



28-30 April, Centara Grand Hotel, Bangkok

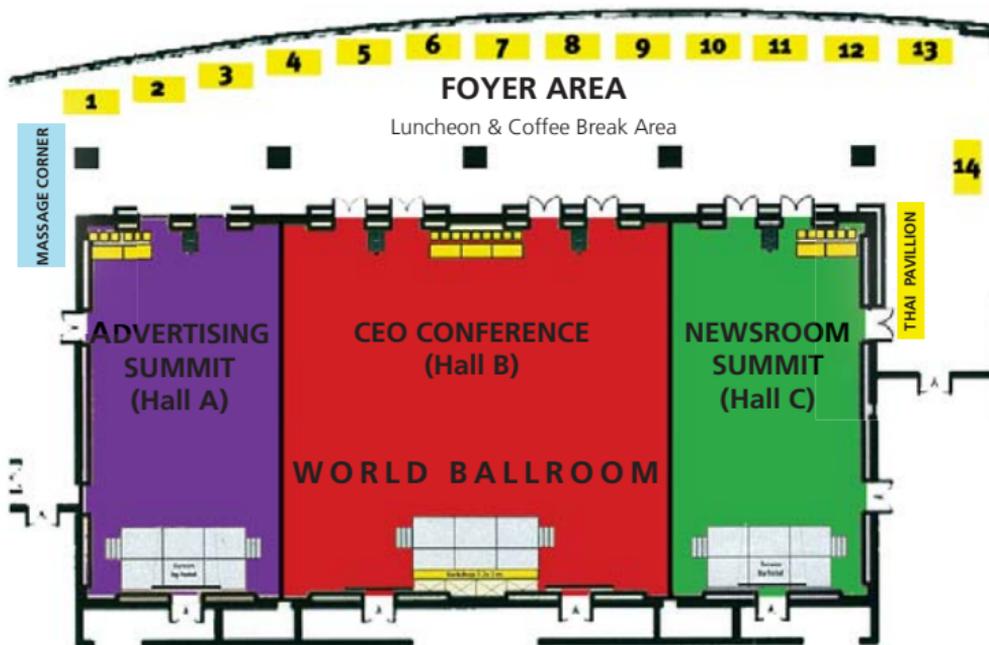
PUBLISH ASIA 2015

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CENTARA GRAND HOTEL

23rd floor, World Ballroom, Centara Grand Hotel



BUSINESS TRACKS

28 April 2015

Welcome Cocktail Reception:

World Ballroom

29 April 2015

Opening Session:

World Ballroom Hall B

CEO Conference:

World Ballroom Hall B

Advertising Summit:

World Ballroom Hall A

Newsroom Summit:

World Ballroom Hall C

Printing & Production Summit:

Lotus Suite 13

Lunch session by Cxense:

Lotus Suite 14

AMA Gala Dinner:

Bangkok Convention Hall

30 April 2015

Breakfast session by Mather:

Lotus Suite 5

CEO Conference:

World Ballroom Hall B

Advertising Summit:

World Ballroom Hall A

Newsroom Summit:

World Ballroom Hall C

Printing & Production Summit:

Lotus Suite 13

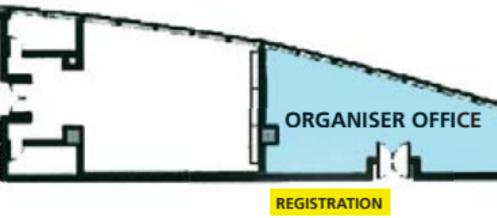
Lunch session by Google:

World Ballroom Hall C

Closing Session:

