

PRESS INFORMATION

Frankfurt SPARKS: Welcome to a new dimension of media entertainment Big names from Hollywood at StoryDrive / Latest technology at the Hot Spots

Augmented reality, transmedia storytelling, enhanced books – how will stories be told in the future? How will we share knowledge tomorrow? What roles will technology and telecommunications play in this process? The digital initiative Frankfurt SPARKS has been providing answers to questions like these since 2010. With innovative exhibition formats, programmes and projects, SPARKS will turn the Frankfurt Book Fair’s attention to the worlds of media and entertainment. This initiative brings representatives from the games, film and publishing industries together with technology specialists to identify new possibilities for creating, producing and distributing content. “We see ourselves as a builder of bridges across the industries”, said project director Britta Friedrich. “Frankfurt SPARKS provides an important impetus for developing new business.”

The projects launched in 2010 under the SPARKS umbrella – Frankfurt Hot Spots and Frankfurt StoryDrive – serve as a road map to the digital future. At the two-day all-media StoryDrive Conference and related StoryDrive Business Centre, Harry Potter producer David Heyman, gamification expert Gabe Zichermann, Hollywood star Rupert Everett and others will redraw the boundaries between the creative industries. The Frankfurt Hot Spots reflect six topical issues relating to the media industries – including social media, mobile content and e-learning. On the SPARKS stages in Hall 8.0 and Hall 4.2, experts will discuss innovative applications, how to optimise metadata, content platforms and sustainable solutions for digital publishing.

Starting on the Friday of the Fair, Frankfurt SPARKS will offer a comprehensive programme for the public. Under the motto “Flying SPARKS”, the programme will feature workshops and presentations, along with exclusive film screenings. One of the highlights will be the screening of “Anonymous”, Roland Emmerich’s new movie starring Vanessa Redgrave and Rhys Ifans (Friday, 14 October, 10 a.m., Open Space Pavilion).

www.frankfurtsparks.com

Spot your Business: Six Hot Spots for the media trends of tomorrow **Innovative exhibition formats draw 96 exhibitors from 22 countries /** **Around 180 events at the Hot Spot Stages**

E-books, apps or enhanced books? Publishers and content providers are facing new challenges in light of the media upheaval in the book industry. Multimedia formats are creating new forms of storytelling, the cloud is replacing the bookshelf and social reading platforms are turning reading into a collective experience. Content is no longer just raw material for the book and media industries, but rather a valuable commodity for technology providers. Publishers and trade visitors who want to learn more about the latest digital applications will find the right partners at the Frankfurt Hot Spots. 96 companies from 22 countries will present their products at the six collective stands organised by theme, including Mondia Media (formerly known as Arvato Mobile), Amazon Digital Services, Jouve, Google eBooks, and itslearning.

The stage is set for digital innovation - Events at the Hot Spot Stages

“The Hot Spots are a showcase for innovation at the heart of the Fair experience”, said project manager Michael Kirchner. Over the five days of the Fair, around 180 events will provide suggestions, information and in-depth know-how. At the Hot Spot Digital Relations, Amazon will present its “Kindle Direct Publishing” programme. Hewlett Packard will demonstrate its innovations in the field of digital printing at the Hot Spot Publishing Services. At the Hot Spot Professional & Scientific Information, Annabella Weisl will provide information about the features of Google eBooks, while the WDR mediagroup, which licenses the TV show “Sendung mit dem Elefanten”, will take the stage at the Hot Spot Kids & Comics. The latest trends in digital dictionaries will be revealed by ABBYY at the Hot Spot Mobile & Devices, and at the Hot Spot Education, educators will be able to test out the cloud-based platforms “Kitaboo” and “Dictera” from Hurix Systems.

