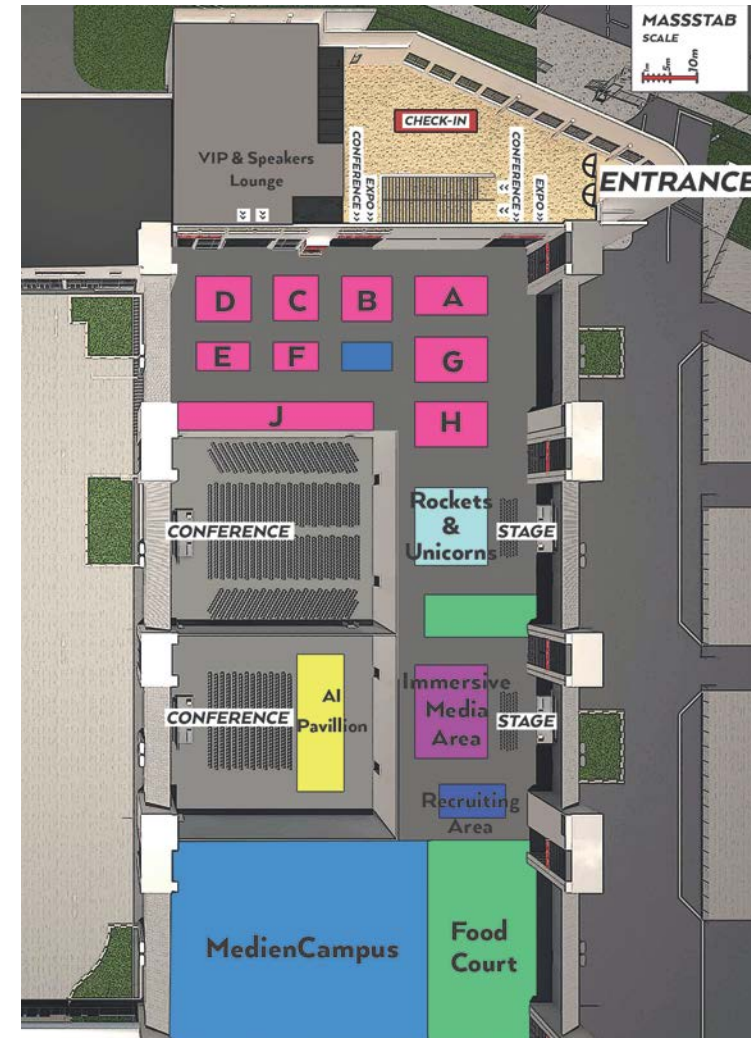
MEDIENTAGE 2018 will be in a new location, enabling a close integration of Conference and Expo.

The AI Expo Area and Conference Panels will be in an extra room within MEDIENTAGE Expo: AI Pavilion

Pricing for Expo Space

The space rate is EUR 295,- per m² (plus costs for booth construction and infrastructure), for the whole duration of the event, 24-26 Oct 2018.

All prices plus local VAT.



KEY FACTS MEDIENTAGE

400+

Speakers

7.000

Attendees, including

3.250

Expo Visitors

Conference Topics and Tracks

Advertising & Marketing // Artificial Intelligence (AI) // Audio & Radio // Blockchain // China // Digital Media // GenZ // Innovation // Media Policy // Publishing // TV // VR, AR & 360° // Voice Assistants

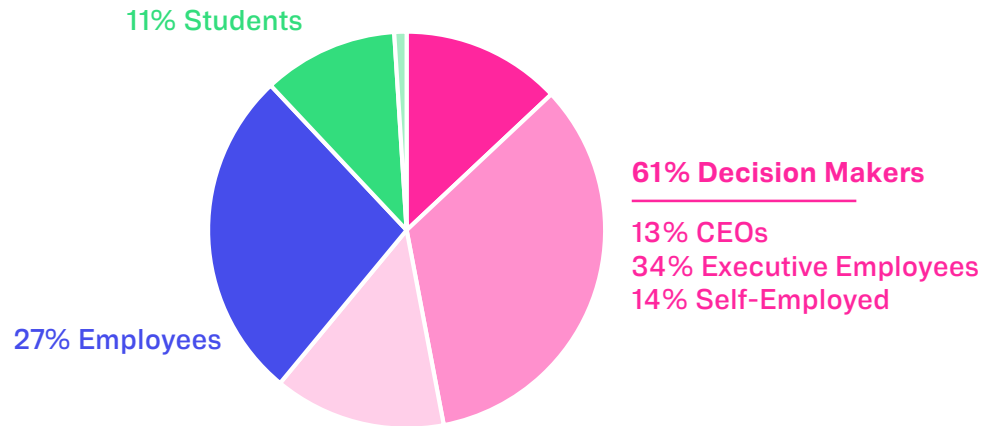
40

Conference Partners

100+

- Panels
- Keynotes
- Master Classes
- Lecture Sessions
- Showcases
- Interviews
- Workshops

Who is here?*



Highlights & News 2018

EXPO

The MEDIENTAGE exhibition in the new Hall C6!

AI Pavilion

Trends and Solutions in AI

IMMERSIVE MEDIA AREA

What's next in VR, AR and 360°?

