



29-31 MARCH, MANILA

PUBLISH ASIA 2016

Sponsored by



Official Media Partners



International New York Times

Supporting Organisations



DAY 1, 30 MARCH

08:30

Registration opens and breakfast/ coffee at Publish Asia Expo

09:30

Delegates to be seated

10:00

Conference Opening

Opening speech

H.E. Benigno Aquino III, President of the Philippines

SESSION 1. Global Media Trends

Around Asia in 60 minutes

An overview of the major media trends in APAC.

Azrul Ananda, CEO, Jawa Pos Group

Barbie Atienza, President, UPMG

Datuk Mohd. Noordin Abbas, Group Managing Director, Utusan Melayu

David Lu, Director of International Relations, Guangzhou Daily

John Nery, Editor in Chief, Inquirer.net

Park Chang Hee, COO, JoongAng Ilbo

Pichai Chuensuksawadi, Group Editor in Chief, Post Publishing

11:00 - 12:30

From Mobile First to Mobile Only: Trends across Newsrooms in SEA and Beyond

Asia's Internet users are global trendsetters reinventing the web around mobile, and pushing news publishers to innovate content and business strategies. This session will discuss innovations across mobile platforms including AMP, new forms of storytelling on YouTube, and monetisation.

Parin Mehta, Head of Strategic Partnerships, Google

LUNCH: 12:30 - 14:00

SESSION 2. The resilience of print

New business models for newspaper printers

Based on a recent WAN-IFRA research report, this presentation will elaborate on different business models for newspaper printers, following the idea to separate the publishing from the printing business.

Manfred Werfel, Deputy CEO & Exec. Director Global Events, WAN-IFRA

14:00 - 15:30

Investing in print in the digital era

NewsCorp Australia launched last year a multi-million mailroom upgrade of its newspaper printing sites. This presentation will explain why a leading publisher is still massively investing in costly printing equipments.

Geoff Booth, National Director

Production & Logistics, News Corp, Australia

Printing operations as a centre of profit and innovation

Bennett, Coleman & Co, the publisher of the Times of India, is committed to deliver hundreds of innovations in newspaper production every year. It also considers that drastic costs can be saved in printing operations while some revenues opportunities are still under valued.

Sanat Hazra, Technical Director, The Times of India

[Break-out] SESSION 2. Unlocking Digital Advertising

Hosted by **SPOTX**

14:00 - 15:30

The New York Times T Brand Studio

Bringing brands to life through effective content marketing continues to be one of the fastest growing areas of the marketing mix. How to achieve connection with audiences through authentic, relevant and high quality storytelling?

Jennifer Cheng, Regional Advertising Sales Manager, APAC, INYT

Embracing programmatic video

New technology promises ways for publishers to increase revenue and maximise their holistic yield. Singapore's multimedia group, MediaCorp and online video ad platform, SpotX, will explain how to gain commercial efficiency, and tighter control of inventory with programmatic video.

Rodney Tay, Vice President, Digital Solutions & Operations, MediaCorp
Daniel Rowlands, Director of Supply, JAPAC, SpotX
Marcus Tan, Managing Director, JAPAC, SpotX

COFFEE BREAK: 15:30 - 16:00**SESSION 3. Newsroom Transformation****Digital transformation in the world's biggest print market**

Hindustan Times has recently integrated the newsrooms of its three daily titles, adopted a new CMS and implemented innovative editorial workflows and processes with a widespread use of analytics tools to monitor digital content performance.

Nic Dawes, Chief Content & Editorial Officer, HT Media

Creating a high-performance digital organisation in Asia

This presentation will explore how media companies such as the South China Morning Post created an efficient and streamlined editorial organisation adapted to multi-channel publishing.

Hakan Helander, Senior Consultant – Newsroom Organisation, Wan-Ifra

Newsroom integration with an "audience-first" focus

The New Zealand Herald has brought its digital, print, radio, video and photo teams together in one, integrated 24/7 editorial operations in which the editors from all platforms work closely with social media and audience analytic experts.

Shayne Currie, Managing Editor, New Zealand Herald

Gala Dinner and Asian Media Awards Presentation

Publish Asia's Gala dinner will take place in the unique set up of Fort Santiago on March 30, 2016, at 6:30 pm. Transport will be organised from Manila Hotel.

DAY 2, 31 MARCH**Session 4. Optimizing content discovery****Mastering social media discovery and content performance**

How do the likes of Vox, Unworthy, BuzzFeed or BBC use social media to discovery and distribute content effectively? These tools and tips will help you optimise your discovery workflow and track the performance of your content on social media.

