

DIGITAL MEDIA

Asia2015

17 - 19 November 2015, Hong Kong

MARKETING KIT

www.wan-ifra.org/dma



Digital Media Asia 2015 - Overview

Digital Media Asia has since its launch in 2009, grown to become the largest new media conference dedicated to the news publishing industry in Asia. The event offers three focussed days of conference and workshops and a foyer expo. The 6th Asian Digital Media Awards will be presented during the conference.

1) Get your digital revenues over 50%

Taking digital revenues to the next level is a common goal for all media companies. But how are the best people focusing their efforts? Over 300 forward-thinking media professionals from Asia and around the world will gather in Hong Kong on 17-19 November for Digital Media Asia 2015 and share Insights, strategies and best practices from their most innovative new media ventures.

2) Boost ad revenues while building trust

Digital ad revenue depends on deep insights into customer data, tracking users across multiple devices. BUT... users are increasingly protecting themselves against commercial use of their digital identity and mobile is driving a decline in cookies.

3) Make money on mobile. can we match the top players?

Everyone has seen the charts showing mobile engagement soaring in inverse proportion to ad money spent. BUT... can you compete with Google, Facebook and the most innovative publishers in finding the ad formats that work on mobile?

4) Ride the video wave: source content to match the demand

News publishers are racing to produce more video content. At the same time small channels with a camera and an internet connection are able to compete with major news media players on YouTube and DailyMotion. A new generation of curators has also appeared catering for a younger market. How will you compete? Generate more content or commission more skilfully?

5) Paid Content 2.0: from one-size-fits-all to Amazon style user focus

Big publishers are looking to different models, selling a variety of different packages and increasingly sophisticated in marketing and use of customer data. BUT... can you ever be as clever as Amazon?

6) Asian Digital Media Awards Reception

The fifth edition of the Digital Media Awards will be presented at a cocktail reception. Learn from the best In the Industry and It will be a good opportunity to relax and network with peers in an informal atmosphere.

7) Digital Media Asia Expo

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

Digital Media Asia Expo

A limited number of tabletop displays are available on a first come first served basis. Conveniently located in the foyer area, the expo provides you an opportunity to engage and showcase your products and services to the appropriate audience.



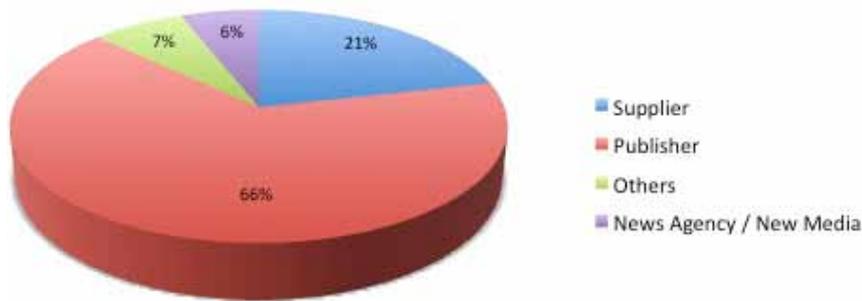
EXHIBITON FEES	Exhibitor Entitlements	Member	Non-Member
Table Top Exhibition	<ul style="list-style-type: none">■ 2 complimentary 2-days conference passes■ 50% discount for additional passes for your staff■ Event attendees listing (company name, person and position)■ Listing of company profile on event website	SGD 4,800	SGD 5,800

