

About Seznam.cz



SEZNAM.CZ

Seznam.cz is a Czech company established in 1996. Initially a technology company, it moved into media business in the past few years and provides its own news online and through terrestrial Television Seznam.

Its homepage seznam.cz is visited by almost 3.5 million real users daily. By all the services it provides, it reaches almost 95 per cent of the Czech internet population.

In 2017, the company declared income of four billion crowns (160 million euro), which

is more than 10 per cent increase from the previous year.

Seznam's portfolio includes content (Seznam News, TV Seznam, Stream.cz, Prozeny.cz, Garaz.cz), fulltext search, its own dedicated internet browser, Email Profi (email.cz), maps application Mapy.cz, shopping web Zbozi.cz, ad system Sklik.cz and property sales site Sreality.cz, car trading web Sauto.cz, companies register Firmy.cz, and others.

The company partly owns one of the traditional Czech publishing houses Borgis, and in June 2018, it acquired majority stakes in radio stations Expres FM and Classic Praha.

seznam.cz



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Produced and designed by AAP Publish
All images provided by CTK



MINDS International – Business Intelligence for News Agencies

26th MINDS International Conference

Prague, October 11-12, 2018



get
beyond
Data, AI and automation the future of smart technologies



Welcome



Prague and the Czech News Agency are hosting the MINDS conference for the second time.

Dear colleagues and friends of MINDS,

On behalf of the Czech News Agency (CTK), I would like to welcome all of you from the MINDS community to Prague for the autumn conference.

Prague and CTK have the privilege of hosting the MINDS conference for the second time. The first time was more than 10 years ago – the fifth MINDS conference in March 2008. The major topics then were video collaboration, advanced search technologies, election services and digital signages.

Twenty conferences later some of the subjects on the agenda are different but what does not change is the spirit of the MINDS community, our friendliness and mutual respect, shared goals and aspirations, and our will to overcome whatever fate, technology, our clients or anybody else throws at us. News agencies were not born yesterday and have dealt successfully with disruptions technologies and society have tested us with thus far.

The city of Prague may be older than any news agency, but its spirit remains as young as ever. We get a lot of visitors both from within the country and from abroad so you will not be spared any of the pleasantries of modern travel, from people with selfie sticks to big groups, from stag nights to early-morning rush hours.

One of the beauties of Prague is that most of what is worth seeing can be seen on foot. Your hotel is not only in the centre but also in the oldest part of the city, aptly named The Old Town.

Most of its ancient history is now beneath the pavements, in many cellars (conveniently turned into restaurants in many cases) as the waters from river Vltava used to flood the place quite regularly. At the same time, Gothic and Baroque buildings stand all around you.

The city is overlooked by two royal castles on opposing hills, one of them serving as the official residence of the President. On your walks you can also find both windows that were used for the two Prague defenestrations (1419 and 1618) that were at the beginning of two major Europe-wide wars, the second one lasting 30 years. I can assure you that we now try to solve our disputes as far from windows as possible, so that Europe is safe.

News agencies have never allowed their debates to culminate in such a destructive manner, so I am both hopeful and confident that Prague will provide an inspirational setting for our deliberations. The conference programme and the list of participants is an assurance that it will be so. Smart people debating smart technologies must result in

some smart ideas that are both necessary and welcome.

In some ways we are going back to roots since editorial systems form and will form the technological backbone of our operations. It is only proper that we discuss robotic journalism in Prague, as it is exactly 98 years since Czech writer and painter Josef Čapek coined the word “robot” for the first time and his brother Karel used it in his play *R.U.R.* We expect robotic journalism to be another major trend in production of our services that could bring both savings and new ideas.

We all know that our challenges are many and it is standing confirmation of the value of MINDS for all the members that we take so much positive energy into our bi-annual meetings.

Let us try to make it a success again. Let us enjoy, let us share and finally, let me invite you to one of the events that CTK organizes to mark 100th anniversary of our establishment – a big party at one of Prague’s exclusive mansions on an island in Vltava river on Thursday night.



Jiri Majstr
CEO CTK



Lars Vesterlokke
Chairman MINDS



Wolfgang Nedomansky
Managing Director MINDS

Or if you are fed up with history and want to try something quite recent, why not the **Dancing House** at Jiraskovo namesti (on an embankment again) by Frank Gehry with its rooftop restaurant **Ginger and Fred** (www.gfrest.cz/en/ – table booking highly recommended) and – you guessed it – magnificent views of Prague including the Castle, of course.