Asha Phillips, APAC Accounts Director, CrowdTangle

7 things BuzzFeed has learned about how people share across Asia-Pacific

Producing or aggregating highly sharable content and make it viral is the trademark of BuzzFeed. This presentation will give insights on how this unique content is produced and distributed.

Simon Crerar, Editor Australia, BuzzFeed

Bots in the newsrooms: How Slack and AI are changing the way news is discovered, created and distributed

We are at the cusp of a new phase of operations driven by the use of bots and other AI technologies to discover, create and distribute stories. These bots will help automate workflows and help you deliver news faster and with greater accuracy.

Alan Soon, Founder & CEO, The Splice Newsroom

COFFEE BREAK: 10:30 - 11:00

Session 5. Diversifying revenue streams

Mastering the 3 pillars of a successful monetisation strategy

A monetisation strategy is only as strong as its weakest pillar. Case studies on how to build effective and sustainable tactics within Audience, Diversification and Business Models .

Nikolay Malyarov, EVP Chief Content Officer, PressReader

Exploring new revenues beyond news

From events to Marvel characters exhibits home and abroad, Star Media Group is demonstrating an innovative and entrepreneurial spirit for identifying alternative revenue streams to print advertising.

Wong Chun Wai, Group Managing Director & CEO, Star Media Group

Entrepreneurialism within a larger Organization: Revenue Streams for Expansion

A case study in Dow Jones's strategy for launching a financial publication in Asia and the revenue streams they use to support their digital-only endeavor.

Tracy Young, Publisher, Barron's Asia

[Break-out] Session 5. Investigative Journalism in Asia

What are the challenges for investigative journalism in Asia today? How can media companies guarantee the safety of their journalists? This session will explore the issue of sources safety in the digital age. It will also question how news publishers must prepare to the eventuality of covering a terrorist attack or other emergency crisis.

Chay Hofileña, Head of Investigative Unit, Rappler

Marc Lavine, Editor in Chief Asia, AFP

LUNCH: 12:30 - 14:00

Session 6. Advertising performance and market expectations

Hosted by



Innovate, Don't constipate!

Singapore Press Holdings keeps innovating in print and digital. From its investment in an inkjet digital printing head for producing personalised papers to a "solution-focused" marketing team, discover SPH's latest inroads for staying ahead of the game.

Geoff Tan, SVP – Head Strategic Marketing, Singapore Press Holdings

Making an impact with print advertising

Australian newspapers have published creative print advertising and measured their outstanding impact on readers, producing convincing evidence of the unrivalled strength of the print medium, combined with other platforms.

Mark Hollands, Chief Executive Officer, TheNewspaperWorks

COFFEE BREAK: 15:00 - 15:30

Session 7: Strategies for a multi-screen media world

Redefining newspaper content in the multi-screen media consumption era

How the PhilStar embarked in the production of highly popular mini TV series for a Cable TV channel.

Lucien C. Dy Tioco – SVP for Sales & Marketing, Philstar Media Group

Expanding online video and social media offerings

ABP News Network is India's largest TV news network with a reach of over 100 millions weekly. It has significantly beefed up its online video offerings and social media content distribution in recent months.

