

DIGITAL MEDIA INDIA

10-11 FEBRUARY 2015 • NEW DELHI

DRIVING INNOVATIONS IN NEWS MEDIA

#dmi2015

www.wan-ifra.org/dmi

infoindia@wan-ifra.org

Digital Media India

With over 200 million internet users in India today and with the projections of 300 million Indian language internet users by 2017, India is a hotbed of digital media business for news publishers.

It is also predicted that the surge in the growth of language internet users would happen mainly via mobile devices. Issues of local language compatibility in mobile devices or inavailability of affordable data plans are passe.

Now, the questions are: How can traditional news publishers cater to this digital audience in a sustainable way? How can we make use of the possibility of interactivity available in the digital space? Are there revenue opportunities other than advertising?

Join Digital Media India 2015 to learn more about:

- Content for the digital audience
- Retooling the traditional newsroom for digital news delivery
- Deciphering audience data
- Ad aggregators - a boon or a bane for the publishers

The Conference will be preceded by two pre-conference workshops on

- a) **Digital content strategy**
- b) **Pricing strategy for digital news publishers**

Conference Chairman



Ben Shaw is the Director of Global Advisory at WAN-IFRA. He is a leading expert on Digital Media and has the task of providing independent advice on digital strategy and organisational change to news publishers

Round table

Wednesday, 11 February 2015

Time: 16.30 hr - 17.30 hr

Topic: Should we be selective in choosing our digital advertising partners?

Some of the modern digital advertising platforms remove the traditional relationship between the publishers and advertisers. Are publishers throwing away their reader data to the advertising platforms? Is it good in the long run? Which is important – internet traffic or advertising?



#dmi2015

Tuesday, 10 February 2015

Keynote address: The future of news business



Raghav Bahl is a journalist, entrepreneur, media baron and one of the most respected business leaders of India. He recently exited from Network 18 and plans to focus on his dream of digital content creation and distribution.

Session: Content for digital audience

Entrepreneurship in traditional news publishing houses

A global round-up

Content and tools to reach the digital audience

A look at some of the most interesting and cool ways

Digital media has opened up many possibilities for interactivity

How can editors and reporters take this to their advantage?

Retooling the newsroom to achieve editorial excellence & multimedia capabilities across all publishing channels

A case study from The Post Publishing Co. Ltd., Thailand (tbc)

Short news videos from BBC

Key ingredients to produce compelling mobile video news content

Digital content strategy of vernacular news publishers

A case study from Sakshi Newspaper

Session: Mobile news delivery

Chat apps: the future of news?

A case study from BBC's India election coverage

Apple Daily's award winning mobile service

A case study

Mobile news delivery

How is the landscape changing for regional language dailies?

Speakers



Trushar Barot
Apps Editor
BBC World Service &
Global News
UK



Divya Bollareddy
President - Digital
Media & IT
Jagati Publications
India



Matt Lindsay
President
Mather Economics
USA



Christina Lo Man Ki
Director - Digital
Strategy
Apple Daily
Hong Kong

Wednesday, 11 February 2015

Keynote address: Mobile-first strategy



Kalle Jungkvist is a senior digital strategy consultant and advisor to the CEO at Schibsted, the Scandinavian media group, widely regarded as the most successful media company globally. Kalle is the former Editor-in-Chief of Aftonbladet, New Media.

Session: Digital revenue models

Digital classifieds

Will the growth of digital classifieds business make good for the decline of print classifieds for the publishers?

The power of relevance in digital advertising

Experience from the world's largest travel site "TripAdvisor". What are the learnings for news publishers?

Programmatic advertising

How are these automatic digital advertising markets/exchanges changing the rules of digital advertising. Is it the way forward for news publishers?

Session: Deciphering audience data

Best news website

An award winning case study from Indian Express

Paid content transformation

A case study from Gazeta Wyborcza, Poland (tbc)

Effect of pay-wall on advertising

Does the revenue really go down?

Pre-Conference Workshop

Monday, 9 February 2015

Workshop 1: Digital content strategy

Workshop chairman: Kalle Jungkvist

This workshop for senior executives looks at the various strategic approaches that traditional media companies can follow to survive and grow in the digital space. The use of a portfolio strategy and pay-walls will be looked into.

Workshop 2: Pricing strategy for digital news publishers

Workshop chairman: Matt Lindsay

Learn how data collection, econometric analysis, and pricing strategy can maximize subscriber and advertiser revenue and how analysis of online customer behavior can support the evolving digital business model.