Or, perhaps the up-and-coming Prague quarter of **Zizkov** with the **Oblaca restaurant** (www.towerpark.cz/pages/restaurant# – booking highly recommended) on the TV tower 66m above the hill it stands on.

Or another panoramic view from a nearby **Café Vítkov** (www.cafevitkov.cz/index/), next to the huge equestrian statue of **Jan Zizka**, the Hussite general who created quite a havoc in Medieval Central Europe with his peasant armies.



If you gained an impression by now, that Prague is not a place for people with vertigo, do not despair. There are so many wine cellars in the Old Town that you might not be able to make it to



any of the walks mentioned above. And it would be irresponsible from us not to mention other fine dining places within walking distance from the hotel: **Grand Cru**, Lodecká 1181/4, (www.grand-cru.cz/en/), **Café Imperial** (www.cafeimperial.cz/en/) and **Next door by Imperial**, Zlatnická 3, Praha 1 (www.next-door.cz/en/), or yet another rooftop restaurant at the 27th floor of the Prague’s highest building **Aureole** (www.aureole.cz/en/).

Some of the traditional pubs can be found at **Lokal Dlouhá**, Dlouhá 33, Praha 1 (www.lokal-dlouha.ambi.cz/en/) or **U Pinkasů**, Jungmannovo nám. 15/16, Praha 1 (www.upinkasu.com). A word of warning for those who admire the adventures of the **Good Soldier Svejk**:

The only authentic Svejk restaurant is the one called **U Kalicha** (www.ukalicha.cz/shop/?lang=EN). Anything else is fake.



Perhaps, after visiting some of these sights, or maybe something completely different, you will agree with Franz Kafka who in his letter to Oskar Pollack wrote in 1902: *“Prague doesn’t let go. Of either of us. This old crone has claws. One has to yield, or else. We would have to set fire to it on two sides, at the Vyšehrad and at the Hradčany; then it would be possible for us to get away.”*

TAKE A WALK



MAP DATA ©2018 GOOGLE

Key conference sites

1. Conference Hotel - Grand Majestic
2. Zofin Palace
3. CTK
4. Railway Station
5. Náměstí Republiky Metro Station
6. Airport (visible in online map)



Online Walkthrough
Check out our online walkthrough of Prague at: www.bit.ly/2QNBjga

When exploring Prague, there is basically only one important rule: **walk**.

Yes, Prague does have a well-organised public transport, or one can hire taxi, Uber, Liftago and others. But firstly, traveling by car is by no means sure to be quicker for short distances and secondly one misses many of the sights one can enjoy while absorbing the town in slow motion: the Baroque, the Gothic, Art Nouveau or perhaps Cubist or modernist facades, the fountains, the statues, the roofs...

Which is what you will want to see after you are done with the "required" stuff: the **Prague Castle** with **St Vitus Cathedral** (and airport type security checks), the **Charles Bridge** with its statues, trinket sellers and impermeable groups of tourists, the **Apostles** at the **Astronomy Clock** ("Orloj", pronounced o-roy) at the **Old Town Hall**, **The Church of Our Lady before Tyn** and **Ungelt** (all conveniently placed at the **Old Town Square**), **The Municipal House** (Obecní dum) – where CTK was established on October 28, 1918 – **The Jewish Quarter** with synagogues and the **Old Jewish Cemetery** where you will not find the grave of **Franz Kafka** (he is buried at another Jewish cemetery in Prague) but you will find there the grave of **Rabbi Judah Loew ben Bezalel**, the legendary 16th century creator of "golem" a clay monster called Yossel that served those who put a shem (something similar to SIM cards in modern phones but much smarter) in its mouth. The golem (just as the smart phones of today often do) finally run amok and the Rabbi had to destroy and bury it in the attic of the **Old-New Synagogue** (where the sellers will happily sell you as many golem souvenirs as you will care to carry).

There are many walks you can take around the older parts of the town and since the hotel is so well placed, it is easy to join any of them.

