

## The Executive Forum

**Monday, September 27**

14.00-15.00 **New decade – new generation of readers**

Everyone agrees that one of the factors upon which the future of the printed press is dependent is the extent to which the current generation of adolescents is prepared to buy, to read and to use printed press products. Investments in the new generation of readers are investments in the future of our industry.

Our first speaker, **Dr. Simone Ehmig**, Head of Research Department of the German Reading Foundation will present the results of a news research on the role of periodicals in the reading socialization of young people especially focusing on school projects. Germany is playing a pioneering role in this field and our congress will be the first event to announce the results of this research.

Whilst the first contribution focuses on magazines, the second one presents an internationally unique newspaper project.

Paris-based **Francois Dufour**, is editor-in-chief of probably the only newspaper which is growing alongside its readers. The three different versions of the paper focus on the needs of different age categories of children and adolescents. Francois Dufour knows how to reach the young readers: the three dailies have 150,000 subscribers, among them 20,000 school classes. It is worth listening to his recommendations!

Moderator:



Klaus-Dieter Wülfrath,  
Presse-Grosso, Reading Foundation

### Presentations

- 14.05 Dr. Simone Ehmig, German Reading Foundation, Germany:  
*Periodicals - fuel to start the engine of reading motivation among young people, Q&A*
- 14.35 Francois Dufour, Play Bac Presse, France:  
*10 lessons from 3 dailies for children in France Q&A*