World Ballroom Hall B

FLOORPLAN



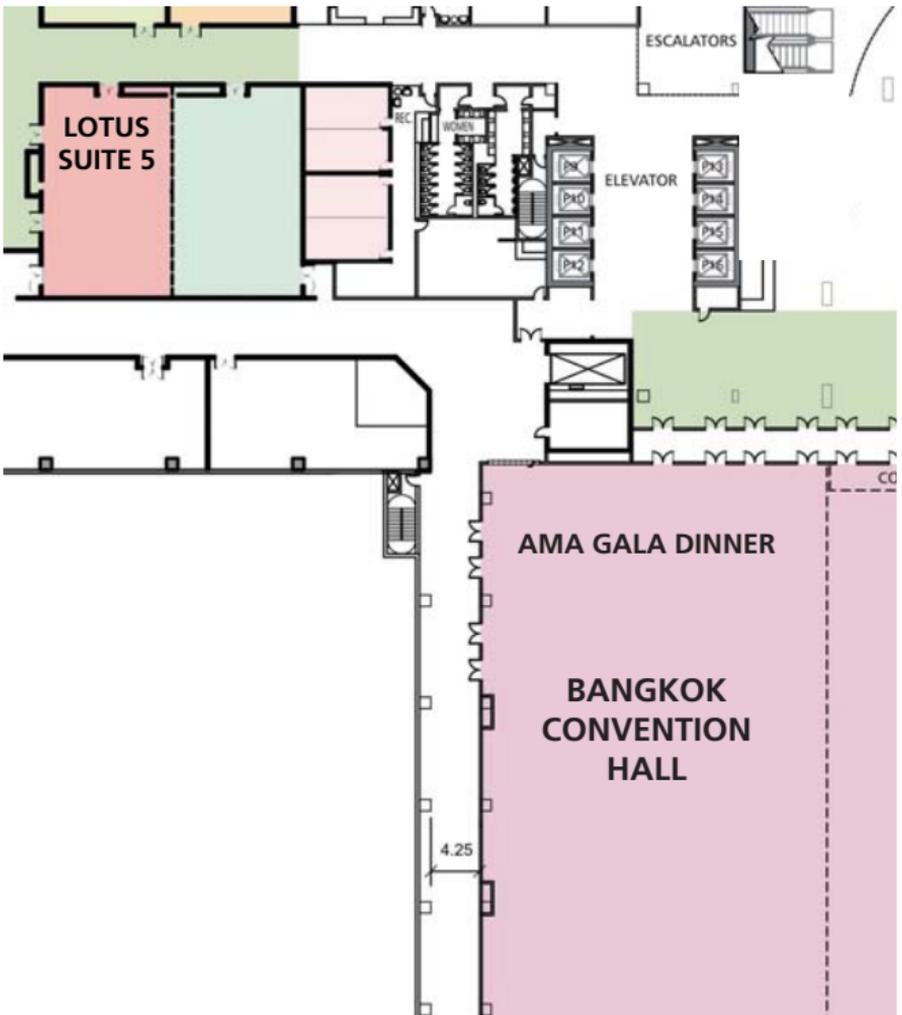
**Floor plan is not drawn to scale*

EXHIBITORS

- Booth 01: Crowdynews
- Booth 02: The Printers House
- Booth 03: Muller Martini
- Booth 04: Mosca
- Booth 05: WoodWing
- Booth 06: Brightcove
- Booth 07: ppiMedia
- Booth 08: Mikz
- Booth 09: Cxense
- Booth 10: Protecmedia
- Booth 12: Manroland
- Booth 13: Scribblelive
- Booth 14: Financial Times

For a detailed description of each exhibitors, refer to PA Expo page.

