

Club of Amsterdam

## the future of the Media & Entertainment Industry

November 2003



17:30 - 19:00  
*VIP Reception*

**18:30 - 19:30**  
**Registration**, drinks, snacks, networking & great music featuring Russian singer **Marynka Nicolai** and her band 'Some Lovely Girls'

**19:30**  
**Welcome** by our Host **Jonathan Marks**, Director, Critical Distance BV  
Jonathan Marks gives a brief overview of the state of the industry - and the extent of the challenges it is facing. He will also launch the motion for the debate.

19:45  
**Part I: Keynotes** by  
**Michel Mol**, Internet Coordinator, Netherlands Broadcasting Corporation  
**Gerd Leonhard**, Music Futurist, former CEO, [www.licensemusic.com](http://www.licensemusic.com), USA/Switzerland  
**Philip Alberdingk Thijm**, CEO, Het Financieele Dagblad

20:45  
Coffee break

21:15  
**Part II: Panel** with Keynote Speakers and the Challengers  
[Monique van Dusseldorp](#), New Media Consultant  
[John M. Middelweerd](#), Partner within PricewaterhouseCoopers, Audit practice

and our Host [Jonathan Marks](#)  
The panel is followed by an open discussion.



**Michel Mol**

Internet Coordinator, Netherlands Broadcasting Corporation

**WORK EXPERIENCE**

2001-present

Netherlands Public Broadcasting [www.omroep.nl](http://www.omroep.nl) Internet Coordinator for the Netherlands Broadcasting Corporation

2000-2001

McKinsey&Company [www.mckinsey.com](http://www.mckinsey.com) Management consultant to national en multinational companies

1997-1999

Grey Communications Group [www.grey.nl](http://www.grey.nl) Director of the interactive advertising agency of the Grey Communications Group in the Netherlands

1995-1997 MaxiQ Internet Services Independent consultant in new media

1985-1995 Topic Software Director/owner software corporation financial ICT systems

**ADDITIONAL FUNCTIONS**

Since 2001:

member of the Board of Nieuw Akademia, a non-profit collective of scientists, artists and consultants [www.nieuwakademia.nl](http://www.nieuwakademia.nl)

Since 2003:

consultant to Premsela, Foundation of Dutch Design [www.premsula.org](http://www.premsula.org)

**EDUCATION**

2003

John F. Kennedy School of Government with Harvard Business School: executive course "Performance Measurement for Effective Management of Non profit Organizations"

[www.exed.hbs.edu/programs/pmno](http://www.exed.hbs.edu/programs/pmno)

2003

De Galan Groep & Van Doorne Lawyers: Captain's Class Corporate Governance

2002

Harvard Business School: executive course "Strategic Negotiations"

[www.exed.hbs.edu/programs/sn](http://www.exed.hbs.edu/programs/sn)

2000

Carnegie Mellon University: E-Commerce Program, tailored to McKinsey's e-Business Building initiative

2000

McKinsey USA: condensed MBA with Stanford University en Insead: crash course corporate finance, valuation & strategy

1999-2000

One year of the biennial post-academic masters course, Lemniscat Management School "Executive Management & Consultancy"

1983-1985

Higher Information Technology Studies, Den Haag (partly), supplemented with AMBI modules on H.B.O. level

1977-1983

Gymnasium Juvenaat, Bergen op Zoom



**Gerd Leonhard**

Music Futurist, former CEO, [www.licensemusic.com](http://www.licensemusic.com)

Gerd Leonhard (42), is a musician and producer, writer, strategic adviser and music business entrepreneur. Originally from Germany, Gerd spend almost 20 years in the U.S., working in the music industry, and now resides in Basel, Switzerland.

1996-2002, during the heydays of the Digital Music and dot-com years, Gerd was the founder and President & CEO of LicenseMusic.com, a company that revolutionized the B2B music-licensing space by inventing a web-based software product (and online marketplace) that reduced the average transaction time for music licenses from 6 weeks to 2 hours. LicenseMusic counted thousands of clients in the Film, TV, Advertising and New Media industries, worldwide, including Disney, McCann-Erickson, Paramount Pictures, Saatchi & Saatchi, and Fox TV.

As a musician and composer (guitar), Gerd won the highly acclaimed Quincy Jones Jazz Masters Award which allowed him to attend Boston's Berklee College of Music and, in 1987, graduate with a diploma in Jazz Performance. Gerd has appeared on many recordings, concert bills and instructional videos, and has toured internationally, including some opening engagements for major acts such as Miles Davis. As an event producer, Gerd served as the Executive Producer of the pan-European talent event EuroPopDays, in Freiburg / Germany , which featured over 200 showcases with new bands and unsigned artist, sponsored by the European Commission and covered by MTV Europe.