If you really enjoy close contact with thousands of visitors, why not take the most crowded one: **The Royal Path** (where the coronation processions used to take place) from **Obecní dum** (about 250m from your hotel), around the gothic **Powder Tower** (Prasna brana), on to the **Old Town Square**, across the **Charles Bridge** and up to the **Castle**. If you do this, before you turn to the bridge, you



can stop for a quick one at the **U zlateho tygra (Golden Tiger) pub** (Husova street 17) where **Bill Clinton** and **Vaclav Havel** enjoyed beer together in 1994 and Clinton played saxophone.

But perhaps you want to slightly reduce the number of close contacts with other people while still „doing the sights“. Then we suggest to avoid Karlova ulice (Charles Street) and choosing Kaprova ulice towards the embankment, enjoying concert hall **Rudofinum**, old library, monastery and weather station **Klementinum**, turning left towards the **Charles Bridge**.



But do not go up to the Castle, rather immediately after crossing the bridge take the steps on the left down and go to **Kampa**, next to the river, with a view towards the **National Theatre**, the Castle. From here it is close to the **Franz Kafka Museum** at the opposing side of the bridge – www.kafkamuseum.cz/ShowPage.aspx?tabid=-1) or **John Lennon Wall** opposite the French Embassy. The wall was filled since 1980s with John Lennon and Beatles-inspired graffiti that used to annoy the Communist

regime quite a lot. From the John Lennon Wall you can either walk towards the Castle or park yourselves in one of the many pubs, restaurants or cafes. Or stroll towards the National Theatre opposite which sits the Art Nouveau **Cafe Slavia**, opened in 1884 and serving for decades as the place where the literati and artists of Prague used to meet (www.cafeslavia.cz/en/). You might not find many authors there today, but the view of the "small copy of the Eiffel Tower" or **Petrinska rozhledna**, as it is known, and the Castle on opposing hills is just as beautiful as ever.

There are many other walks that wait to enchant you: the **Royal Gardens** toward the **Loreta**, Baroque palaces with its chimes and beautiful library (whose interior doubled as UK Parliament in one of the recent Bond movies but whose treasures are undoubtedly the books, folios and the wall paintings), then along to **Strahov Monastery**, along (or perhaps up) the Petrinska rozhledna, and its **Hall of Mirrors** close by and then by cable car to its mid-station towards the restaurant **Nebozitek** (www.nebozitek.cz/en/) with delicious food and magnificent views.

Or why not climb the opposing hill **Vysehrad**, which is probably the oldest fortified dwelling in the area with history mostly enchanted into myths, with lots of greenery and nice views but much less visited than the Prague Castle and quite close to Aureole Restaurant that will be mentioned later on.

Speakers



Pavel Zima
Vice-Chairman of the Board & Executive Director
Seznam.cz

Pavel Zima joined Seznam in 1997 and he is the Vice-Chairman of the Board and Executive Director responsible also for communication. He started off as a Chief Information Officer and in 2006, the founder and owner of the company Ivo Lukačovič transferred to him the day-to-day running of the company – a task he fulfilled for 10 years. His interests include vintage cars and playing soccer.



Claude de Loupy
Co-Founder & CEO
Syllabs

Claude de Loupy is the co-founder and CEO of Syllabs, a company dedicated to providing automated solutions for the creation of texts and content optimization. He holds a PhD in computer science applied to natural language processing. He is also an expert for the European Commission.

Our Host

CTK was founded on October 28, 1918, the same day as Czechoslovakia. Until the 1990s, it was a state news agency and its history is closely linked with that of the Czechoslovak state. Since 1993, it is a public service company tasked to provide news to its customers without any state subsidy or finance. Speed, reliability and independence are our key standards. CTK highly values co-operation with its many international partners. CTK constantly adapts its production, services and processes to the needs of its customers and to the latest professional and technological trends. It has developed its own editorial production system that not only combines all the media but also event and resources planning. CTK also provides its customers with access to its unique photo archive dating back to when it was established and started producing its own picture service.

ctk.cz



Sponsors



About Pixray

PIXRAY is a premier provider of visual tracking technologies for the web. We help picture rights owners to effectively track down and monetize copyright infringements. We help agencies to analyze the dissemination of their visual content on their customers' websites. PIXRAY not only delivers first class software solutions but also supports its customers in implementing proven best practices around its products. PIXRAY proudly serves big industry players like dpa Picture Alliance, Trunk Archive, Splash, action press, The Mega Agency and others.

