Press Release

The 2019 Global 50 CEO Talk at the Frankfurter Buchmesse to feature Kelly Luegenbiehl, Netflix VP International Originals

Kelly Luegenbiehl, Netflix’ VP International Originals, will be featured at this year’s Global 50 CEO Talk at the Frankfurter Buchmesse on Wednesday, 16 October 2019, from 2:00 pm to 3:00 pm in the Frankfurt Pavilion. The Global 50 CEO Talk will be presented by Livres Hebdos (France), with Bookdao (China), Buchreport (Germany), PublishNews (Brazil), Publishers Weekly (USA), and the Frankfurter Buchmesse Business Club, featuring the Global 50 Ranking of the International Publishing Industry 2019.

Kelly Luegenbiehl will be interviewed for 60 minutes by the editors of the trade publications on Netflix' current broad interest in original international stories and book rights for its productions and programming, the experience of working with highly diverse local stories for global audiences, as well as Netflix’ experience of working with the book, publishing and agenting communities worldwide. The event will be chaired by Rüdiger Wischenbart.

A cooperation of five leading trade media outlets, the Global 50 CEO Talk traditionally features the Global 50 Ranking of the International Publishing Industry, which has been updated every year since 2007 and currently represents over 50 companies that each report revenues from publishing of over €150 million. At Frankfurter Buchmesse, the CEO Talk is a long-established tradition, and since 2014 it is part of the Frankfurter Buchmesse Business Club programme.

Kelly Luegenbiehl is Netflix VP for International Originals in EMEA. In this position, Kelly oversees the development and production of Netflix's non-US based series, which launch simultaneously around the world in 190 countries. Prior to Netflix, Kelly worked at ABC as Vice President, Comedy Development and International Scripted, ABC Entertainment Group. In 2010 Kelly was selected as one of The Hollywood Reporter’s “Top 35 Executives Under 35,” and in 2011 Variety profiled her in their inaugural list of “Hollywood’s New Leaders.”

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About the Global Ranking of the Publishing Industry

The Global Ranking of the Publishing Industry (© by Livres Hebdo 2019), which has been updated every year since 2007, currently represents 56 companies that each report revenues from publishing of over 150 m€ (or 200 m US$).

The Global Ranking of the Publishing Industry is an initiative of Livres Hebdo, France, co-published by Bookdao (China), Buchreport (Germany), Publishers Weekly (USA) and PublishNews (Brazil). It has been researched by Rüdiger Wischenbart Content and Consulting.

About Netflix

Netflix is the world's leading internet entertainment service with over 148 million paid memberships in over 190 countries enjoying TV series, documentaries and feature films across a wide variety of genres and languages. Members can watch as much as they want, anytime, anywhere, on any internet-connected screen. Members can play, pause and resume watching, all without adverts or commitments.
About the Frankfurter Buchmesse

Frankfurter Buchmesse is the international publishing industry’s biggest trade fair – with over 7,300 exhibitors from 102 countries, around 286,000 visitors, over 4,000 events and some 10,000 accredited journalists and bloggers in attendance. It also brings together key players from other media, including the film and games industries. Since 1976, the Book Fair has featured an annual Guest of Honour country, which showcases its book market, literature and culture to attendees in a variety of ways. The Frankfurter Buchmesse organises the participation of German publishers at around 20 international book fairs and hosts trade events throughout the year in major international markets. With its Business Club, the Frankfurter Buchmesse offers essential services and an ideal setting for the activities of publishers, entrepreneurs, pioneers, experts and visionaries. THE ARTS+ was launched in 2016 as a fair, business festival and international meeting place for the culture and creative industries. It aims to exploit the potential of digitalisation for creative content and to develop new business areas. The Frankfurter Buchmesse is a subsidiary of the Börsenverein des Deutschen Buchhandels (German Publishers & Booksellers Association). [https://www.buchmesse.de/en](https://www.buchmesse.de/en)