Ramakrishnan Laxman, Head Digital Business, ABP News Network

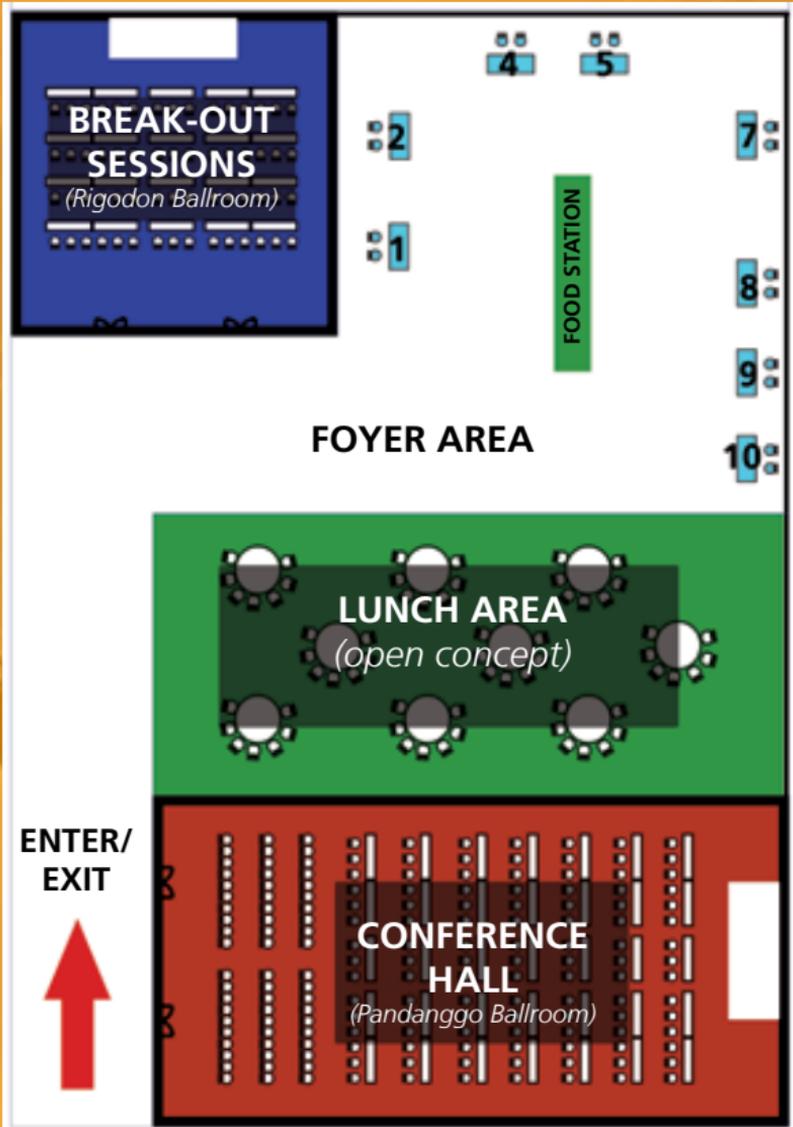
11:00 - 12:30

11:00 - 12:30

14:00 - 15:00

15:30 - 17:00

OVERVIEW / FLOOR PLAN



FIESTA PAVILION, THE MANILA HOTEL, GROUND FLOOR

30 MARCH

Conference
10:00 - 17:30,
Pandanggo Ballroom

**Break-out Session 2:
Unlocking digital
advertising**
14:00 - 15:30,
Rigodon Ballroom
Hosted by **SPOTX**

**Gala Dinner and
Awards Presentation**
18:30 - 22:30, *Fort Santiago

31 MARCH

Conference
09:00 - 17:00,
Pandanggo Ballroom

**Break-out Session 5:
Investigative Journalism
in Asia**
11:00 - 12:30,
Rigodon Ballroom

**Transport will be provided to and from The Manila Hotel and Fort Santiago.*

EXHIBITORS

Table 01: UPM



UPM is one of the world's leading producers of newsprint, magazine, fine and speciality papers serving customers worldwide. UPM has paper mills in China, Europe and North America. The combination of a comprehensive paper range, reliable deliveries and high environmental performance form the heart of UPM operations.

Table 02: OneVision



One Vision is a global provider of innovative software solutions for the media industry. OneVision software solutions ensure quality, save time and reduce costs in numerous data- and image-intensive premedia operations. OneVision's e-media solution, Mirado allows publishers a seamless transition from print to digital media.

Table 04: Cxense



Cxense helps the world's leading media, e-commerce and consumer brands take control of their own audience data to deliver more engaging, personalized user experiences.

Table 05: ppiMedia



ppiMedia GmbH is an international market leader in the field of automated newspaper and magazine production, providing, amongst others, solutions for ad planning and production, edition planning and plate production.

Table 07: Pressreader



PressReader is an all-you-can-read digital media platform that reaches more than 300 million readers who use PressReader to read, share and talk about news.

If you're looking to grow global reach and revenues for your digital content, let's talk!

Table 08: Manroland



manroland web systems GmbH is the leading manufacturer of web-offset printing systems. The company provides integrated solutions for commercial web offset, newspaper and digital printing. A worldwide sales and service network also markets ancillary printing equipment and pressroom products as well as software products and workflow management systems.

Table 09: Financial Times



The Financial Times, one of the world's leading business news organisations, is recognised internationally for its authority, integrity and accuracy. Providing essential news, comment, data and analysis for the global business community, the FT has a combined paid print and digital circulation of over 700,000. Mobile is an increasingly important channel for the FT, driving almost half of total traffic and 20 per cent of digital subscriptions. FT education products now serve two thirds of the world's top 50 business schools.

Table 10: AT Internet



One of the world's major players in digital intelligence since 1996, AT Internet helps companies measure their audience and optimise their digital performance across all channels. AT Internet counts more than 3,800 customers and more than 200 employees, and is present in 32 countries via its customers, subsidiaries and partners.