Overview of the Hot Spots

- **New!** Hot Spot Digital Relations (Hall 6.1)
- Hot Spot Education (Hall 4.2)
- **New!** Hot Spot Kids & Comics (Hall 3.0)
- Hot Spot Mobile & Devices (Hall 8.0)
- **New!** Hot Spot Professional & Scientific Information (Hall 4.2)
- Hot Spot Publishing Services (Hall 4.0)

Tours in German and English

From 12 - 14 October 2011, there will be daily tours of the Hot Spots from 11 a.m. - 12 p.m. The meeting place is the Information Desk in the foyer of Hall 4.1. www.hotspotfrankfurt.com

More than a trend show: StoryDrive brings the international media and entertainment worlds to the Frankfurt Book Fair

Speakers include: Rupert Everett, David Heyman, Gabe Zichermann, Chris Hülsbeck, Louis-Pierre Pharand

Augmented reality, enhanced e-books, transmedia, gamification, marketing, media trends: Under the motto “Storytelling & Storyselling” the Frankfurt StoryDrive Conference will bring international media stars to the Frankfurt Book Fair. Fifty experts from the fields of film, games, books and music will discuss and develop scenarios for the future of the media industry. The two-day trade conference (12 and 13 October 2011) will take place in the new Open Space Pavilion in the outdoor area of the Frankfurt exhibition centre (Agora), which features a contemporary design that provides the perfect setting for a conference focused on the future.

The Frankfurt StoryDrive speaker list reads like a Who’s Who of the world of media. Pioneers from the computer game industry, like Gabe Zichermann, Louis-Pierre Pharand, Chris Hülsbeck, Matias Myllyrinne, Peter Larsen and Alexander Fernandez, will analyse and evaluate current trends. Top games publishers and developers from Europe and overseas will be sending speakers to Frankfurt, including Nintendo, Konami, Bigpoint, Frogster, Gameforge, Gamesload and Daedalic.

Prominent personalities from the film industry will also be attending, including David Heyman, producer of all eight Harry Potter films, financiers like Christian Solomon, and HBO producer Peter Friedlander. Hollywood star Rupert Everett will provide a touch of glamour and offer exclusive insight into his over 30-year career in the media and his latest film. And blockbuster director Roland Emmerich will be on hand on the Friday of the Fair to present his latest film “Anonymous” as part of the StoryDrive general programme.

“The media business has changed in recent years. Content and stories are no longer bound to a specific format. Instead they expand to form an entire universe. Partnerships between technology and content providers are the order of the day and the media themselves are also merging closer together”, explained project director Britta Friedrich. “Frankfurt StoryDrive, and with it the opening of the Frankfurt Book Fair, reflects this development to other industries. Our launch of the first organised meeting place for the media industries is a direct response to the growing need for interconnectedness.” The goal is to provide participants with new contacts in the neighbouring creative industries, along with the know-how for dealing with a media landscape that is increasingly converging, she added. In addition to the two-day conference, Frankfurt StoryDrive will feature the first business platform for crossmedia and transmedia rights and collaboration with its own Business Centre. The StoryDrive Business Centre is located in Hall 6.0 next to the Literary Agents & Scouts Centre (LitAg).

Facts and Figures

Frankfurt StoryDrive will take place on 12 and 13 October 2011 from 9.00 a.m. to 7.00 p.m. in the Open Space Pavilion on the Agora. The conference will be held in English. The StoryDrive Business Centre is located in Hall 6.0 and is open from 9.00 a.m. to 6.30 p.m. The StoryDrive Business Centre is reserved for conference attendees and accredited agents in the Literary Agents & Scouts Centre (LitAg).

