

# Media 2010 Summit to explore the fast changing world of News and Media

The new economics of digital content, paywalls vs free access, IPTV and branded content will be some of the issues explored today at the Media 2010 commercial media summit in Sydney. Australia's largest and most successful media event, Media 2010 will today attract over 450 digital media executives to hear international media experts from the New York Times, Hulu, Al Jazeera, Daily Mail, American Film Institute, Monday Note, Information Architects, Skyrocket and more, on how they are rewriting the rules for attracting audiences and running profitable media businesses.

**Who:** Media 2010 Commercial Media Summit  
**What:** A one-day elite international debrief from some of the media industry's most powerful powerbrokers  
**Where:** Doltone House, Jones Bay Wharf, Piers 19-21 Pirrama Rd, Pyrmont  
**When:** Friday 19 February from 9am to 5pm  
**Please visit** [www.media2010.com.au](http://www.media2010.com.au) to view the days agenda  
**Why:** Hear from 15 international executives, entrepreneurs and innovators from the world's leading digital media companies about the challenges and opportunities offered to media and marketing executives in this new media decade.  
**Speaker list includes:** Adify, Al Jazeera; American Film Institutes Digital Content Lab; Associated Northcliffe Digital; Denuo; Hulu; Information Architects; Skyrocket; MSNBC.com; the New York Times; Reuters; Schibsted ASA; the 1st Movement and Fairfax Digital.

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About  
Media 2010

Media 2010 is the third in the series of Annual Reports for Digital Media Professionals presented by Fairfax Digital in association with X|Media|Lab.

[www.media2010.com.au](http://www.media2010.com.au)

Media  
Enquiries

The PR  
Group

Caroline  
Shawyer, Mob: 0401 496 334, [caroline@prgroup.com.au](mailto:caroline@prgroup.com.au)

Melissa

Shawyer, Mob: 0412 066 048, [melissa@prgroup.com.au](mailto:melissa@prgroup.com.au)