22nd floor, Bangkok Convention Hall, Centara Grand Hotel



CONFERENCE OVERVIEW



Tuesday, 28 April

Masterclass: How to develop new and more effective ad sales operations for a Multi Media Future

09:00 - 17:00 hrs, Lotus Suite 13, 23rd Floor, World Ballroom Level

Masterclass: Visual communication and storytelling in the age of the tablet

15:00 - 18:00 hrs, Lotus Suite 14, 23rd Floor, World Ballroom Level

Welcome Cocktail Reception

Hosted by Tourism Authority of Thailand (TAT)

18:30 - 21:30 hrs, 23rd Floor, World Ballroom

Wednesday, 29 April

Opening Session

09:00 - 11:00 hrs, 23rd Floor, World Ballroom Hall B

CEO Conference

Advertising Summit

Newsroom Summit

11:00 - 17:00 hrs, 23rd Floor, World Ballroom

Printing Summit

11:00 - 17:00 hrs, Lotus Suite 13, 23rd Floor, World Ballroom Level

Lunch session: Understand, engage & monetize your audience with data.

Hosted by Cxense

13:00 - 14:00 hrs, Lotus Suite 14, 23rd Floor, World Ballroom Level

Asian Media Awards Gala Dinner

Hosted by Thailand Convention & Exhibition Bureau (TCEB)

18:30 - 21:30 hrs, 22nd Floor, Bangkok Convention Hall

Thursday, 30 April

Breakfast session: Using data and analytics to develop strategy and increase newspaper revenue and profitability.

Hosted by Mather Economics

08:00 - 09:00 hrs, Lotus Suite 5/6, 22nd Floor, Bangkok Convention Hall

CEO Conference

Advertising Summit

Newsroom Summit

09:00 - 12:30 hrs, 23rd Floor, World Ballroom

Printing Summit

09:00 - 12:30 hrs, Lotus Suite 13, 23rd Floor, World Ballroom Level

Lunch session: Google and publishers: Working together to innovate business

13:00 - 14:00 hrs, Lotus Suite 14, 23rd Floor, World Ballroom Level

Closing Session

14:00 - 16:00 hrs, 23rd Floor, World Ballroom Hall B

MASTERCLASSES

Tuesday, 28 April

How to develop new and more effective ad sales operations for a multi media future

Masterclass leader: Eamonn Byrne, Business Director, The Byrne Partnership Ltd, UK

09:00 - 17:00 - This workshop is meant for advertising, marketing and sales executives. It will provide essential strategies and best practices for:

- Assessing your company current activities and structure
- Enabling continuous development and getting change to become the norm
- Providing a dynamic process for measurement of activity and results
- Providing a dynamic and motivational sales environment
- Empowering the management team and place them firmly in control of the activities that drive business plan achievement
- Improving team and individual performance
- Ensuring challenging yet realistic targets and objectives

Visual communication and storytelling in the age of the tablet

Masterclass leader: Dr. Mario Garcia, CEO & Founder, Garcia Media, USA

15:00 - 18:00 - The objective of this workshop is to introduce the participants to the best practices in visual journalism, to broaden their understanding of design, visual communication and storytelling in the multimedia era. According to workshop leader Mario Garcia "These are the best of times to be a storyteller, since we can tell stories across platforms, emphasizing the uniqueness of each."

NOTE:

Delegates are to be seated at the World Ballroom Hall B by 08:55 hrs sharp for the opening ceremony on 29 April.

Delegates are required to wear the conference badge at all times for access to the conference and all social events. Admission will be deny without a badge identity.

CEO CONFERENCE

Wednesday, 29 April

CONFERENCE OPENING

Session 1. Global media trends

(Common opening session for all)

Moderator: Gilles Demptos, Director Asia, WAN-IFRA

09:00 Conference opening video by  REUTERS

Opening keynote

Dr. Mario Garcia, Founder & CEO, Garcia Media, USA

World Press Trends

Thomas Jacob, COO, WAN-IFRA

Keynote

Pit Gottschalk, Managing Director of Content Management, Axel Springer, Germany

10:30 Coffee break

Session 2. Focus on audience development *(Common for all)*

Moderator: Stephen Rae, Group Editor in Chief, INM, Ireland

11:00 Building up a virtuous data ecosystem

Rappler has implemented a unique model of audience engagement which combines crowdsourcing and data analytics to engage users and deliver powerful targeted ad campaigns.

