

# DIGITAL MEDIA

## Asia2017

31 Oct - 2 Nov 2017, Singapore

#DMASG17



[dma.wan-ifra.org](http://dma.wan-ifra.org)

## 31 October MASTER CLASSES

### ■ Paid content business models

This one-day masterclass will focus on choosing the right pay wall for your market and reinventing the customer's journey. It will showcase best practices for implementing a pay wall, both from an editorial and a commercial point of view.

*Trainer: Steffan Damborg, CDO, DigitalConsult*

### ■ Design Thinking workshop for improving video platforms

This workshop will lead your team through the latest innovation processes in an immersive, hands-on format. This session is a transformative experience that will lead you to efficiently use design methods to innovate on deadline. Participants should register as teams comprising: developers, audience experts, designers and journalists. We will focus on the question: **"How might we build (or improve) our video platform for generating high levels of engagement that suit producers and sponsors?"**

*Trainer: Robb Montgomery, CEO, Montgomery Multimedia*

### ■ Mobile journalism: publishing on Snapchat and FB Live

Snapchat isn't just a chat app or a social media app. It is a tool specifically designed for storytelling! To understand Snapchat and its potential, journalists need to understand the tech powering it. This half day workshop will explain the storytelling potential of Snapchat Live Stories and Facebook Live and give concrete publishing tips for making the most out of these platforms.

*Trainer: Sumaiya Omar, Social Media Consultant & Founder of Social Video Company, HashtagOurStories*

### ■ Google tour and networking event

You are warmly invited to a reception at Google's Singapore office, where you'll hear about how Google works with journalists and publishers through initiatives such as Google News Lab. Get a tour of Google's impressive APAC headquarters and enjoy a nice networking event with your fellow conference participants.

*Free event for DMA participants only. Limited seats will be allocated on a first-come, first-served basis. Please contact us for registration.*

## 1 November CONFERENCE DAY 1

### Session 1: Leading digital trends that are changing the rules of the news publishing game

This session will present key findings from the 2017 Reuters Institute Digital News Report, WAN-IFRA's World Press Trends report and other studies and insights critical to grasping the drastic changes in the news industry.

The reports identify the main global trends in media use - the move to digital, mobile, and social media - and discuss the implications for news media's editorial priorities, distribution strategies, and funding models, comparing the developments in several Asian countries with other advanced markets.

- *Rasmus Nielsen, Director of Research, Reuters Institute for the Study of Journalism*
- *Francis Lee, Professor, School of Journalism and Communication, The Chinese University of Hong Kong*
- *Thomas Jacob, COO, WAN-IFRA*

### Session 2: Digital transformation: Are Amazon and Alibaba reinventing the news ecosystem?

Amazon CEO Jeff Bezos bought The Washington Post for \$250 million in 2013. In just a few years, Bezos completely changed the outlook of the 140-year-old newspaper. Its readership has exploded, its content has become more suitable for the digital world, and the WaPo is now looked upon as one of the most innovative news media companies.

Two years later, Amazon's strong competitor, the Alibaba Group, unexpectedly bought another venerable news media institution: the 113-year-old South China Morning Post (SCMP). Headed by Gary Liu (former CEO of Digg), SCMP is currently undergoing an in-depth transformation which (counter intuitively?) started by removing its paywall.

- *Moderated by Victoria Ho, Editor, Mashable*

### The real business for Asian media companies: a successful print-2-digital transformation, to win back the hearts of readers, subscribers and ad clients

Transforming print-minded newspapers into digital-first media companies is easier said than done. In the abundance of noise, fake news and dwindling ad revenue, the imminent danger is losing readers and ad clients in this mind-boggling "attention economy". To survive means a well-defined roadmap and disciplined implementation of two key transformations: digital technologies and culture change. The former calls for upgrades in newsroom operations from newsgathering, digital publishing, social media, analytics, data mining and digital skills. The latter means cultivating and sustaining a change of mindsets.

- *Gary Liu, CEO, South China Morning Post Publishers Ltd*

### Predicting the future of news: Big Data, personalisation and automation

Shailesh Prakash, Washington Post's CIO, has been one of the key architects of their outstanding transformation. Shailesh will explain how they have built a culture of experimentation, and leverage artificial intelligence and big data for audience engagement and revenue making. An in-house developed CMS also enabled their newsroom to publish relevant digital content in a more agile and efficient way.

- *Shailesh Prakash, CIO & VP of Digital Product Development, The Washington Post*

### Lunch Session: Innovations in digital publishing workflows

The use of innovative technology allows for the swift publishing of rich content on multimedia platforms.

