Lessons learnt and how to prepare for the next decade
Welcome

Dear colleagues, dear friends,

It is my pleasure to welcome you to Rome on behalf of ANSA and all our staff. We are proud to host the MINDS Conference on this very special occasion of its 10th anniversary, which has become an important venue for the exchange of ideas among news agencies.

In this time of great technological development, it has never been more vital to think in terms of innovation with regard to the future of the media industry. Through the exchange of ideas and experiences we can learn from each other, improve our companies, seize new opportunities, develop new business models and enhance the relevance of our agencies.

The new scenario is characterized by the development of digital technologies and has profoundly changed the news-industry market. New ways for the public to consume news and for companies to create value are required; along with new types of journalism, while important new global players have entered the market and changed the rules.

Above all, there is an increasing need for quality journalism as a barrier to the rampant phenomenon of fake news. With journalistic quality and cutting-edge technology, news agencies will increase their role in the “certification” of relevant information.

Artificial intelligence – which we will address and discuss together in Rome – is a challenge and an opportunity: what scenarios does the use of artificial intelligence open in the media and how can this support the role of news agencies?

Another important issue to discuss is the overwhelming presence in the news market of big global players: Google, Facebook, Twitter to name a few, which have become real online media. What new challenges and business models are proposed for the role of the news agencies, for journalism and for the protection of intellectual property rights? What are the possible collaborations and opportunities that open up? I am certain that the debate with our “network of excellence” at the upcoming encounter in Rome will be an important contribution to the design of our future.

See you in beautiful Rome!

About ANSA

ANSA is the No.1 Italian news agency and one of the top ranking in the world. Twenty-seven publishers of major Italian newspapers are the company’s shareholders. Since 1945 ANSA has been collecting, publishing and distributing news, images and in-depth analysis in a variety of methods and on all transmission platforms.

Present wherever events occur, the moment they happen: ANSA is the only agency with its own offices both nationally and in the rest of the world, with 22 offices in Italy and 73 offices distributed on five continents.

By collaborating with an important network of 86 agencies and international partners, ANSA is also able to independently cover global news and to distribute information the world over.

Independence, rapidity, comprehensiveness, reliability are the values that have always inspired the activities.
Media Start-Ups

**Contentflow**
Contentflow provides a software for platform independent video livestreaming. We help reporters to go live, and we help newsrooms to distribute the live content. Contentflow gives publishers control of the videofile and provides detailed analyses. With our feature “live-cutting”, publishers can generate clips while the livestream is on air. That’s only one feature that makes Contentflow interesting for news agencies and publishers.

[contentflow.org](http://contentflow.org)

**Minty**
Minty is an online commissioning tool and community platform for professional art-buyers and artists. With more than 1000 illustrators on board, Minty has come up with a simple commissioning tool which guides through the whole process,Briefs clients in a way to reduce feedback rounds, where all the drafts, comments and all versions stay in one place. It gives artist control over rights and possibility to build passive income from artworks with available licence by offering them on the market through their own and partnering distribution channels.

[tasteminty.com](http://tasteminty.com)

**Picter**
Picter is a smart platform for image data logistics, revolutionizing the way professional photographs are shared and licensed. Sending, sharing, licensing and working with images has never been easier: Picter simplifies the way professional photographers and image users (media houses, press, image and advertising agencies) handle images without sending and duplicating them anymore. Currently, Picter works on image licensing based on blockchain technology.

[picter.com](http://picter.com)

**Simply Aloud**
Simply Aloud creates short audio articles for the most important facts of the day. The users can get their audio news digest and listen to it on the daily commute; the voice is from real human speakers. Simply Aloud is also present on the smart home device Amazon Alexa, and they have built chatbots as well. Simply Aloud recently developed a new product for press agencies: a feed for audio articles. The agency will be able to sell to their customers both the text and the audio version of any article.

[simplyaloud.uk](http://simplyaloud.uk)

**Sponsor**
None of the new media market players recognized the benefits of blockchain technology in UGC contents until the middle of 2017.

Reporter Community is the first market player integrating blockchain technology into media contents and to deliver reliable content to media and news agencies.

Reporter is a mobile app-based global e-marketplace solution for newsworthy photos and videos. Using mainly smartphone data, the Reporter app and its server application help verify the authenticity of the captured images and videos. With cryptography-based blockchain technology, the Reporter app and platform can develop a 100 per cent verified authentication process offering tremendous competitive advantage to all market players. Enhanced authentication process where the content’s proof of existence is also stored on the public Ethereum blockchain to verify any further future copies for authenticity. Reporter Community Co. acts as an intermediary between the seller and buyer providing simple and transparent pricing system and clear copyright rules.