Maria A. Ressa, CEO & Executive Editor, Rappler, Philippines

Data: An opportunity for magazine publishers?

Challenges & opportunities linked to "data" for a traditional magazine publisher in the journey of digital transformation.

Yves Bougon, Director East Asia, Hearst Media International, Japan

12:30 Lunch

Lunch Session. *(Open to all delegates)*

Sponsored by



13:00 Understand, engage & monetise your audience with data

World-class brands such as The Wall Street Journal, e-commerce leader DMM.com, and media company Globo all use Cxense to gain a lead on the competition. Why? The session will cover topics such as the power of personalizing your site with data, boosting revenue with targeted advertising (including native ads), and how to use data to increase digital subscribership. It will also include a case study by Motoko Imada, CEO of Japan's Mediagene, a leading digital media company, with titles such as GIZMODO or lifehacker reaching over 145 million PVs/month.

Lauren Pedersen, VP Global Marketing & Com., Cxense

Motoko Imada, CEO, Mediagene, Japan

Charles Ho, Senior VP & General Manager, APAC, Cxense

Session 3. The resilience of print

(Common session with Printing Summit)

Moderator: Mohamed Hassan Mohamed Ali, Production Director,
Star Publications, Malaysia

14:00 Cost optimization: Outsourcing accounting & finance
In an audacious move, Post Publishing outsourced its finance and accounting departments in 2014, following the outsourcing of its IT department a few years ago. Lessons learned on how to establish lean and flexible operations at a traditional newspaper company.
Supakorn Vejjajiva, President & COO, Post Publishing, Thailand

14:30 Panel discussion on latest developments in newspaper production for enhancing print revenues
Gerald Benz, Deputy Vice President Sales, manroland web systems GmbH
Peter Kirwan, President APAC, Goss International, Australia
Evandro Matteucci, General Manager, Graphics, VP Marketing, APAC, Eastman Kodak, China
Snehasis Roy, VP Manufacturing, ABP, India

15:30 Coffee break

Session 4. Diversifying revenue streams

Moderator: Thomas Jacob, COO, WAN-IFRA

Sponsored by
 brightcove

16:00 How to generate new revenue streams and diversify the business mix
L'Equipe, the leading sports media brand in France, has been exploring new opportunities for growth while keeping developing its core businesses.
Frédérique Lancien, Strategy and New Business Director, Groupe L'Equipe, France

How The Nation monetised online video in Thailand

The Nation recently launched its brand new website, NationTV.TV, to deliver high-quality video experiences for audiences in Thailand. News video content and new video advertising models both deepened engagement and expanded monetisation opportunities for The Nation.
Amnart Treenarat, Vice President (Thailand) New Media, Nation Broadcasting Corp
Ben Morrell, Senior Technical Consultant, Media, Brightcove

From stunts to core business - The engine of future growth

Expanding optimistically: To maintain the position as a leading media house, VG had made a significant step-up on online video. This is a next generation investment. VGTV is building a web-native TV experience – targeting first of all young people.
Helje Solberg, Editor and CEO VGTV, Norway

18:30 - Asian Media Awards Gala dinner

21:30 Venue: Level 22, Bangkok Convention Hall

CEO CONFERENCE

Thursday, 30 April

Breakfast Session. *(Open to all delegates)*

Sponsored by
mather:

08:00 - 09:00 Using data and analytics to develop strategy and increase newspaper revenue and profitability

Publishers need to understand what content is driving audience engagement and subscriptions, how different customer segments consume the content, which customers are willing to pay, and how much they will pay. They also need to understand what ad inventory advertisers are demanding, the value of that inventory, and what inventory remains available. Case studies and recommendations on how best to execute your data-driven strategy.