### Session 3: Paid content- From awareness to action

News publishers' global audience revenues overtook their advertising revenues in 2014. Since then, this trend has constantly increased. Media companies are now aware that digital journalism can only be financially successful with paid models. More and more publishers are now putting this awareness into action, thus increasing reader's acceptance for paid models on the Internet.

This session will present several case studies of news publishing companies from Asia and the rest of the world, which have implemented different monetising strategies. It will argue that the real question is not anymore to charge or not to charge but rather when and how to start charging...

- *Case studies from Europe or the US and South East Asia*
- *Hiromi Onishi, Executive Director, Digital Business, The Asahi Shimbun*



Gary Liu  
CEO  
South China Morning  
Post Publishers Ltd



Shailesh Prakash  
CIO & VP of Digital  
Product Development  
The Washington Post



Hiromi Onishi  
Executive Director  
Digital Business  
The Asahi Shimbun



Chris Janz  
MD, Australian Metro  
Publishing  
Fairfax Media

- *Panel discussion: Is it time for Asian publishers to start charging for their digital content?*

## Session 4: Beyond paid journalism: Big Data and AI in today's newsrooms

Charging for online content doesn't mean to simply erect a pay-wall around your existing content and expect readers to start paying for what used to be free. It actually implies to gain an in-depth knowledge of readers and content performance on digital platforms through the implementation of a relevant data strategy.

This session will highlight the importance of Big Data and AI in today's newsrooms. Steffen Damborg will show how algorithms can reduce churn on paid subscriptions and how machine learning increases your traffic by targeting users with recommendations and related articles.

In addition to traditional digital subscriptions, new models for monetizing digital content are emerging. Sachin Doshi, a former Spotify Executive, co-founded Scroll, a start-up that wants to roll up a selection of stories from a wide variety of publishers and sell monthly subscriptions on a platform with little or no ads. Scroll is backed by Axel Springer, News Corp and the New York Times.

- *Steffan Damborg, CDO, DigitalConsult*
- *Sachin Doshi, Co-Founder, Scroll*

## 2 November

### CONFERENCE DAY 2

#### Breakfast session: Managing digital transformation in the newsroom

Hosted by



Insights and case studies from recent projects of legacy media newsroom transformations into digital/mobile-first editorial operations.

#### Session 5: Reclaiming the premium ad market

While the share of Programmatic is growing, news publishers are well positioned to move away from the purely data-driven to the bespoke and branded.

Premium campaigns need to get both context and content right, and must take into account the specificities of the publishers and of the advertisers to succeed. This session will showcase successful examples of digital advertising campaigns that produced high yields thanks to a tailored approach.

DB Digital (the digital arm of India's Dainik Bhaskar, the 4th largest newspaper in the world) leverages its data-driven strategy for segmenting audiences in order to target ads using algorithms and AI. DB is also working with Ad agencies to define its audience segments.

- *Marc Lourdes, Director, CNN Digital Asia*
- *Gyan Gupta, CEO, DB Digital*
- *Kate Beddoe, Head of News & Publishing Partnerships APAC, Google*

#### Session 6: Creating shareable, viral content for Millennials

Reaching out to millennials implies to move beyond the online

article to develop a range of native formats - from pictures or short videos to quizzes, lists, live blogs or interactive graphics - that are mainly designed for consuming and sharing in social networks and other offsite platforms.

- *Aralynn McMane, CEO & Young Readers Consultant, Aralynn A. McMane Assistance*
- *Mike Raomanachai, Senior Global Business Correspondent, Voice TV*

#### Session 6 (breakout): Enabling more insightful video advertising campaigns with AI

AI-enabled biometric and audio testing methods can evaluate, improve and predict the emotional impact and brand effectiveness of video ads, dramatically increasing campaigns' impact and ROI.

#### Lunch Session

Hosted by **facebook**

This session will touch on the Facebook Journalism Project, subscriptions for IA, Facebook's work on video monetisation, Call to Action units in IA and news literacy efforts.

#### Session 7: Enhancing programmatic yields

Is it time for a new start for co-operative market places? Or are the challenges too big? While La Place Media has been a success, Project Juno and Pangaea in the UK are still struggling for traction. How are Asian ad networks faring? This session will feature a case study from Europe as well as initiatives from the Asia Pacific region.

- *Chris Janz, Managing Director, Australian Metro Publishing, Fairfax Media*
- *Joe Nguyen, Senior VP, Asia Pacific, comScore*
- *More speakers to be announced*

#### Session 7 (Breakout): Truth & trust in the media - fighting the spread of misinformation in Asia

On June 2017, Asian news media organisations, tech companies, universities, foundations and members of the civil society gathered in Singapore in order to define concrete actions to fight the spread of misinformation on digital platforms and improve journalism practices in the "fake news" era.