Reporter returns as a sponsor following its appearance at the previous MINDS Conference in Zurich.

[reportercommunity.com](http://reportercommunity.com)

**Workshop Support**
To grow with confidence, organisations need to make clear choices about where to play and how to win. And in a world where the pace of change is rapid and sometimes unexpected, leaders need to act nimbly and decisively. Deloitte’s strategy consultants, known as Monitor Deloitte, employ cutting-edge approaches embedded with deep industry expertise, working with leaders to resolve critical choices, and drive enterprise value.

Monitor Deloitte supported MINDS in preparing the three workshops on Friday and will help to facilitate the discussion during the workshops in Rome.

[deloitte.com](http://deloitte.com)
10 YEARS OF GREAT MINDS! LESSIONS LEARNT AND HOW TO PREPARE FOR THE NEXT DECADE

Wednesday, 18th October

18:00 - 20:00
MINDS welcome reception in the garden of Hotel Quirinale. Networking with colleagues from other agencies, drinks and snacks.

Thursday, 19th October

Hotel Quirinale, Sala Verdi

08:30 - 09:00 REGISTRATION & COFFEE
09:00 - 09:15 Opening & presentation of MINDS anniversary clip
ANSA, Giuseppe Cerbone, MINDS, Lars Vesterlokke and Wolfgang Nedomansky

SESSION 1
NEXT LEVEL OF TRANSFORMATION
09:15 - 09:45
The news won’t be enough – how can agencies generate value in the digital age?
dpa, Meinolf Ellers
09:45 - 10:15
Rebooting PA’s content and services for today’s agency customers
PA, Alan Marshall
10:15 - 10:45
How to define the core mission of a news agency in times of digital transformation
Ritzau, Lars Vesterlokke

SESSION 2
SUCCESS BASED ON TECHNOLOGY
11:15 - 11:45
How state-of-the-art artificial intelligence techniques can help and support news agencies in improving their job
ANSA, Giuseppe Cerbone
11:45 - 12:15
Opportunities and limitations for robot journalism
NTB, Geir Terje Ruud and Magnus Aabech
12:15 - 13:00
Selected media start-ups seen relevant for news agencies’ business presenting their offerings for MINDS Members
■ The future of live-video
Contentflow, Sebastian Serafin
■ How to fit 1000 illustrators to your desk
Minty, Andrej Kiszling
■ Revolutionizing image data logistics
Picter, Claudio Ricci
■ News with sound, not noise
Simply Aloud, Davide Lovato
13:00 - 14:00 LUNCH BREAK

Friday, 20th October

Hotel Quirinale, Sala Verdi and Sala Puccini (details on site)

08:30 - 09:00 COFFEE

SESSION 5
WORKSHOPS PART 1
09:00 - 11:00
Three concurrent workshops on efficiency by collaboration
■ Editorial group: How to best proceed with the successful joint initiative MINDS Global Spotlight
■ Commercial group: How to improve sharing of best practices and emerging services among MINDS
■ Technology group: How to collaborate on shared technology solutions and ways to exploit open source software
11:00 - 11:15 COFFEE BREAK

SESSION 6
WORKSHOPS PART 2
11:15 - 12:45
Three concurrent workshops on efficiency by collaboration
12:45 - 13:00 QUICK BREAK, PICK-UP OF LUNCH BOXES
13:00 - 13:30 Wrap-up of all workshops
13:30 - 13:45 Wrap-up Conference and outlook
MINDS, Lars Vesterlokke and Wolfgang Nedomansky
13:45 End of Conference

ON INVITATION ONLY
Meeting of CEOs at ANSA
18:30
Meeting point for invited CEOs at the lobby of Hotel Quirinale
18:40 - 19:00
Joint walk of CEOs to ANSA, Via della Datari, 94
19:00 - 20:00
CEOs session at ANSA
20:10 - 20:30
Joint walk to Hotel Bernini, Piazza Barberini, 23
20:00 Meeting point at the lobby of Hotel Quirinale
20:10 – 20:30
Joint walk to Hotel Bernini, Piazza Barberini, 23
20:30 – 23:00
Gala dinner at rooftop Restaurant at Hotel Bernini
23:00
Joint walk back to Hotel Quirinale