Matt Lindsay, President, Mather Economics, USA

Session 5. From newspaper to broadcaster

Moderator: Helje Solberg, Editor and CEO VGTV, Norway

09:00 Delegates to be seated

Coping with the transition: From print to broadcast

What promised to be a new era of broadcasting business for Thailand turned out to be more challenging than expected. Newspapers that jumped on the digital TV bandwagon have found that the transition is fraught with difficulties. Reaching their target audiences, realizing their revenue opportunities and staying competitive with their editorial contents are among the challenges.

Thepchai Yong, Group Editor in Chief, Nation Multimedia Group, Thailand

Thairath Group: From publisher to broadcaster

How TrendVG3, the digital and broadcasting arm of Thairath - Thailand's largest daily newspaper - launched a new Digital TV channel from scratch.

Vachara Vacharaphol, CEO, TrendVG3, Thailand

The TV challenge at South Korean newspapers

JoongAng Ilbo Media Network launched its TV channel more than 2 years ago. What were the synergies found with Print? What are the key challenges and main benefits?

Jeongdo Hong, CEO, JMnet, South Korea

10:30 Coffee break

Session 6. New monetisation opportunities

(Common session with Advertising Summit)

Moderator: Eamonn Byrne, Business Director, Byrne Partnership, UK

11:00 Growing mobile revenue

An overview of the Fairfax mobile portfolio and how Fairfax is growing mobile revenue from both advertising and subscriptions. Case study of an app - for a brand new digital device - aiming to address both revenue streams.

Nada Tielu, Head of Native, Fairfax Media, Australia

Digital First Media's take on growing digital revenue

In this session, Kirk MacDonald will share Digital First's vision of the digital ecosystem and explain their key orientations for growing digital revenues.

*Kirk MacDonald, Exec. VP of Sales and Sales Development/
President of AdTaxi, Digital First Media, USA*

12:30 Lunch

Hosted by



Lunch Session. *(Open to all delegates)*

13:00 - 14:00 Google and publishers: Working together to innovate business

Asia's Internet users are reinventing the Internet around mobile, pushing news publishers to develop new content and new ways to make money. Dushyant Khare of Google and Kirk MacDonald of Digital First Media will share their perspectives on the new business strategies and revenue models in the mobile first world and discuss the difference and similarities between Asia's mobile Internet users and the West's Internet users that began with desktop.

Dushyant Khare, Head of Strategic Partnerships, Southeast Asia & India, Google

*Kirk MacDonald, Executive Vice President of Sales and Sales Development/
President of AdTaxi, Digital First Media, USA*

Session 7. Injecting innovation into news operations

(Common closing session for all)

Moderator: Gilles Demptos, Director Asia, WAN-IFRA

14:00 The International New York Times in Asia: Looking ahead

A look at the International New York Times' approach to growing its business in Asia and some of the exciting new print and digital initiatives being launched in the region throughout 2015.

Helena Phua, Executive Vice President - APAC, INYT, HK

More internet - More content: Transformation of media landscape & publishing through digital and mobile

Asia's use of mobile devices is creating entirely new opportunities for publishers and changing the world's Internet. Google outlines how to reach out to an audience that behaves very differently from audiences in the West and which new business models are being created in the process.

Dushyant Khare, Head of Strategic Partnerships for Southeast Asia & India, Google

Building and retaining audiences through innovation

A look at The Wall Street Journal's approach to storytelling, platforms and engaging subscribers

Mark Pope, Managing Director, Dow Jones Asia, HK

16:00 End of conference

ADVERTISING SUMMIT

Wednesday, 29 April

CONFERENCE OPENING

Session 1. Global media trends

(Common opening session for all)

09:00 Please refer to CEO Conference programme

10:30 Coffee break

Session 2. Focus on audience development

(Common for all)

11:00 Please refer to CEO Conference programme

12:30 Lunch

Lunch Session. *(Open to all delegates)*

Sponsored by



13:00 **Understand, engage & monetise your audience with data**

World-class brands such as The Wall Street Journal, e-commerce leader DMM.com, and media company Globo all use Cxense to gain a lead on the competition. Why? The session will cover topics such as the power of personalizing your site with data, boosting revenue with targeted advertising (including native ads), and how to use data to increase digital subscribership. It will also include a case study by Motoko Imada, CEO of Japan's Mediagene, a leading digital media company, with titles such as GIZMODO or lifehacker reaching over 145 million PVs/month.