ROCKETS & UNICORNS

Expo, Lounge and Stage for Startups

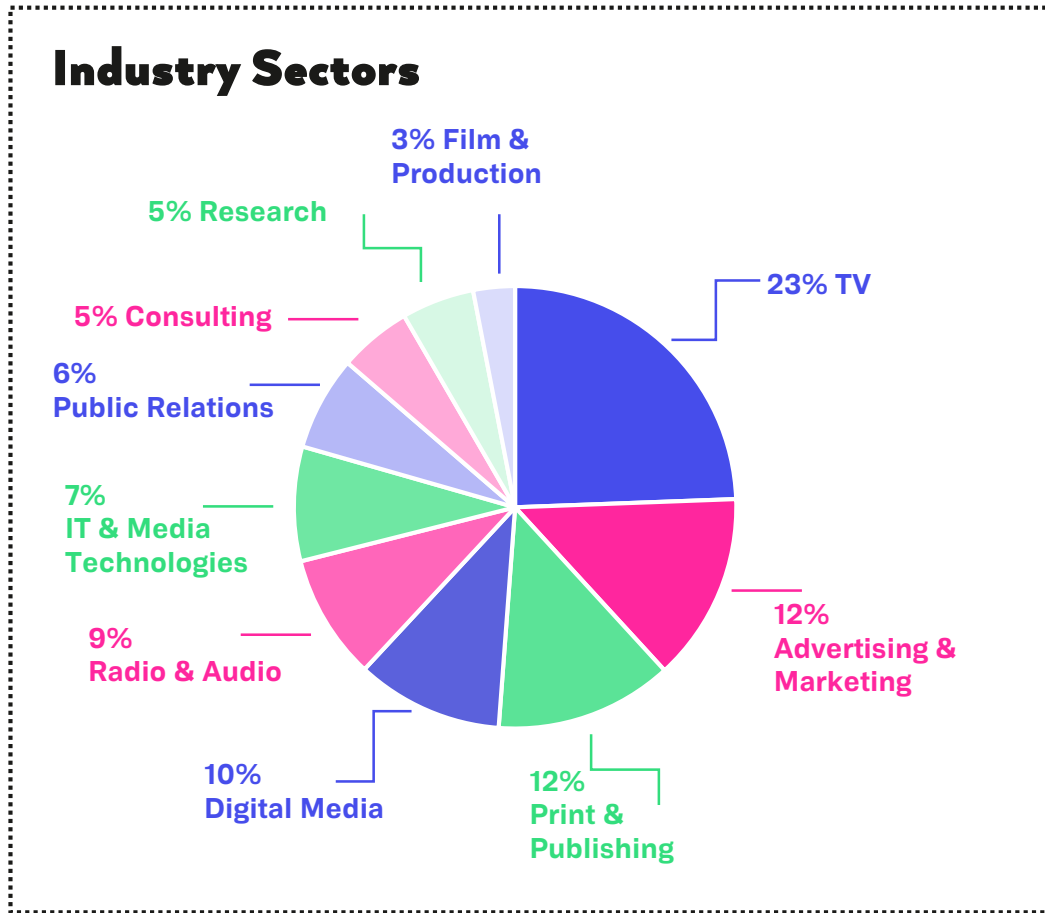
EXPO-PARTY

24 October 2018, CCN/Hall C6

NACHT DER MEDIEN

25 October 2018, Haus der Kunst

KEY FACTS MEDIENTAGE



Expo Topics and Areas

Apps & Skills // Artificial Intelligence (AI) // Blockchain // Cloud Services // CMS // Connected TV // Content Marketing // Content Production // Digital Broadcasting // Digital Marketing // Digital Publishing // Distribution // Media & Automotive // Radio, Audio & Voice Solutions // Recruiting // Smart Home // Social Media // Streaming // Video on Demand // VR, AR & 360° // Wearables

80

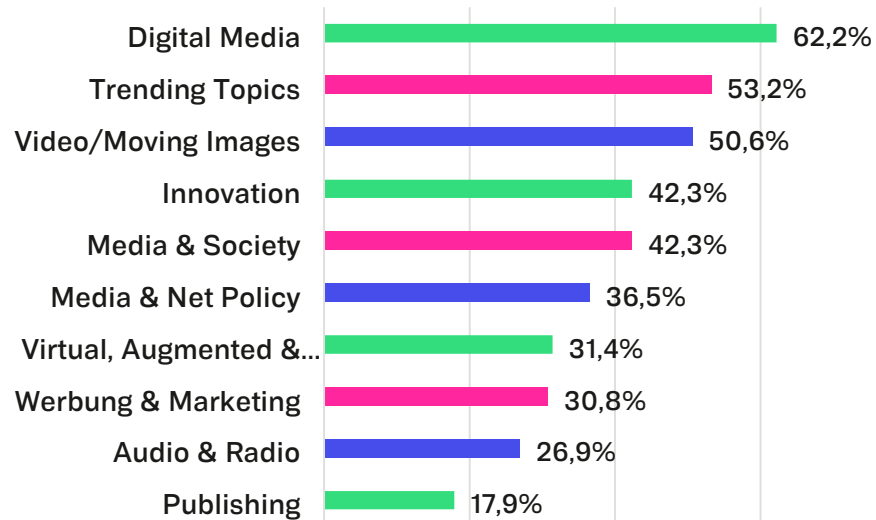
Exhibitors

150

Partners and Sponsors

KEY FACTS MEDIENTAGE

Interests*



* Results of a participant survey at MEDIENTAGE 2017

—————
NACHT DER
MEDIEN with
1.400+
Guests

—————
120+
Hours of Conference
Programme
—————

Target Groups

- Young Professionals in Media & Communication
- TV & Radio Broadcasters
- Publishers
- Online & Mobile Media
- Agencies
- Advertising Companies
- Journalists
- Media Technology Providers
- Creatives & Producers
- Service Providers
- Representatives of Media Policy, Regulation & Law
- Media Research
- Media Education
- Interested Users

AI Pavilion Expo & Conference

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