

## ENPA Seminar

### The Battle for Attention: maintaining reader loyalty and revenues on digital platforms

The National Museum of Architecture,  
Bankplassen 3, Oslo

*Thursday, 6th November 2014*

*14h30 – 17h00*

14h30 - 14h35	<p><b>Welcome by ENPA President Mr Ivar Rusdal</b></p> <p><i>Introduction of first speaker</i></p>
14h35 - 15h00	<p><b>Ms Thorhild Widvey, Norwegian Minister of Culture</b></p> <p><i>State of the media in Norway, with a particular focus on VAT and public service broadcasting</i></p>
15.00 – 15.30	<p><b>Mr Torry Pedersen</b></p> <p><b>Editor-in-chief of the Verdens Gang (VG) daily newspaper in Norway</b></p> <p><i>Our digital journey.</i></p>
15h30 –16h00	<p><b>Coffee Break</b></p>
16h00-16h30	<p><b>Mr Ernst A Eik</b></p> <p><b>CEO of the local newspaper group, Nordsjø Media AS, Norway</b></p> <p><i>Local is digital!</i></p>
16h30-17h00	<p><b>Ms Kjersti Løken Stavrum</b></p> <p><b>Secretary General of the Norwegian Press Association</b></p> <p><i>Press ethical issues in the digital environment.</i></p>
17h00	<p><b>Closure of seminar by ENPA President Ivar Rusdal</b></p>