
Review: DLD Conference

THE NEXT NEXT

20 JAN 2016

With more than 150 speakers and 1000 attendees, this year's [DLD conference "The NEXT NEXT"](#) from January 17th until 19th in Munich was a great success. The 12th edition of the Digital-Life-Design conference, organized by Burda, brought together the most influential opinion-leaders, start-ups and giants of the digital industry to discuss innovative topics such as artificial intelligence or TV on demand. Additionally, there was a lot to explore and to learn about innovative digital tools and inventions! Here are some insights from talks, discussions, and inventions of this year's DLD.

#DLD16 in a nutshell – a very personal view

"The DLD is always a source of inspiration and many 'Aha'-Moments. From my point of view, this year's special moment has been about video, music & images and how these things influence our daily communication: from Netflix binge watching over the

instagrammification of our society to whats-app as a kind of 'digital chain'.

A second big topic was the third industrial revolution and how the digitalization will further change and transform our society, economics and also politics. It's amazing how quick former "nerd topics" like Blockchain (known from Bitcoins) now will influence a huge part of our industry and bring more peer-to-peer enterprises into daily life.

Last but not least: #sleepisthenewblack was not only a cool learning of the 'Celebrate sleep' session, but also interesting to consider 'sleep' as a kind of economic investment for the future and not a waste of time...."

Sven Wollner, Managing Partner Marketing & Director of Freshness at MediaCom Germany

Talk | Click & Watch I

In a conversation with Reed Hastings (Netflix), Claus Kleber (ZDF) talked about the challenges and next steps regarding content for [TV on demand](#). Both of them shared their experiences with issues such as personalization, data and partnerships from a German and American point of view.

Invention | Gridi

Yuval Gerstein's installation literally is music to the ears – his composition table enables even the most unmusical person to become a musician. As a guitar player, who has committed himself to electronic music, Gerstein always wanted to visualize music to others. Thus, he invented an extraordinary DJ desk, on which electronic music is created through integrated circuits and pins. Click [here](#) to have a look at what the installation looks like!

Talk | Images, the New Global Language

The World Wide Web enables us to communicate with other people all around the globe. In

many cases, however, language differences pose a problem. Thus, [Marne Levine \(COO Instagram\)](#) talked about the significance of images in global digital communication.

Talk | What's up WhatsApp? 2 Years after

At this year's DLD, [Jan Koum \(CEO WhatsApp\)](#) announced that two years after its launch, WhatsApp, the most used communication application worldwide, will be free of charge again from now on!

Talk | Gang of Four: Apple / Amazon / Facebook / Google

During the DLD's most hyped talk, founder of L2 and professor of Marketing at the NYU Stern School of Business, Scott Galloway, spoke about facts and figures of the world's most successful online businesses Apple, Amazon, Facebook and Google. Regardless of his reputation as known internet expert, [his talk was also received with negative criticism](#) for its seemingly outdated statements.

Talk | The Third Industrial Revolution and a Zero Marginal Cost Society

[Jeremy Rifkin](#), founder of The Foundation on Economic Trends, announced a Third Industrial Revolution, which involves the emergence of a smart green digital economy. Due to the digitalization in different areas of life, both societies and economies will soon profit from "a super-Internet of Things infrastructure," which allows for a transition to this revolution.

Talk | Blockchain: "It's Going to Radically Transform Our Society's Institutions"

In his speech, Don Tapscott talked about the impact and effects of [Blockchain](#), a technology that powers the digital currency Bitcoin and concerns both business formations and legal systems. According to him, its effects, however, will in the future be even more extensive, affecting other areas of society as well.

Talk | Celebrate Sleep!

Together with Till Roenneberg (LMU Munich) and Hans Ulrich Obrist (Serpentine Gallery), Arianna Huffington (The Huffington Post Media Group) and Miriam Meckel (Wirtschaftswoche) talked about one of the most favorite and most important things in life – [sleep](#). Without enough sleep work can't be done efficiently and people risk to get fat, unproductive and ill. Thus, Arianna Huffington speaks up for turning sleep into a separate business unit which people should attach value to in order to secure one's own creativity and health.