Lauren Pedersen, VP Global Marketing & Communications, Cxense

Motoko Imada, Mediagene, Japan

Charles Ho, Senior VP & General Manager, APAC, Cxense

Session 3. Looking into sales organisations

14:00 **5 steps to a successful multimedia sales team**

From dynamic face to face multi media sales pitches to programmatic automation this presentation will showcase 3 major newsmedia company cases and the formula they used to achieve more profitable multimedia advertising sales.

Eamonn Byrne, Business Director, Byrne Partnership, UK

Digitising the sales network - the sph story

To poise for growth, sph restructures its sales organisation and redefines its sales servicing strategies to differentiate, resonate and connect with the elusive digital natives today. Believing in that digital future, sph digital was birthed with a mandate to focus on innovation, creativity and enterprise; and to cover the full spectrum from premium to marketplace in order to compete effectively at every price-point.

Keith Cheong, Head of Sales, SPH Digital, Singapore

15:30 Coffee break

Session 4. Innovations in print and digital advertising

16:00 **How to avoid losing yield in an automated trading world**

With online ad placement becoming increasingly automated, the digital ad industry has a problem on the other side of the equation: The traffic is becoming increasingly automated, too. The rise of programmatic forms of online advertising are something of a double-edged sword, and it could create a challenge for advertisers and publishers alike.

Ahteram Uddin, Chief Operating Officer, Prothom Alo, Bangladesh

"The Kopi Journey" 5D Print Campaign

Malaysia's first 5D print ad campaign kicked off for one week in March 2014, sending millions of readers into coffee mood tinged by exploiting Human 5 senses through collaboration between the New Straits Times and Wonda (a renowned Japanese coffee brand). The first-of-its-kind campaign was a tremendous success, coveting numerous awards and recognitions locally and abroad.

Roche Chew, GM Agency Sales, NSTP, Malaysia

18:30 - **Gala dinner**

21:30 *Venue: Level 22, Bangkok Convention Hall*

Thursday, 30 April

Breakfast Session. *(Open to all delegates)*

Sponsored by

mather:

08:00 - **Using data and analytics to develop strategy and increase newspaper revenue and profitability**

09:00

Publishers need to understand what content is driving audience engagement and subscriptions, how different customer segments consume the content, which customers are willing to pay, and how much they will pay. They also need to understand what advertising inventory advertisers are demanding, the value of that inventory, and what inventory remains available. Mather Economics will share case studies and offer recommendations on how best to execute your data-driven strategy.

Matt Lindsay, President, Mather Economics, USA

Session 5. Advertising performance and market expectations

09:00 **Delegates to be seated**

Everyday Life in the Mobile-First World

Asia's home to most of the world's first and largest mobile-first countries, where consumers rarely use a PC and are building their Internet from an entirely new base. Using data from Google search trends and Google's Consumer Barometer survey, Robin Moroney will outline how this affects how people in Asia consume media, shop, take photos and, yes, track the news. Many of the lessons

ADVERTISING SUMMIT

learned in the desktop-based West about Internet habits in the 2000s need to be unlearned. Asia shows most clearly how the world's Internet will develop from now on.

Robin Moroney, Communications Manager APAC, Google, Singapore

Understanding advertising trends

Recent advertising trends in Thailand and SEA. What news media companies should do to maintain or expand their share of the ad spend pie?

Tharaputh Charuvatana, MD, UM Thailand, Thailand

The future of advertising

Key advertising trends and media consumption habits. Insights on market expectations from traditional & new media. A glimpse of what the future holds for marketers and the industry at large.