Infotables & Sponsors

Conference delegates will also have an opportunity to interact with the leading vendors and service providers to the news publishing industry at the table top displays conveniently located in the foyer area.



Publications

Official publications:

Asian Newspaper Focus
World News Publishing Focus

Supporting publications:

All About Newspapers
GXpress
Indian Printer and Publisher
RIND Survey



Nikhil Ganju
Country Head
Trip Advisor
India



Gyan Gupta
Chief Operating Officer
iMedia Corp
India



Anita Nayyar
CEO India & South
Asia
Havas Media
India



Mitra Kalita
Executive Editor
(at-large)
Quartz
USA



Nathalie Malinarich
Editor - Mobile &
New Formats
BBC News online
UK



Nandagopal Rajan
New Media Editor
The Indian Express
India

General Information

Date, Session Time and Venue

9 February: Workshop 1 & 2

10.00 hr – 18.00 hr

10 & 11 February: Digital Media India Conference

09:30 hr – 17:30 hr

Holiday Inn New Delhi International Airport

Asset Area 12, Hospitality District, Aero City,
Delhi International Airport, New Delhi – 110037, India
Tel: +91.11.4222 2000

The metro station AEROCITY, in the airport line, is 200 meters away from the conference venue hotel.

Contact

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Registration Fee

	WAN-IFRA Members	Non-Members
Conference	INR 18,000 / EUR 260	INR 22000 / EUR 315
Any one Workshop	INR 15,000 / EUR 215	INR 18,000 / EUR 260
Conference + One workshop	INR 30000 / EUR 430	INR 36000 / EUR 515

Group discount for conference

One complimentary registration for every 4 paid registrations from the same company. If you register 4 participants, the 5th participant attends the conference free of charge.

Note: Please add 12.36% taxes to the above fee.

Overseas participants pay in EUR.

Included in the price are the course fee, documentation, luncheon and beverages during breaks.

Digital Media India 2015 Conference & Workshop

9 - 11 February 2015, New Delhi

Registration Form

Please copy, fill in and fax or mail to:

WAN-IFRA South Asia Pvt. Ltd., 54 K.B.Dasan Road, SIET Admn. Building, Chennai 600 018, India · Fax +91.44.2435 9744 · infoindia@wan-ifra.org

Full name _____

Company _____

Position _____

Address _____

City/postal code _____

Country _____

E-Mail _____

Phone _____

Fax _____

Signature _____

Please register me for

Digital Media India 2015 Conference

Workshop 1: Digital Content Strategy

Workshop 2: Pricing strategy for digital news publishers

Payment details:

Cheque / demand draft favouring **WAN-IFRA South Asia Pvt. Ltd.** for

INR / EUR _____ enclosed.

Name in block capitals _____

Address the invoice to _____

Excerpt from the General Terms and Conditions for WAN-IFRA Public Training Events

2. Registration

2.1 Registration can be submitted in writing to WAN-IFRA by mail, fax or e-mail. For the participant, the registration constitutes a binding offer for the conclusion of a contract for participation in the event described in the registration. This offer is subject to acceptance by WAN-IFRA. This is signalled by WAN-IFRA by confirmation to the participant that he has been accepted for participation in the event concerned.

2.2 In order to ensure optimum training conditions, the number of participants is limited. Registrations will be processed in the sequence of reception.

3. Performance and Change of Performance

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3.4 WAN-IFRA can cancel or postpone events in case of too few participants (at latest two weeks before the start of the event) or cancellation of a speaker or other circumstances for which it is not responsible. In such cases, WAN-IFRA is relieved of the obligation to hold the event and shall reimburse participants any fees already paid.

4. Conditions of Payment

4.2 The participation fee becomes due upon receipt of the invoice.

5. Cancellation and No Show

5.3 The participant can cancel free of charge up to 14 calendar days before the event begins.

5.4 If the participant cancels between the 14th and seventh calendar day before the event begins, WAN-IFRA will charge 50% of the

participation fee as a cancellation fee. If the participant cancels later than seven days before the event begins, or fails to attend or does attend only a part of the training event, then the regular participation fee will be charged.

5.5 If a participant cannot personally attend an event for which he has a firm booking, he has the possibility to name a substitute. WAN-IFRA must be notified of this in writing, stating the name and address of the substituting person.

6. Liability

6.5 In case of withdrawal from the contract or cancellation of the event by WAN-IFRA, no reimbursement of costs for booking the travel or accommodation will be afforded.