

re:publica

2-4 MAY 2016

STATION BERLIN

TEN

media  
convention  
berlin

## Ten Years re:publica – Three Years MEDIA CONVENTION Berlin

+++ First event programme highlights: Richard Sennet, Jean-Julien Baronnet, Kate Crawford, Nick van Dyk, Carolin Emcke, Luciano Floridi, Trevor Paglen, Barbara van Schewick +++ New: Kühlhaus transformed into "labore:tory" +++ One ticket for both events



Andreas Gebhard (re:publica), Dr. Anja Zimmer (Medienanstalt Berlin-Brandenburg), Helge Jürgens (Medienboard Berlin-Brandenburg)

**Berlin, 23 March 2016** – [re:publica](#) and [MEDIA CONVENTION Berlin](#) (MCB) will take place 2 – 4 May 2016 at [STATION Berlin](#). #rpTEN will feature a total of 16 stages, including the adjacent former Kühlhaus and various workshop spaces, and present a diverse programme of thematic tracks and sub-conferences. MCB will host German and international guest speakers and experts from the worlds of media, science and politics on three stages and focus on current issues in media and internet policy, market trends and developments in our media society. This media congress is powered by

Medienboard Berlin-Brandenburg (MBB) and Medienanstalt Berlin-Brandenburg (mabb) in close cooperation with re:publica. Both #MCB16 and #rpTEN can again be accessed on [one joint ticket](#).

### **10 Years of re:publica: reflecting on a digital world**

The 10<sup>th</sup> re:publica is looking to reflect on the themes and focal points of past years. Together with re:publica attendees we will explore future developments and field discussions, guided by the view that participation and engagement are our societies' core values in the digital age. TEN is NET. We are holding a mirror up to the digital world. While looking back and reflecting together, we are also looking forward towards the future. re:publica shows that our tomorrow is created today through the crowd, the cloud and, most importantly, by each and everyone of us. "In 2007 we would never have thought that re:publica would still be going ten years on and feature 16 stages and several hundred hours of event programme. I'm very pleased by this development, which shows that our themes and topics continue to be relevant for our (digital) society" explains Andreas Gebhard, CEO of re:publica.

### **#rpTEN Speakers: Kate Crawford, Carolin Emcke, Trevor Paglen, Richard Sennett**

Prominent U.S. sociologist Richard Sennett, who over the past years has done much research into online Maker culture, and German publicist Carolin Emcke, who casts a philosophically reflective assessments on political and social issues, will be speaking and sharing their thoughts at #rpTEN. U.S. artist Trevor Paglen is known for using art to make the invisible visible in the context of power and surveillance through the military and intelligence services. He will also be speaking at #rpTEN along with Australian Kate Crawford, former head of an electro band, composer, lead researcher at Microsoft Research's Social Media Collective and visiting professor at MIT's Center for Civic Media.

For the first time in it's 10 year history the re:publica grounds will also encompass the adjacent former Kühlhaus. Branded as the "labore:tory" the space's four levels will provide three days worth of topics: music & digital in cooperation with Musicboard Berlin, Immersive Arts – experience art as well as the fifth #FASHIONTECH. "The labore:tory allows us to expand thematically with new tracks, as well as physically by adding around 10,000m<sup>2</sup> to our event grounds. The former Kühlhaus provides added space for content, innovation and experiments, and its added grounds give a massive boost to the visitor experience at re:publica" says Andreas Gebhard, adding "after the successful cooperation with MEDIA CONVENTION Berlin over the past years, I'm happy to continue our joint event in 2016. The addition of MCB to re:publica brings many exciting aspects to the programme."

### **MCB16: Digital visions, data rights, challenging regulation and tangible distribution issues**

The MEDIA CONVENTION, taking place 2 – 3 May, will again host three stages at STATION Berlin,

in parallel with re:publica. Each stage is dedicated to the central themes of the media congress and the programme topics will highlight trends in content, challenges for digitisation and regulation, new business models, aspects of ensuring diversity as well as the impacts of a dynamic media landscape on society. Furthermore, Berlin-area based start-ups will have the opportunity to present their ideas and developments within the MCB.

“Over the past few years the MEDIA CONVENTION has established itself as one of the leading media congresses in Europe” explains Helge Jürgens, CEO of Medienboard Berlin-Brandenburg. “The combination of both re:publica, one of the digital society's largest conferences, on one side and MCB, with its focus on audiovisual media content, on the other is unique among European conference formats.”

Dr. Anja Zimmer, Director at Medienanstalt Berlin-Brandenburg, adds: “Media creators, scientists, political actors and industry representatives come together at our events, exchange ideas on current developments and create new ideas, projects and collaborations. This year we are again expecting to welcome around 7,000 visitors from over 60 countries to re:publica and MCB – a huge gain for our region.”

### **First MCB16 Speaker Highlights: Barbara van Schewick, Luciano Floridi, Edward Snowden, Nick van Dyk, Bea Knecht, Daniel Budimann**

Stanford pioneer Barbara van Schewick will take to the MCB16 stage to talk about the complex topic of net-neutrality. “Trending digital philosopher” (FAZ) Luciano Floridi and other experts – including Edward Snowden, via live-stream – will explore questions residing at the cusp of the info-sphere, the interface of media and internet policy, and posed by the use of media via the internet. Current developments in games companies and multi-medial corporations will be examined by Disney veteran Nick van Dyk (Activision Blizzard), Jean-Julien Baronnet (Ubisoft Motion Pictures) and others. Finally, the question of why live streams are used five times more frequently than on-demand videos will be covered by Bea Knecht (Zattoo), Daniel Budimann (Rocketbeans) and others.

### **re:publica Sub-Conferences and [spring.berlin](#) Network**

re:publica will again be offering numerous sub-conferences. Along with the established Global Innovation Gathering (GIG) and #FASHIONTECH Berlin, this year will also feature new additions, such as FinTech and Immersive Arts. The new, re:publica initiated event network [spring.berlin](#) connects trade shows, conferences and events from Berlin's creative industry and provides a platform for visitors,

guests and enthusiasts. The platform already features 15 partner events, including re:publica, which combined cover many aspects of creative digital business and culture.

**Further information on speakers and the event programmes of both conferences can be found at <http://re-publica.de/presse> and <http://mediaconventionberlin.com>**

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