Andreas Vogiatzakis, CEO, Omnicom, Malaysia

10:30 Coffee break

Session 6. New monetisation opportunities

(Common session with CEO Conference)

11:00 Please refer to the CEO Conference programme

12:30 Lunch

Lunch Session. *(Open to all delegates)*

Hosted by



13:00 - 14:00 Google and publishers: Working together to innovate business

Asia's Internet users are reinventing the Internet around mobile, pushing news publishers to develop new content and new ways to make money. Dushyant Khare of Google and Kirk MacDonald of Digital First Media will share their perspectives on the new business strategies and revenue models in the mobile first world. across the world and discuss the difference and similarit

Dushyant Khare, Head of Strategic Partnerships, Southeast Asia & India, Google

Kirk MacDonald, Executive Vice President of Sales and Sales Development/ President of AdTaxi, Digital First Media, USA

Session 7. Injecting innovation into news operations

(Common closing session for all)

14:00 Please refer to the CEO conference programme

16:00 End of conference

NEWSROOM SUMMIT

Wednesday, 29 April

CONFERENCE OPENING



Session 1. Global media trends

(Common opening session for all)

09:00 Please refer to the CEO Conference programme

10:30 Coffee break

Session 2. Focus on audience development

(Common for all)

11:00 Please refer to the CEO Conference programme

12:30 Lunch

Lunch Session. *(Open to all delegates)*

Sponsored by



13:00 **Understand, engage & monetise your audience with data**

World-class brands such as The Wall Street Journal, e-commerce leader DMM.com, and media company Globo all use Cxense to gain a lead on the competition. Why? The session will cover topics such as the power of personalizing your site with data, boosting revenue with targeted advertising (including native ads), and how to use data to increase digital subscribership. It will also include a case study by Motoko Imada, CEO of Japan's Mediagene, a leading digital media company, with titles such as GIZMODO or lifehacker reaching over 145 million PVs/month.

Lauren Pedersen, VP Global Marketing & Com., Cxense

Motoko Imada, Mediagene, Japan

Charles Ho, Senior VP & General Manager, APAC, Cxense

Session 3. Safe journalists, safe sources

Moderator: Julie Posetti, Research Fellow, WAN-IFRA/ Journalism Lecturer, University of Wollongong (Australia)

14:00 **How to keep journalists safe in Asia and other regions? What can we learn from Western media houses about the protection of sources in the digital era?**

Panellists: Pichai Chuensuksawadi, Group Editor in Chief, Post Publishing, Thailand

Abdul Jalil Hamid, Group Editor in Chief, NSTP, Malaysia

Martin Schibbye, Investigative Journalist, Sweden

15:30 Coffee break

Session 4. Re-engineering newsrooms for the multimedia era

Moderator: Julie Posetti, Research Fellow, WAN-IFRA

16:00 **Integrating people, culture, tools and workflow: How to get things done in the modern newsroom**

Change is hard. So how do you go about changing the way your newsroom works? We'll look at four key aspects in what makes an effective newsroom tick -- people, culture,

NEWSROOM SUMMIT

tools and workflow — and explore ways to get your teams moving in today's fast-moving digital landscape.

Alan Soon, Founder & CEO, The Splice Newsroom, Singapore

Transforming the Newsroom – Driving Online and Print

INM Group Editor-in-Chief Stephen Rae describes how the company has cut costs in its print operation which have allowed the media group to invest in online, creating the biggest news site in Ireland. The project involved removing the sub-editing operation in the group, allowing reporters to write 'clean copy' and their own headlines. All four INM market leading daily and Sunday newspapers now operate from one newsroom which also drives the digital sites. The project implemented over the last 12 months has transformed the newsroom and made the legacy company online facing.