PLEASE NOTE THAT ALL INFORMATION GIVEN DURING THE CONFERENCE IS CONFIDENTIAL AND MUST NOT LEAVE THE MINDS NETWORK!
Workshops

WORKSHOP 1
EDITORIAL GROUP – FURTHER DEVELOPMENT OF MINDS GLOBAL SPOTLIGHT

Leader MINDS: AAP, Tony Gillies
Outline: In 2017, nine MINDS news agencies joined a powerful global journalism initiative that exposed the underbelly of the migrant smuggling business. More than 50 stories, hundreds of images and a dozen videos reached a massive audience via the agencies’ networks. The MINDS Global Spotlight workshop will review the project and take it further in 2018 by ventilating another socio-economic issue. Who will join us and make a difference?

Objective: How to best continue with the MINDS Global Spotlight initiative after the successful pilot in 2017.

Key aspects:
- Review – Brief evaluation of lessons learnt at the first Spotlight, key success factors and areas of improvement
- Planning – Agencies to be involved, preliminary agreement on topics for future Global Spotlights including frequency of the initiative and schedule for next Spotlights
- Solutions – Discussion of specific challenges such as responsibilities, assignments at early stage and English editing
- Communication – How to ensure an efficient and fast communication method across multiple continents and time zones
- Digitization – Digital aspects and related approaches at further Spotlights

WORKSHOP 2
BUSINESS GROUP – SHARING OF BEST PRACTICE AND EMERGING SERVICES

Leader MINDS: dpa, Meinolf Ellers
Outline: MINDS’ aim is to support collaboration among its members and beyond. Most news agencies are focusing on their home markets, therefore new products and services are being developed for quite a limited market potential. MINDS agencies can make use of such business opportunities by licensing available solutions for their market from other MINDS members. Joint developments at shared costs can further help to raise efficiency, instead of developing similar services in various countries.

Objective: How to better leverage the potential of the MINDS network to share best practices and emerging services.

Key aspects:
- Best practice – Examples of past collaboration and exchange within the MINDS network to understand benefits of sharing services (monetization, time to market)
- Services – Identification of current and potential future services that are suitable for exchange between MINDS agencies
- Documentation – Discussion on how to motivate agencies to document new products or services and how to best communicate these to the MINDS Community
- MVP approach – How to enable testing procedures for new services between MINDS agencies with the least complexity to enable innovation
- Transfer of services – Discussion how to support the transfer of services to other MINDS markets with the lowest possible entrance barriers

WORKSHOP 3
TECHNOLOGY GROUP – WORKING TOGETHER ON SHARED TECHNOLOGY

Leader MINDS: PA, Andrew Dowsett
Outline: A couple of MINDS agencies are already collaborating on various IT projects by using open source media technologies. Together with MINDS partner and former sponsor Sourcefabric, three groups are successfully working on CMS, live blogging and agenda planning solutions. Besides this, other MINDS members might have further experiences in this field.

Objective: How to collaborate in a most efficient way on IT issues and ways to extend joint activities on open source.

Key aspects:
- Experience to date – Exchange of experiences and lessons learnt from joint technology projects to date
- Best practice – Introduction of other examples of news and media organisations using open source technologies
- Current opportunities – Evaluation of immediate opportunities for working together on open source projects, which of those are likely to be most impactful and achievable
- Future opportunities – Discussion and brainstorming on potential future opportunities for MINDS agencies to work together using open source software, evaluating challenges and key successes factors to form a basis for future projects

The workshops on the Friday are aimed to increase efficiency by collaboration, focusing on editorial, business and technology as the three core aspects of MINDS. Digital experts from Monitor Deloitte will help to facilitate the discussion during the workshops, together with key players from MINDS.
**Places and activities**

1. **Colosseum and Roman Forum in 3D**
   The biggest amphitheater in the world was built in the Flavian period (72-80 AD) to contain up to 75,000 spectators, who saw the gladiators facing wild beasts. Today it is possible to experience this through a fascinating 3D tour. The visit includes a subterranean itinerary and it finishes before the Roman Forum area that was the political, religious and commercial centre of the Ancient Rome.
   [il-colosseo.it/en/informazioni-colosseo.php](il-colosseo.it/en/informazioni-colosseo.php)

2. **Square and fountains**
   The most famous fountain in Rome and one of the most beautiful in the world is Trevi Fountain in front of the Palazzo Poli. Work began in 1732 by Nicola Salvi and completed by Giuseppe Pannini. The scenic composition, that bewitched Anita Ekberg in La Dolce Vita, is inspired by the sea. Fontana dei Quattro Fiumi, at the center of Piazza Navona, is a work of art by Gian Lorenzo Bernini; while Piazza di Spagna, besides the majestic Spanish Steps, is famous for the Fontana della Barcaccia.

