

No.	Country	Company	Description	Interviewee(s)	Position(s)
1	AT	ORF-Enterprise	International content sales for Austrian TV market leader ORF	Beatrix Cox-Riesenfelder	CFO
2	AT	Mediaprint	Largest publisher in Austria	Thomas Kralinger / Matthias Hranyai	CEO / Assistant to CEO
3	AT	Austria Presse Agentur (APA)	Leading news agency in Austria	Clemens Pig	CEO
4	CH	Diogenes Verlag	Publisher of fiction books from German-language and international authors	Stephan Fritsch	Managing Director
5	DE	Axel Springer	Leading digital publisher in Europe, multimedia	Ralph Büchi	President International
6	DE	Vogel Business Media	Publisher of trade publications in 16 countries	Gunther Schunk / Dieter Wendel	CCO / M&A Manager
7	DE	ZDF Enterprises	International TV-rights trading and co-production with German Public service Media (PSM) as most important customer	Fred Burcksen / Stephan Adrian	Managing Directors
8	CH	Highlight Communication	Holding company with subsidiaries in film- and sports licensing	Bernhard Burgener	President
9	CH	Tamedia	Leading Swiss media group, publishing and digital platforms	Marcel Kohler	Managing Director
10	DE	DPA	Leading German news agency	Michael Segbers	CEO
11	DE	Studio Hamburg Group	One of the German leading production and service centers for film and television	Johannes Züll	Senior Managing Director
12	DE	Bertelsmann SE & Co. KGaA	Diversified media, services and education company including, inter alia, the broadcaster RTL Group and the magazine publisher Gruner + Jahr	Shobhna Mohn	Executive Vice President Growth Regions
13	DE	Motor Presse Stuttgart GmbH & Co. KG	Publisher of special interest (especially automotive)	Dr. Volker Breid	CEO
14	ESP	Grupo PRISA	Describes itself as “the world’s leading Spanish and Portuguese-language media group”	Barbara Manrique de Lara	Corporate Communications & Foreign Affairs Director
15	UK	Reed Elsevier PLC	Scientific publishing database & analytics provider	Dr. Mark Siebert	Director Engagement Programs & Strategy
16	UK	ITV Studios Limited	Large TV-production and distribution company	Ella Umansky	Senior manager in International Formats
17	European	European Broadcasting Union	Alliance of PSM in Europe and beyond providing technical services and sports licenses	Ingrid Deltenre	General Secretary
18	USA	Thomson Reuters	Provides expert information in finance, economics and law & owns the Reuters news agency	Gonzalo Lissarague	President Global Growth Organisation
19	USA	Story House Media Group	Produces primarily non-fictional TV content in the US and Germany	Andreas Gutzeit	Chief Creative Officer
20	USA	Time Warner Inc.	Company focusing on TV, TV networks, film and TV entertainment	Manuel Urrutia	Senior Vice President, International and Corporate Strategy

21	USA	Tribune Content Agency (TCA; Teil von tronc)	Distributes the print content provided by tronc newspapers and others	Wayne Lown	International Sales Director
22	USA	Time Inc.	Multi-platform media company coming sourcing from its magazine brands	Steve Marcopoto	President, Time Inc. International
23	USA	Discovery Networks International	Distributing cable networks as wells as pay- and free TV channels worldwide and providing TV content	Jennifer Marburg	Vice President of Consumer Program Publicity
24	NL	De Persgroep	Multi-media company, focus on newspapers and magazines	Piet Vroman	CFO
25	DE	Hubert Burda Media	International multi-media company	Eckart Bollmann	CEO of Burda International
26	UK	Time Inc. UK	Content-Trader, Multi-Platform Media and Related Business Corporation	Marcus Rich	CEO
27	ESP	Grupo Secuoya	Largest independent audiovisual group in the Spanish market, content creation, production and Distribution	José Miguel Barrera	Head of International Division
28	D	Turner Broadcasting System Deutschland GmbH	US-based media company, international formats of Turner media brands	Hannes Heyelmann	SVP, Managing Director, CEE & International Programming Strategy
29	UK	Reuters	B2B distribution of text, audio and video to news and media organisations, analytics, part of Thomson Reuters	Claudia Palmer	Chief Financial Officer & Chief Commercial Officer
30	USA	Associated Press	Global news agency	Daisy Veerasingham	Senior Vice President Revenue International
31	USA	PBS Distribution	Video distribution for US-television network PBS	Tom Koch	Vice President, PBS Distribution
32	NL	Wolters Kluwer	Scientific publishing database & analytics provider	Corinne Saunders	CEO Developing and Emerging Markets
33	CN	Tencent	Multi media group, games, social networking and news	Jonathan He	Managing Director Products and Technologies
34	CN	Yue Cheng Media	Virtual reality provider	Bin Gu	CEO