Gerd served as an Expert Adviser to the European Commission in Brussels, Belgium, in 1993-1996, as Senior Adviser to the London-based Rightscom Ltd, currently sits on the Advisory Board of the Music Business Management Division of Westminster University (London), and has consulted dozens of start-ups and SMEs in the music and technology sectors, both in Europe and the U.S. Gerd also works with venture capitalists and financial services companies in discovering interesting investment opportunities in the media-technology business.

Gerd is a very active writer (look for a new book to be published in early 2004), speaker and strategic adviser, and has been quoted in Billboard, Variety, the Hollywood Reporter, the San Francisco Chronicle, Business2.0, the WSJ and Wired. He publishes his music business visions at [www.thefutureof.net](http://www.thefutureof.net), a think-tank site that has been syndicated to hundreds of websites around the globe. Gerd is also the Founder of [www.musicentrepreneurs.com](http://www.musicentrepreneurs.com), a network platform for entrepreneurs in the music business.

Gerd has spoken, moderated and presented at dozens of music industry events, including Webnoize, MIDEM, MILIA, Gartner Conferences, Streaming Media and the Content Summits; and has lectured at Berklee College of Music, UC Berkeley, University of Miami, City University London, University of Colorado, and many others.

Gerd speaks German, English, and French, and, on a good day, a little bit of Spanish and Italian.  
<http://www.gerdleonhard.com>



**Philip Alberdingk Thijm**  
CEO, Het Financieele Dagblad

Philip Alberdingk Thijm (41) is since September 2002 CEO of Het Financieele Dagblad Holding, Het Financieele Dagblad B.V. and BusinessNieuws Radio. After his HEAO and MBA studies he worked three years for the German insurance company Allianz. In 1992 he changed to the American publisher CCH in Chicago, which in 1995 has been taken over by Wolters Kluwer. With this take-over he returned to The Netherlands and where he had several positions as director in Wolters Kluwer. In 2001 he changed as director to the EEP Holding, a publisher for the realestate market. Then he joins Het Financieele Dagblad. Het Financieele Dagblad acquires BusinessNieuws Radio, which was a crucial step in the transformation of Het Financieele Dagblad as 'the multimedia news source for the entrepreneurial Netherlands'.

<http://www.fd.nl>



**Monique van Dusseldorp**

Monique van Dusseldorp is the founder of Van Dusseldorp, a new media consultancy, and the founder of Europemedia.net, a news service about European new media developments. As the CEO of Van Dusseldorp & Partners, she initiated the highly succesful TV meets the Web and SMS meets TV seminar series, and amongst others published the report "SMS TV - Interactive television reinvented" . Van Dusseldorp is a board member of Dutch broadcaster NPS, member of the board of Kenniswijk, and secretary to the Board of the Filmmuseum, and a valued speaker at international media conferences.



**John M. Middelweerd**  
Partner within PricewaterhouseCoopers, Audit practice

John is auditor with PwC. His clientportfolio exists of a substantial number of Entertainment & Media companies in the Netherlands. These companies do operate locally in the Netherlands and some have international linkages. Since July 2003 John is chairman of the Entertainment & Media Group of PwC in the Netherlands. In that role he chairs the coreteam of Entertainment & Media specialists within PwC in the Netherlands. His team is responsible for business and product development in the Netherlands. The Dutch team is closely related to the international Entertainment & Media Group of PricewaterhouseCoopers.

<http://www.pwcglobal.com/nl>



**Jonathan Marks**

Director, Critical Distance BV

Jonathan Marks (45) was born in the UK, but has spent most of his working life "abroad", 22 of those years in The Netherlands. After working in Austria and Britain, Marks settled in Hilversum, Holland's centre for broadcasting. There he quickly built new audiences for Radio Netherlands' English language service by producing science and technology programmes. Marks held several functions at Radio Netherlands, including eight years as Programme Director. "I was originally hired to turn a media programme into a science show. But I ended up developing both concepts into long-running radio series that brought in excellent reactions from all over the world. Since then, setting up satellite television and new media projects in Latin America and Africa have been the most challenging work."

Since leaving Radio Netherlands in September 2003, Marks has set up his own business, Creative Media Consultants. "As a media detective, I know that some of the best ideas for reaching people are coming out of the developing world. I enjoy acting as a catalyst, giving leadership to ensure new projects really happen. My new company gives me more time to pursue projects with a purpose. Right now, using mass media to reach hearts and minds has never been more important" says Jonathan. For many years he has been a frequent and impassioned speaker at media conferences, notably gatherings of the Asian Broadcasting Union, PRIX EUROPA and the European Broadcasting Union as well as London based Commonwealth Broadcasting Association. "

Reading, astronomy and being father to three kids fill in the gaps between Jonathan's media assignments.

<http://www.jonathanmarks.com>