3. **“Roman Holiday”: Vespa Tour**
   It is tour on two wheels following Audrey Hepburn and Gregory Peck’s tracks to discover the places that were the background of the movie Roman Holiday: from the starting scene, with the escape of the princess from the palace in Via delle Quattro Fontane, to the Mouth of Truth, but also the Imperial Fora, Pantheon, Via Margutta and the historic squares.

4. **Gardens and views**
   Villa Borghese is the third biggest public park in Rome and includes various green areas (Italian garden, English garden, small buildings, fountains and small lakes). It is the location of Galleria Borghese that was conceived to display Bernini and Canova’s sculptures and Tiziano, Raphael and Caravaggio’s paintings. Among the panoramic green areas, Passeggiata del Gianicolo is one of the most popular: from Piazzale Garibaldi it continues towards Chiesa di Sant’Onofrio, along the boulevard surrounded by busts of Garibaldians, until it reaches the panoramic viewpoint.

**Museums & exhibitions**

1. **The Vatican Museums and St Peter’s Basilica**
   The Vatican Museums represent one of the biggest art collections in the world, the result of collections accumulated by popes. They include the Sistine Chapel, the Papal Apartments frescoed by Michelangelo and Raphael and four exhibition sections: Ancient, Medieval, Renaissance and Modern. St Peter’s Basilica with its impressive dome overlooks the square with Bernini’s colonnade. Inside are some of the most important works of art in the world, including Michelangelo’s Pietà.
   [museivaticani.va/content/museivaticani/en.html](museivaticani.va/content/museivaticani/en.html)

2. **Castel Sant’Angelo**
   One of the most important monuments of Rome, it is situated on the Tiber shore and is connected to the Vatican through a passageway called “passetto”. The castle was created as the Mausoleum of Hadrian (125 AD), but in the Middle Ages it was transformed into a fortress and later completed with the Ponte Vittorio Emanuele II. Today it is a museum divided on seven floors.
   [castelsantangelo.com](castelsantangelo.com)

3. **National Gallery Barberini Corsini**
   Galleria Corsini is the only Roman 18th-century collection to be unchanged. Palazzo Barberini presents a chronological exhibition, representing the main painting schools from 200 to 700. The most representative centuries are 500 and 600, with works by Raphael, Bronzino, Lorenzo Lotto, Tintoretto, Caravaggio and the Caravaggesque painters.
   [barberinicorsini.org/en/art/collections](barberinicorsini.org/en/art/collections)

4. **MAXXI**
   Designed by architect Zaha Hadid, MAXXI contains collections that include more than 400 works of art representing the Italian and international avant-gardes; architecture collections, with artifacts and documents about the conceptual complexity of contemporary and an Architecture Archives Center.
   [maxxi.art/en](maxxi.art/en)

**Cafés, Bars and Restaurants**

1. **Caffè Museo Atelier Canova Tadolini**
   Via del Babuino, 150/a-b
   +39 06 3211 0702
   [canovatadolini.com/en](canovatadolini.com/en)
   Here Antonio Canova worked, and he left the atelier to his disciple and heir Adamo Tadolini. The atmosphere is the original one belonging to the atelier in which Canova, Thorvaldsen and Tadolini family’s gypsum molds deliberately crowds around. Inside, a small and polished café welcomes the art lovers who crave to take a breath leafing through some period magazines or books freely available to everybody on the tables.
2. Cavour 313
Via Cavour, 313
+39 06 678 5496
cavour313.it/en
This is what you really do not expect in a city center! Part of the circuit “Botteghe Storiche di Roma”, Cantina 313 is a taste corner in the heart of Rione Monti, between the Imperial Fora and the Basilica di Santa Maria Maggiore. It is a bond of hospitality, competence and courtesy; they offer a classic cuisine and a wine list with more than 1000 national and international types of wine, with take-away bottles or to enjoy there in wine glasses.

3. Osteria del Velodromo Vecchio
Via Genzano, 139
+39 06 788 6793
osteriadelvelodromovecchio.it
A triumph of the Roman cuisine that follows the rhythm of the seasons and artisanal products. Besides the wide selection of wines, the tavern participates in the project “Alleanza dei Cuochi per Terra Madre”, realized by Slow Food all over Italy, careful to constantly use ingredients classified as “Slow Food Protected”.