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About EzyInsights

EzyInsights for News Agencies is the only turn-key, complete package for newswire and media analytics. Since EzyInsights was designed specifically for news agencies, you get what you need, out of the box. Track the performance of your newswires – with the brand new real-time dashboard, you can instantly see which outlets are using your stories, and what the public thinks of those stories, as it happens.

The fastest news gathering tool on the market – never miss a story with real-time tracking of celebrities, sports teams, politicians, news outlets and even bespoke websites, as it happens. Performance and usage reports, at the press of a button, generate historical reports on the usage and popularity of your content, for your stakeholders, for your sales team, for your customers and for your newsroom team.

Visit ezyinsights.com for your free trial today.

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GET BEYOND! DATA, AI AND AUTOMATION - THE FUTURE OF SMART TECHNOLOGIES

Wednesday, October 10

18:00 – 20:00
Welcome Reception
Grand Majestic Plaza Hotel, Restaurant

Thursday, October 11

Grand Majestic Plaza Hotel

08:30 – 09:00 *REGISTRATION AND COFFEE*

09:00 – 09:10
Welcome and opening
CTK, Jiri Majstr, MINDS, Lars Vesterlokke and Wolfgang Nedomansky

SESSION 1 FUTURE EDITORIAL SYSTEMS

09:10 – 09:40
Plan-file-shoot: An integrated approach to editorial planning, editing and sharing
CTK, Jiri Majstr and Jan Kodera

09:40 – 10:10
Editorial system: the challenge of integrating video
AFP, Sophie Huet

10:10 – 10:40
Real time editorial planning for a digital multi media news feed - TT experience so far
TT, Viktor Olsson

10:40 – 11:10
Open Source Technology: Harnessing the power of a community
NTB, Ole Kristian Bjellaanes and AAP, Brook Thomas

11:10 – 11:40 *COFFEE BREAK*

SESSION 2 NEW IMPULSES

11:40 – 12:20
Given me 40 minutes and I'll give you a million dollars!
AAP, Tony Gillies

12:20 – 12:50
Mystery of Success: Unique Content Distribution Approach, Free Services and a Bit of Punk
Seznam, Pavel Zima

12:50 – 13:10
Experience MINDS Down Under 2019: What you'll learn, see and do in Sydney
AAP, Tony Gillies



13:10 – 13:25
Success Factors in Photo Copyright Tracking for News Agencies. Or: What it takes to create a steady income from the market of infringers
Pixray, Dennis Wetzig

13:25 – 14:20 *LUNCH BREAK*

SESSION 3 ROBOT JOURNALISM

14:20 – 14:50
News-writing bots: some practical and ethical issues
Syllabs, Claude de Loupy

14:50 – 15:20
Long-term experiences with automation – looking for the next steps in automation
NTB, Geir Terje Ruud

15:20 – 15:40
The sport of AI: Sports as fertile ground for automation
CP, Andrew Lundy

15:40 – 16:00
AI to enhance the journalistic production process
APA, Clemens Pig

16:00 – 16:30 *COFFEE BREAK*

SESSION 4 7 IN 7

16:30 – 17:30
7 agencies presenting 7 minutes each

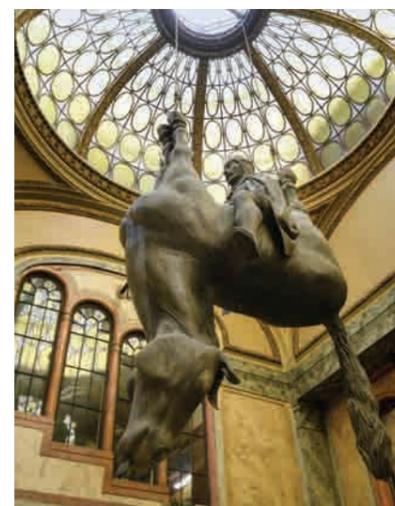
- From PR distribution to Content Marketing and beyond
CTK, Jaroslav Kabele and Jan Kodera
- Fact checking: writing about the false
AFP, Phil Chetwynd
- Collaboration, planning, assignments: How AP optimised newsroom efficiency
AP, Andrew Davis