SPONSORSHIP	Sponsorship Entitlements	Member	Non-Member
Exclusive Platinum Sponsor DMA 2015 A unique opportunity to showcase and enhance your corporate brand. As Platinum Sponsor, you will receive broad visibility on all communication channels for this high-profile event	<ul style="list-style-type: none"> ■ 1 Full page advertisement in Asian News Media Focus ■ 1 Full page advertisement in event program guide ■ 4 complimentary 2-days conference passes ■ 4 complimentary awards reception passes ■ Branding of logo on event brochure, signage, and website ■ 2 roll-up banners setup at prominent locations ■ 1 complimentary banner ad on event website 	SGD 24,000	SGD 30,000
Best News Website Best Multimedia Campaign Best Online Video Best Data Visualisation Project Best Mobile Service Best in Tablet Publishing Best Reader Engagement Best Outstanding New Product	 <ul style="list-style-type: none"> ■ 3 complimentary 2-days conference passes ■ 3 complimentary award reception passes ■ 1 complimentary banner ad on awards site ■ Branding of logo on event brochure, signage and website ■ 1 company representative to present the awards ■ Co-branding of award category ■ Inclusion of your logo in award icon 	SGD 12,000 (Per Category)	SGD 15,000 (Per Category)
Asian Digital Media Awards Cocktail	The cocktail, lunches and coffee breaks are important elements for delegate networking. Here is what you get:	SGD 8,000	SGD 10,000
Coffee Break Sponsor	<ul style="list-style-type: none"> ■ 3 complimentary 2-days conference passes ■ Branding of logo on event brochure, signage, and website ■ 3 complimentary award reception passes 	SGD 8,000	SGD 10,000
Luncheon Sponsor	<ul style="list-style-type: none"> ■ 2 roll-up banners setup in the cocktail / coffee break / luncheon area 	SGD 8,000	SGD 10,000
Breakfast/ Breakout Session Sponsor	<ul style="list-style-type: none"> ■ 40 minutes presentation ■ 2 complimentary 2-days conference pass ■ Branding of logo on sponsored items, event brochure, signage and website ■ Listing of company profiles on event website 	SGD 6,000	SGD 7,500
Conference Session Sponsor - Demonstrate your knowledge and experience in the field and position your company as a leading organisation for the particular session's topic.	<ul style="list-style-type: none"> ■ 5 mins speaking slot to introduce the session ■ 2 complimentary 2-days conference pass ■ Branding of logo on sponsored items, event brochure, signage and website ■ Listing of company profile on event website 	SGD 6,000	SGD 7,500
Conference Kit - Your brand will be printed on the kit which will be handed out to all delegates	<ul style="list-style-type: none"> ■ 2 complimentary 2-days conference passes ■ Branding of logo on sponsored items, event brochure, signage and website ■ 2 complimentary award reception passes 	SGD 6,000	SGD 7,500
Lanyard - Your own lanyards will be given to all visitors for use with their conference badges.		SGD 6,000	SGD 7,500
Water Bottle - Your brand will be visible everywhere delegates get a drink	<ul style="list-style-type: none"> ■ 2 complimentary 2-days conference passes ■ Branding of logo on sponsored items, event brochure, signage and website 	SGD 6,000	SGD 7,500
Opening Conference Video	<ul style="list-style-type: none"> ■ 2 complimentary award reception passes 	SGD 6,000	SGD 7,500
Official Wi-Fi		SGD 6,000	SGD 7,500
Official Conference App		SGD 6,000	SGD 7,500
Insert in Conference Kit		SGD 2,000	SGD 2,500
Banner Ads on Website (234 x 180 px)		SGD 2,000	SGD 2,500

Connect with the right audience

Digital Media Asia 2014 held in Singapore had over 290 media executives.

Attendance Profile



Top Management: Publisher, Chairman, CEO, COO, CTO, Managing Director, Digital Product Director, President, Vice President, General Manager, Editor-in-Chief, HOD.

Middle Management: Senior Manager, Manager, IT Services Manager, Bureau Chief, Managing Editor, Multimedia Editor

Executive: Digital Marketing Executive, Web Assistant Editor, Digital Reporter, Social Media Editor

The 2014 conference participants came from 30 different countries, signifying WAN-IFRA reputation and reach in the publishing industry.



WAN-IFRA's Digital Media conferences are the world's leading event on new media for the news publishing industry. With sister conferences in Europe, India and Latin America, Digital Media Asia has established itself, in its seventh edition as the annual digital event not to be missed in Asia.

See what our delegates have to say about the event:

"A lot of publishers in Asia are aware the digital revolution is upon them. So for WAN-IFRA to organize a conference to bring all the experts together, giving a good overview of developments, it's a tremendous service. It won't make them instant experts. But they'll know enough to go back with fresh ideas."

Leslie Fong

Exec. V.P. Head of Marketing Division, SPH, Singapore

"What I most appreciated was to share the experiences of publishers in implementing digital projects. It is also very rewarding get in touch with new editorial approaches in the digital environment like BuzzFeed, emerging business classifieds or ground-breaking advertising models."

Juan Figuerola-Ferretti

Responsible for Digital Strategy Projects, Vocento, Spain

"It's really a peep into the digital world and it'll go a long way. With mobile and e-readers, there's a wide opening there for us. A lot of opportunities."

D.D. Purkayastha
CEO, ABP Ltd, India

"WAN-IFRA's Digital Media Conferences are pinpointed to present initiatives that are not only inspiring and innovative, but usable. It is almost impossible to leave these events without a bunch of useful alternatives for the future."

Marcelo Rech

Executive Director for Journalism, Grupo RBS, Brasil