The Frankfurt Book Fair's Press Centre will also be located in the Open Space Pavilion on the Agora. It is open from Wednesday, 12 October, to Saturday, 15 October, from 9.00 a.m. to 6.30 p.m., and on Sunday, 16 October, from 9.00 a.m. to 5.30 p.m. Starting on 12 October, accreditation will take place directly at the Fair. Contact for accreditation: Anne Qureshi, Telephone: +49 (0) 69 2102-121, press-accreditation@book-fair.com. Complete service information for journalists is available at: http://www.buchmesse.de/en/fbf/customer_services/for_journalists/ www.storydrivefrankfurt.com

Flying SPARKS – The Frankfurt StoryDrive general programme **Premieres, presentations and practical sessions for up-and-coming media professionals and the general public**

The sparks continue to fly: Following the two-day all-media conference, Frankfurt StoryDrive will turn its attention to newcomers in the media industry and the general public starting on the Friday of the Fair. “Good spirits” will come face to face with zombies; Roland Emmerich, Shakespeare and the Frankfurt High Flyers will also be on-hand. From Friday, 14 October, to Sunday, 16 October, participants will gather in the Open Space to continue exploring the future of storytelling in workshops, presentations and discussions.

Disruptive, hyperactive, innovative: Storytelling in the 21st century

What should authors keep in mind when telling transmedia stories? How can you adjust a story to incorporate other media? At the workshop “Transmedia Storytelling” (Friday, 12 p.m. – 2 p.m.), Congor Barany of the International Film School Cologne (ifs), Jürgen Seidler, Script House, and Rupert Ochsner of Beta Film will offer answers to these questions. The Flying SPARKS – High flyers, a team of nine creative professionals who have spent weeks collaborating on an interdisciplinary storytelling project, will report directly from the field. The nine participants will discuss the hurdles and successes of crossmedia conceptual design on Friday, from 2 p.m. – 3 p.m. Michael Serrer, Literaturbüro NRW, Dr. Duncan White, University of the Arts London, Dr. Luca P. Marighetti of Poiesipedia and Peter Hauff of the Story Teller news agency will discuss what constitutes the new type of “digital author” (Friday, 3 p.m. – 4.30 p.m.). And the event “Systematic structures – Script / Novel / Play” with director Réka Kincses (Saturday, 10.30 a.m. – 12 p.m.) will provide valuable tips for developing content, drama and characters.

Cinema at its best: The StoryDrive film screenings

The passionate debate about the authorship of Shakespeare’s works was the inspiration behind Hollywood director Roland Emmerich’s latest film “Anonymous”, which he will present on Friday starting at 10 a.m. at the Frankfurt Book Fair. In the ensuing discussion, Prof. Dr. Tobias Döring (president of the German Shakespeare Society), Dr. Kurt Kreiler (author of “Der Mann, der Shakespeare erfand”) and Shakespeare translator Frank Günther will sit down with Roland Emmerich and moderator Hellmuth Karasek to illustrate a variety of viewpoints. One day after Rupert Everett’s appearance at the Frankfurt StoryDrive media conference, there will be a screening of his new comedy “Hysteria” in the Open Space Cinema. The film also stars Hugh Dancy and Maggie Gyllenhaal (Friday, starting at 3:30 p.m.).

On Sunday, 16 October, Walt Disney Pictures will present the drama “The Help” (starting at 11 a.m.; original version with subtitles).

The “Next Generation Short Tiger 2011” event represents a special kind of premiere. German Films & FFA (German Federal Film Board) will team up to present a diverse programme of the best German student short films and winners of the “Short Tiger 2011” award (Saturday and Sunday, 9.15 a.m. - 10.45 a.m.).

100 years of Marshall McLuhan

The visionary media philosopher Marshall McLuhan would have turned 100 years old this year, and his writings on the age of media are as relevant as ever. Two events in the StoryDrive programme will focus on the great Canadian thinker. Prof. Richard Cavell, author of “McLuhan in Space”, will explore McLuhan’s vision of the future of the book (Friday, 3 p.m. - 4 p.m.). In a “performative lecture”, Verena Kuni, curator of DIY: Die Mitmach-Revolution, McLuhan scholar Steffi Winkler and Adam Hyde, developer of the platform booki, will examine the transformation of the book into a radical “user’s manual” that integrates various forms of media (Saturday, 4 p.m. - 6 p.m.).

The complete StoryDrive Flying SPARKS programme will be available shortly at www.storydrivefrankfurt.com.

Frankfurt, 11 October 2011