- Training the future generation of journalists
ANA, Michalis Psilos
- Belga acquired the news production from free newspaper Metro: how and why?
Belga, Hans Vandendriessche
- Democracy and local news: An update on government funding to support journalism in Canada
CP, Malcolm Kirk
- Powered by NTB
NTB, Magnus Aabech

EVENING

18:15
Meeting point 18:15 at the lobby of Grand Majestic Plaza Hotel

18:30 – 18:45
Bus transfer to Zofin Palace
From 18:45
Cocktail reception at Zofin Palace



20:00 – 23:00
Dinner at Restaurant Zofin
23:00 – 23:15
Bus transfer back to Grand Majestic Plaza Hotel

Friday, October 12 Grand Majestic Plaza Hotel

08:30 – 09:00 *COFFEE*

SESSION 5 DATA DRIVEN PUBLISHING AND PERFORMANT TAGGING

09:00 – 09:20
Data, Conversion & Tagging – understanding the commercial physics of news
dpa, Meinolf Ellers

09:20 – 09:50
How PA is using NewsWhip data to aid editorial decision-making
PA, Steve Jones

09:50 – 10:05
CP's efforts with NewsWhip to track content and performance in Canada
CP, Andrew Lundy

10:05 – 10:15
Further development of DDP activities at ANP
ANP, Mark Westerhoff

10:15 – 10:40
Standardized metadata, automation and personalization – Swedish efforts toward a common interpretation
TT, Viktor Olsson

10:40 – 11:00
Performant tagging activities at Ritzau – following content on websites
Ritzau, Kristoffer Gravgard and Magnus Bay Jolner

11:00 – 11:30 *COFFEE BREAK*

SESSION 6 WORKSHOPS ON PERFORMANT TAGGING

11:30 – 11:45
Introduction of new metadata aiming to support conversion strategies of newspapers
dpa, Meinolf Ellers and APA, Gerald Innerwinkler and dpa, Robert Schmid-Nia

11:45 – 13:30
3 concurrent workshops on Performant Tagging

- Technology perspective – how to integrate new tags into our systems
Lead: APA, Gerald Innerwinkler and dpa, Robert Schmid-Nia

Workshops on Performant Content Tagging

The aim of Performant Content Tagging is to provide media clients with additional metadata that can support conversion strategies. Good examples are News lifetime values (short, mid, long) and News Classifications (must know, news to use, entertaining). The workshops will be focused on the three core aspects of MINDS – business, editorial and technology. The discussions will focus on how to integrate new tags into existing systems, how to integrate them into existing editorial workflows and how to make all this work on the clients' side.

WORKSHOP 1 TECHNOLOGY FOCUS

- New tags and categories: How to deal with different requirements for different markets
- How to minimize the manual effort for tagging news
- How to collect data from publishers about content usage

WORKSHOP 2 EDITORIAL FOCUS

- How to convince journalists of the new challenges on content tagging
- How about additional work vs. benefits?
- Which categories of new metadata will be the biggest challenges for editorial staff?

- Editorial perspective – how to integrate new tags into existing workflows and how to convince journalists of this new approach
Lead: NTB, Magnus Aabech and TT, Viktor Olsson and APA, Marcus Hebein
- Business perspective – how to convince media clients to make use of these new tags and solid arguments regarding their benefit
Lead: dpa, Meinolf Ellers

13:30 – 13:45
Wrap-up Workshops
Workshop leaders

- In which editorial departments will it be easy to quickly implement new tags? Where will it be difficult?
- Which MINDS agencies already started with first steps, being able to share their initial experiences and recommendations with such concept?
- How can automation and AI help journalists' workflow with more precise tagging and minimize the extra work?
- What implications will the GDPR have on performing content concepts, could it be an obstacle?

WORKSHOP 3 BUSINESS FOCUS

- How will Data-Driven Publishing affect the business model and pricing of news agencies?
- What are the risks and chances of success-based pricing factors?
- What are the consequences for traditional core agency products such as the wire?
- How to deal with the more and more fragmented digital business models of customers – from reach to conversion, from free website to hard paywall, from freemium to metered
- Could the Blockchain help to overcome complexity and technical hurdles?

13:45 – 13:50
Wrap-up Conference
MINDS, Lars Vesterlokke and Wolfgang Nedomansky

13:50
End of Conference
Lunch boxes for take away

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