



# From Information to Participation Challenges for the Media

30 June - 2 July 2014 | Bonn, Germany

## Profile

The **Deutsche Welle Global Media Forum** is a congress with international reach. Having grown steadily since its launch in 2008, more than 2,500 people from 130 nations took part in the most recent conference in June 2013. Around 550 media representatives attended and reported. The Friedrich Naumann Foundation for Freedom speaks for many when it says the Deutsche Welle Global Media Forum has secured a “fixed spot in the calendar of international media conferences”. The forum draws people from the fields of media, politics, culture, business, development cooperation and academia. They discuss and design approaches to meeting the challenges of global development in which the media play a central role.

**Deutsche Welle** is Germany’s international broadcaster. It portrays the nation as rooted in European culture and as a democratic state based on the rule of law. Its mission is to promote exchange and understanding between the world’s cultures and peoples. It does this with a full range of television, radio and online services in 30 languages.

### Conference Office

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### Conference Venue

World Conference Center Bonn (WCCB)  
Platz der Vereinten Nationen 2, 53113 Bonn, Germany

Co-hosted by



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## From Information to Participation – Challenges for the Media

Just a blink of the eye in world history, the 40-year existence of the Internet has been revolutionary, its impact comparable to the invention of the printing press nearly 600 years ago.

The World Wide Web has become a societal foundation for global communications, economics, science and politics. At the same time, Internet abuse and online crime are challenges that need to be confronted by all segments of society. Beyond that, changing forms of communication are forcing members of the media to consistently rethink and revitalize the way they do business, especially in light of the trend toward more social action and increasing participation by individuals in the political decision-making process.

What does the democratization of news and societies mean for media reporting, public opinion-making and forms of governance? And how can citizens, businesses and governments cope with the threats posed in cyberspace?

### Registration fees

Registration starts on 15 March 2014

Registration	3 days *	2 days *	1 day *
Participants	€ 250	€ 200	€ 120
If received by 30 April	€ 195	€ 150	€ 95
Students and trainees	€ 85	€ 65	€ 45
NGOs	€ 95		

\* All fees are given in euros and include 19 percent value added tax. Registration fees are waived for members of the press.



## Choice of Workshops

### Politics and Media

- Foreign Policy in 140 Characters: How Technology is Redefining Diplomacy
- E-Participation: Towards a More Open Government?
- Web 2.0: The New Election Superweapon?

### Journalism

- Investigative Reporting and the Protection of Journalists
- Participation and Ethical Journalism
- In Search of a New Model: The Rise of Citizen Journalism and its Impact on Traditional Journalism

### Society, Ethics and Participation

- Information and Communications Technology for Development (ICT4D)
- From Digital Divide to Digital Opportunity: Challenges of Participatory Culture
- Tweeting the Revolution: Social Media and the Dynamics of Collective Action

### Cyber Security

- Net Neutrality, Internet Freedom and Participation
- Cyber Espionage, Cyber Crime and Cyber War: Global Threats in a Digital World
- Towards a Shared Understanding of Internet Freedom: Securing Human Rights Online

Visit [www.dw-gmf.de](http://www.dw-gmf.de) for more information.



## Key Topics

### Media Summit: The Future of Journalism and the Role of International Broadcasters

The media's digital future has long become a reality. As journalists write blogs and bloggers post journalistic content, the lines between commentary and traditional journalistic reporting have been blurred. While new media outlets take an ever firmer hold across the world, conversations have grown concerning quality, credibility and authenticity. The globalization of media has also left its mark on foreign broadcasters, who have had to adapt not only their communication structures but also their self-image in the midst of this sea change.

What will information services look like in the future? How can international broadcasters contribute to global diversity? Who can smoothly navigate the flood of information? Will conventional media be able to retain their stake or has the time come to revise the very way we think about "news"?

### Plenary I: Global and Participatory – Political Opinion-Making in the Digital Age

News and information are more immediate and omnipresent than ever before. How does that affect policy-makers' actions and individuals' personal roles in political communications? Multimedia diversity and digital connectivity have opened up new forms of political participation, such as e-government and e-diplomacy. While these can serve to lessen a growing alienation between citizens and politicians, they also raise serious questions: How can we ensure privacy protection, for example for informants? What role do whistleblowers play and what are the limits of freedom of the press and expression? And lastly, is there any conceivable means of ever reigning in digital networking?

### Plenary II: Participation and Cyber Security – Friends or Foes?

Disclosure of the NSA's global surveillance activities dealt a severe blow to people's trust in digital society. Although improving civic engagement, transparency and democratic participation are hardly conceivable without modern information and communication technologies, this one high-profile example clearly shows the high price to be paid.

Are such serious disadvantages and potential threats simply to be accepted as par for the course? What can be done to counteract widespread loss of personal privacy? And what serious challenges lurk ahead for people, businesses, media and society at large in the shape of cyber crime, cyber terrorism, cyber espionage and cyber diplomacy?

Around 40 workshops will focus on various aspects of the wide conference theme.

Time	Monday, 30 June	Tuesday, 1 July	Wednesday, 2 July
8:30 a.m.	Registration	Registration	
9:30		Plenary I	Registration
10:30	Opening	Coffee Break	Plenary II
11:30	Media Summit	Workshops	Coffee Break
12:30 p.m.			Workshops
1:30	Lunch Break	Lunch Break	
2:30	Workshops	Workshops	Closing Ceremony
3:30	Coffee Break	Coffee Break	Get-Together
4:30	Workshops	Workshops	
5:30	The Bobs Awards Ceremony	Boat Trip	
6:30	Get-Together		