

## PRESS RELEASES

## Bertelsmann Hosts ‘Creativity in the Digital World’ Media Conference in Berlin

- **Focus on legal and economic framework conditions for creativity and innovation**
- **120 decision-makers from politics, the diplomatic corps, media, business and culture expected**

Berlin, March 31, 2014 – The international media company Bertelsmann is discussing essential aspects of “creativity in the digital world” with around 120 decision-makers from politics, the diplomatic corps, media, business and culture. Today’s forum of high-profile experts will primarily be devoted to the legal and economic framework conditions for creativity and innovation and highlights the latest business models in the digital age. Representatives of the German federal government and the opposition will explain their plans for the Digital Agenda in the current legislature, and exchange ideas about this with key figures from the media industry.

Bertelsmann Chairman and CEO Thomas Rabe said: “No megatrend is shaping and changing the creative industry as much as digitization. Media companies are actively seizing the opportunities presented to us; we are rethinking business models and investing in new offers. However, the regulatory rules of the game must keep pace with the new realities. We can only adequately protect the works of our musicians, authors and journalists and also our investment in creativity with up-to-date, effective copyright legislation. Today’s dialog is intended to promote rapprochement and coordination, and help to maintain and create favorable conditions for cultural diversity going forward.”

At the media conference, the Parliamentary Secretaries of State Brigitte Zypries from the Federal Ministry of Economics and Günther Krings from the Federal Ministry of the Interior will outline the cornerstones of the Digital Agenda for the Creative Economy. They will discuss it with Renate Künast, Chair of the Parliamentary Committee on Legal Affairs and Consumer Protection, representing the Opposition, with Prof Dr. Gesche Joost, who serves as the German government’s digital ambassador to the EU Commission, and the author and blogger Sascha Lobo. Bertelsmann CEO Thomas Rabe will give a keynote speech on the role of creative industries and their need for an up-to-date regulatory framework. Speakers from Germany and abroad will give other insider views on the subject of creativity in the digital world, including the musician/producer David Lowery, author Robert Levine and the head of the Copyright Clearing Center, Tracey Armstrong. The U.S. Ambassador to Germany, John B. Emerson, has also confirmed his attendance.

Panel discussions, digital “showcases” from the various Bertelsmann divisions, and a “Rotating Digital Dinner” round off the conference. The event initiated by Bertelsmann and its media partner NBC Universal is part of the “Let's Go Connected” European conference series. Interested parties can follow the conference proceedings via the hashtag #LGC14.

#### **About Bertelsmann**

Bertelsmann is an international media company whose core divisions encompass television (RTL Group), book publishing (Penguin Random House), magazine publishing (Gruner + Jahr), services (Arvato), and printing (Be Printers) in some 50 countries. In 2013, the company's businesses, with their more than 111,000 employees, generated revenues of €16.4 billion. Bertelsmann stands for a combination of creativity and entrepreneurship that empowers the creation of first-rate media, communications, and service offerings to inspire people around the world and to provide innovative solutions for customers.

For further questions, please contact:

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