Beat: Business

THE CONTENT AND MOTION TALK SUMMIT 2019 In PARIS

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USPA NEWS - The Demand is growing for High-Quality Content and New User Experiences, with some Specific trends in the Society and Businesses: Media Convergence, Social Media, Widespread Use of Mobile Devices, Broadband Internet Penetration, increasing Computing Power, the Consumption of Content anywhere, anytime and on any Device.

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While some Branding Trends are abandoned as fast as they appear, leading with a Social Conscience is Evergreen. Today, Consumers want to believe that Companies care about the same Causes they do. According to the 2018 Edelman Earned Brand Report, 64% of Consumers Worldwide are “Belief-Driven Buyers.“ Modern Brands need to demonstrate that they put People before Profit to increase Trust and Loyalty... Digital Marketing World has predicted that by 2021, 13% of all Internet Traffic will consist of Live Video. And that is just one chunk of the whole Video Gamut....Always remember: People don´t need Brands, Brands need People. You need to build Authentic, Personal Relationships with Customers rather than just trying to sell to them.

In the past 25 years, the Journalistic Sphere has gone through Radical Changes and Transformations, progressively adapting to the Contemporary Global Trends in News“Making. Traditional Understanding of Journalism as a Profession has changed significantly, mostly due to the fact that Digital Media Environment has brought new Opportunities but also Challenges related to the Journalistic Practice.

An increasing number of Businesses are starting to adopt the Platform Business model and its Digital Strategies in order to remain Competitive. This digitally based New Economy, utilizing these Online Frameworks, has been given a Variety of Names, that are often interchangeably used. To name a few examples, it is frequently labelled as “˜the Creative Economy´, the “˜Sharing Economy´, the “˜Gig Economy´, or the “˜Peer Economy´. Traditional Linear Business Models create Value through creating Products and Services that are sold to a Customer. Platform based Business Models on the other hand, create their Value by connecting Users (both Consumers and Producers) on an Online Network.

Value Drivers will make a Company´s Products seem better than its Competitors´. By creating as many Value Drivers as possible, a Company can boost its Leverage on the Marketplace. They will further influence Consumers to purchase that Product. These provide Products with Distinguishable Traits that Companies can use to make their Respective Products more Desirable in the eyes of the Consumer. To continuously add Value to Products and Services, Businesses should constantly be monitoring the Market so that they can be the first to take advantage of Changes in Demand and Consumer Behavior. Value Driver´s do not have to directly relate to a Product. Something such as a Reputation of having great Customer Service can be a Value Driver for a Company.

Was held on November 20, 2019 (Automobile Club de Paris) a Summit with the Theme "The Content & Motion Talk".

* Introduction : Louis Desanges (President Automobile Club de France) & Jérôme Doncieux (Co-Founder & CEO Relaxnews)

* Keynote : Bruno Patino (Editorial Director of Arte, Author of the Book "La Civilisation du Poisson rouge : Petit Traité sur le Marché de l'Attention" Grasset Editions)

* Panel "Strategic Trends: Content, a Key Driver of Value for the future of the Auto Industry?" with Frédéric Bedin (President of Hopscotch & Co-Founder of the "Paris Motion Festival"), Tom Betts (Chief Data Officer Financial Times), Alexandra Montaron (Head of Strategic Planning Relaxnews), Laurent Rossi (SVP Chief Strategy & Business Development Officer, Groupe Renault)

* Keynote "Product Trends, which Media & Service Innovations to make a differrence?" with Franck Louis-Victor (New Media's

Services Innovations DIrector, Groupe Renault)

* Panel "Editorial Challenges: Content at the Heart of this Revolution?" with Antoine Baduel (CEO & Owner, Radio FG), Thierry Cammas (President, Viacom International Media Networks France), Sophie de Sivry (Director, Editions L'Iconoclaste), Frédéric Jouve (Director of Programs and Music, France Bleu), Charlotte Pudlowski (Co-Founder, Louie Media), Maurice Szafran (Editorial Director, Groupe Challenges)

* Panel "Economic Challenges;,which Offer and Business Model to create Value?" with Guillaume Devauchelle (Group Innovation and Scientific Development Vice-President Valeo), Catherine Krokos (International Content Marketing Consultant Countnt.Biz), Alexandre Menard (Senior Partner McKinsey & Company)

* Conclusion "France & Europe at the Forefront?" with François Renard (EVP, Chief Marketing Officer Groupe Renault)

Source : "The Content & Motion Talk" Summit @ Automobile Club de France in Paris on November 20, 2019

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