

Announcing Media 2010: The Annual Forecast for Digital Media Professionals

Global media leaders to reveal new decade of opportunities for digital media creators, marketers and advertisers

Fairfax Digital in association with XMediaLab announces
Media 2010: The Annual Forecast for Digital Media Professionals a one day conference
bringing together leaders from some of the worlds most influential media
companies including Daily Mail, New York Times, MSNBC.com, Reuters, and Al
Jazeera , to discuss the rapid evolution taking place in the media, marketing
and advertising industries and where opportunities will lie in the new decade.

As we enter 2010, traditional rules for media
success no longer apply. The rise of new content delivery platforms and the
rapid fragmentation of audiences has changed the media, marketing and
advertising landscapes creating both challenges and opportunities.

Media 2010 will bring together the worlds best
digital thinkers to discuss the strategies and technologies that will determine
the success of media, marketing and advertising ventures as we enter a new era.

Jack Matthews, CEO of Fairfax Digital, said:
Following the success of Media 08 and Media 09, we will again be bringing the
worlds best and brightest digital media players to Sydney for their insights.

Media 2010 is Australias chance to examine how
the rules for media success are being rewritten. Its a fantastic opportunity
for all media professionals from executives, creatives and media buyers, to
strategists, journalists and technologists to come together to hear about and
discuss the trends, technologies and business strategies that will shape the
digital landscape in the next decade.

Hosted by Fairfax Digital CEO, Jack Matthews,
confirmed Media 2010 keynote speakers to date include:

Richard
Titus-CEO,
Associated Northcliffe Digital; former Future Media Controller at the BBC;
Co-founder of Schematic; and producer of Sundance Feature Film winners On_line and Who Killed the Electric Car? (London)Jon
Vlassopoulos-CEO of
Moderati and GM of Bellrock Media, North America. One of the worlds leading
experts in branded content and IP TV - (Los Angeles)Marc Frons-ChiefTechnology Officer, Digital Operations, New York Times (New York)Moeed
Ahmad-Head of New
Media, Al Jazeera (Doha)Adrian
Holovaty-Creator of
EveryBlock the celebrated hyper local news innovation recently acquired by
MSNBC.com, and Co-Creator of Django (Chicago)Priya
Prakash-Creative
Director for Consumer Experience, Nokia, and formerly Head of Product for award
winning Flirtomatic (London)Saneel
Radia-SVP,
Alchemist, Denuo and 2009s Internationalist Agency Innovator (Chicago)Tim Harris-Senior Vice
President, Denuo and pioneer of leveraging videogames as a consumer contact
channel (Chicago)Oliver
Reichenstein-CEO,
information Architects and one of the worlds most celebrated and closely

followed designers (Tokyo)Ming Chan-CEO of
The1stMovement and Emmy Award Digital Media Strategist (Los Angeles, Denver)Russ Fradin-President,
Adify the worlds leading solution for building and commercialising vertical
ad networks (San Bruno)Frdric
Filloux-Editor,
Schibstead ASA, and author of Monday Note, Europes most respected Media, Tech,
and Business Model blog (Paris)Nic Fulton-Chief
Innovator and Scientist, Thomson Reuters (New York, Sydney)Sharad Devarajan-World leading expert on
media entrepreneurship and marketing; Co-Founder, CEO & Publisher of Liquid
Comicsand Liquid
Animation;Associate
Professor, Columbia Business School (New York)

More

speakers to be announced in January 2010.

Media 2010 will be held at Doltone House, Sydney on Friday February 19, 2010. The event is expected to sell out, following in
the footsteps of Media 08 and 09. Attendees are advised to book early to secure
a place.For more information and bookings visit www.media2010.com.au. Follow Media 2010 on twitter at @media_2010.

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About

Fairfax Digital

Part of Fairfax Media Limited, Fairfax Digital

is one of the world's most respected media organisations, with a network of 200+ websites that reaches a unique audience of over 5.7 million Australians per month. Its Media Division includes the leading news sites smh.com.au, theage.com.au, brisbanetimes.com.au, WAtoday.com.au and parenting website Essential Baby, providing incisive and up to date news, business, technology, sport and lifestyle content. The Classifieds Division holds strong positions in online employment, motoring and property categories, with brands including Domain, Drive, MyCareer, TheBigChair, CommercialRealEstate and Country Cars. Its Transactions Division consists of a portfolio of sites that lead in their niche categories including RSVP, Stayz and InvestSMART. www.fairfax.com.au

About

X|Media|Lab

X|Media|Lab is the internationally acclaimed professional network and digital media event for the worlds creative industries. X|Media|Lab provides assistance with creative industries development, business development and access to international expertise and finance. Each X|Media|Lab is a completely unique event where people with original digital media ideas connect with a superb international network of independent creative thinkers, technology wizards, commercialisation experts, potential business partners and financial resources. www.xmedialab.com

Since its founding at the Sydney Opera House in 2003, 30 X|Media|Lab events have been held in 10 locations all around the world including: Beijing, Shanghai, Suzhou, Mumbai, Kuala Lumpur, Singapore, Seoul, Amsterdam, London, Los Angeles, Auckland, Wellington, Melbourne and the Sydney Opera House.