This session will offer a follow up on the various initiatives and projects that have been launched since the "Truth & Trust in the Media" conference in the fields of fact-checking and news literacy. It will also discuss new developments and new angles of this crucial topic.

#### Session 8: Storytelling for mobile audiences

This session will look at the latest developments in storytelling formats on mobile platforms, from longform text to bite-sized information to data viz and interactives. It will provide in-depth case studies of what innovative leading media brands, such as HT Media (The Hindustan Times) and CNN, as well as newsmedia start-ups like Hkcnews.com are currently producing and what their achievements imply in terms of resources, tools and training.

- *Yusuf Omar, Co-founder, Hashtag Our Stories*
- *Daisy Li, Founder & CEO, HKCNews.com*
- *Robb Montgomery, CEO, Montgomery Multimedia*



Yusuf Omar  
Co-Founder  
Hashtag Our Stories



Sachin Doshi  
Co-Founder  
Scroll



Gyan Gupta  
CEO  
DB Digital



Daisy Li  
Founder & CEO  
HKCNews.com

## DIGITAL MEDIA EXPO



The Digital Media Expo will be held on Level 3 of the Orchard Hotel Singapore from 1-2 November.

With tabletop displays, vendors of services and equipment will be able to highlight their offerings to the decision makers in the digital media space.

Confirmed exhibitors to date:

- Adwonce
- Athens Technology Center
- Chartbeat
- Facebook
- Layout International
- PR Newswire

For more information on sponsorship and exhibiting opportunities, contact: [kimberly.lim@wan-ifra.org](mailto:kimberly.lim@wan-ifra.org)

## ASIAN DIGITAL MEDIA AWARDS COCKTAIL RECEPTION



Digital Media Asia will be the host of the 8th Asian Digital Media Awards' ceremony and cocktail reception.

Discover the leading Asian news media companies in digital publishing! The cocktail will also offer a good opportunity for delegates to relax and network with the best in the industry.

## EVENT VENUE AND HOTEL

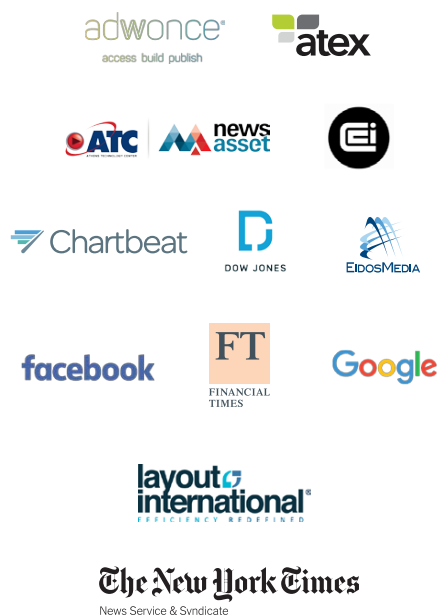


**The Orchard Hotel**  
442 Orchard Road  
Singapore 238879

The Orchard Hotel is the official venue and hotel for DMA 2017. It is centrally located in the heart of Singapore's premier shopping district.

For more information on The Orchard Hotel and booking link, please visit our website [dma.wan-ifra.org](http://dma.wan-ifra.org)

## EXHIBITORS & SPONSORS



## OFFICIAL MEDIA PARTNERS



## REGISTRATION FEES

### Conference fees (1-2 Nov)

WAN-IFRA Member: SGD 1,500  
Non-Member: SGD 1,980

### Masterclass fees (31 Oct)

#### For DMA Conference delegates

WAN-IFRA Member: SGD 360  
Non-Member: SGD 540

#### For Non-DMA Conference delegates

WAN-IFRA Member: SGD 540  
Non-Member: SGD 720

Please register online at:  
[dma.wan-ifra.org](http://dma.wan-ifra.org)

## CONFERENCE SCHEDULE

### 31 Oct

#### Masterclasses:

Steffan Damborg: 9am to 5pm  
Robb Montgomery: 9am to 5pm  
Sumaiya Omar: 1pm to 5pm

Google tour: 5.30pm to 7.30pm

### 01 Nov

Conference: 9am to 5pm  
Asian Digital Media Awards  
Cocktail Reception: 5.30pm to 7.30pm

### 02 Nov

Breakfast meeting: 8am to 9am  
Conference: 9am to 5pm

## FREE WEBINAR



### Design Thinking: Innovation Methods for Media Business

Robb Montgomery  
27 Sept, 3pm (Singapore time)  
Register at <http://bit.ly/2xfe51F>

## FOR MORE DETAILS

General enquiries/ registration  
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