4. Choose pinsa and cattle...
The delicious “pinsa romana” and other typical dishes in the heart of San Lorenzo. The pizza is prepared through the dough with “biga” method, rose slowly for at least 2-3 days. Each plate is prepared with prowess and passion by the chefs.

5. Historic restaurants
Trastevere, the quarter among the most loved by the foreigners, is also the stage of a lavish and “binging” cuisine, the same sang by the dialectal poet Trilussa, there the tradition of the typical Roman restaurants reigns. If you want to taste the famous Carciofi alla Giudia, instead, you must visit the numerous restaurants in the Jewish Ghetto.

Shopping

1. Historic markets
Campo de’ Fiori, with its historic market, is the only Roman square where no churches are present. Here in 1600 the philosopher Giordano Bruno was burnt alive. Besides the market, this is the district in which the whole scene is happening. Porta Portese, another big Roman second-hand dealers market, opens on Sunday morning, as many songs dedicated to the quarter life and its ancient market mention.

2. Via Condotti
The heart of the luxury shopping, here the most luxury and exclusive fashion shops in the world are concentrated. This is a compulsory path from which you can see a glimpse of the Spanish Steps.

3. Antiquities Alberto Di Castro
Piazza di Spagna, 5
dicastro.com
Alberto Di Castro represents with pride the fourth generation of antique dealers in his family, on the market since 1878. This brand is synonymous with quality in the choice of the pieces and operating in the international market, from which he brought back to Italy a large amount of artworks.

4. Historic butcher shop Angelo Feroci
Via della Maddalena, 15
angeloferoci.it/sito/index.php
In the district Sant’Eustachio, almost in front of the church of Santa Maria Maddalena, the ancient butcher shop was founded in the early 900s by Angelo Feroci. The shop, that even today maintains its old charm, was prized with a gold medal at the International Exhibition of London and also in Rome for its “very high-quality butchered meat”. With floors and furniture made out of Carrara marble, the place is more than a simple butcher shop, it can be defined a “taste boutique”.

Key conference sites
1. Conference Hotel Quirinale, Via Nazionale, 7 (main Conference venue)
2. Restaurant at Hotel Bernini Bristol, Piazza Barberini, 23 (gala dinner Thursday)
3. ANSA office, Via della Dataria, 94 (host agency)
4. Central train station Roma Termini, Piazza dei Cinquecento, 1
The present is already the past, old man,” my 15-year-old son Simon tells me when he challenges me in our frequent father-and-teenage-son competitions. Simon might not yet be a philosopher, but he has a point when we apply his thought to the news agency business.

MINDS celebrates its 10th anniversary. I feel honoured to share a few personal thoughts about MINDS with you. In a way I can be seen as the “old man” in that community. It was early in the new millennium when dpa’s Meinolf Ellers came up with the idea of gathering a number of news agencies and associated companies to bid for EC funds for a joint project. I had the chance of making the Austrian APA the first partner in this experiment. Together we succeeded in joining forces with a wonderful bunch of enthusiastic people from agencies and other companies with a common view of the importance of innovation. Our aim was to describe opportunities for the news industries related to mobile communication. That was what I would call MINDS 1.0.

The present soon became the past and the EC-funded project ended with great insights. But what prevailed was the idea of joining forces among news agencies to cope with an evolving need for innovation. As a member of APA’s senior management team at that time it was obvious to me that there was a demand for a new type of a global community of news agencies. It was more than obvious that the battle for the future wellbeing of news agencies would be fought in the field of business development. So the founding (extension?) of MINDS as a community for the business developers among the news agency executives was a logical decision. That was the birth of what I call MINDS 2.0.

This is the opportunity to point out the great work of my colleague and friend Wolfgang Nedomansky. As the managing director of MINDS he has contributed a great deal to enhance the MINDS community around the globe. Together with the MINDS board, all the members and the MINDS office, he keeps on pushing the scope and quality of the MINDS summits and joint projects.

Happy anniversary and congratulations – you all do a great job!

But present and past only serve as an overture of what comes next. After 10 successful years, now is the time to think about MINDS 3.0. The pressures on our business as well as its opportunities have probably never been bigger. But they are also very different from those of recent years. Most likely MINDS will have to reinvent itself for a third time. Because the present is already the past.

Peter Kropsch
CEO dpa