Stephen Rae, Group Editor in Chief, Independent News & Media, Ireland

18:30 - Gala dinner

21:30 Venue: Level 22, Bangkok Convention Hall

Thursday, 30 April

Breakfast Session. (Open to all delegates)

Sponsored by
mather:

08:00 - Using data and analytics to develop strategy and increase newspaper revenue and profitability

09:00 Publishers need to understand what content is driving audience engagement and subscriptions, how different customer segments consume the content, which customers are willing to pay, and how much they will pay. They also need to understand what advertising inventory advertisers are demanding, the value of that inventory, and what inventory remains available. Mather Economics will share case studies and offer recommendations on how best to execute your data-driven strategy.

Matt Lindsay, President, Mather Economics, USA

Session 5. Content discovery optimisation

Moderator: Iain Martin, Editor Asia, Storyful, HK

09:00 Delegates to be seated

How to discover content - the "Buzzfeed way"

We now have a huge array of tools to find newsworthy content on social media, but it doesn't mean we'll find the best content or the next viral hit or that we'll find it first. We need the right framework in order to distill the content, and then ensure it's served up in the right way and on the platforms where the audience wants to consume it.

Asha Phillips, Founder, Verily, Singapore

Trends in Newsrooms 2015

The editor of the World Editors' Forum's flagship publication, 'Trends in Newsrooms', previews the top 2015 trends that will help reboot your storytelling.

Julie Posetti, Research Fellow, World Editors Forum

Content discovery vs. a traditional newspaper's website: Ideas for SEO and demand driven management of high quality content

A glimpse of how mechanisms of content discovery are used at FAZ.NET. Outlining the systematic solutions underneath, the examples reach from trend detection to dynamic aggregation – to offer the benefit of content discovery to readers and use it for audience development through SEO.

Ludwig Coenen, Head of Online-Marketing, Frankfurter Allgemeine Zeitung, Germany

Hosted by

Session 6. Connecting the media with Google's tools



- 11:00** The flood of public data on the Internet can be overwhelming but has been matched by a similar growth in free tools to parse the data and turn it into compelling maps and charts. Robin Moroney will give an overview of some of Google's tools that let you hunt for data more efficiently, turn it into images quickly and discover new stories and find new ways to illustrate old ones.
Robin Moroney, Communications Manager APAC, Google, Singapore

12:30 Lunch

Lunch Session. (Open to all delegates)

Hosted by



13:00 - 14:00 Google and publishers: Working together to innovate business

Asia's Internet users are reinventing the Internet around mobile, pushing news publishers to develop new content and new ways to make money. Dushyant Khare of Google and Kirk MacDonald of Digital First Media will share their perspectives on the new business strategies and revenue models in the mobile first world across the world and discuss the difference and similarities between Asia's mobile Internet users and the West's Internet users that began with desktop.

Dushyant Khare, Head of Strategic Partnerships, Southeast Asia & India, Google

Kirk MacDonald, Executive Vice President of Sales and Sales Development/ President of AdTaxi, Digital First Media, USA

Session 7. Injecting innovation into news operations

(Common closing session for all)

Moderator: Gilles Demptos, Director Asia, WAN-IFRA

14:00 Please refer to the CEO Conference programme

16:00 End of conference

PRINTING SUMMIT

Wednesday, 29 April



CONFERENCE OPENING

Session 1. Global media trends

(Common opening session for all)

009:00 Please refer to the CEO Conference programme

10:30 Coffee break

Session 2. Focus on audience development

(Common for all)

11:00 Please refer to the CEO Conference programme

12:30 Lunch

Lunch session. *(Open to all delegates)*

Sponsored by



13:00 **Understand, engage & monetise your audience with data**

World-class brands such as The Wall Street Journal, e-commerce leader DMM.com, and media company Globo all use Cxense to gain a lead on the competition. Why? The session will cover topics such as the power of personalizing your site with data, boosting revenue with targeted advertising (including native ads), and how to use data to increase digital subscribership. It will also include a case study by Motoko Imada, CEO of Japan's Mediagene, a leading digital media company, with titles such as GIZMODO or lifehacker reaching over 145 million PVs/month.

Lauren Pedersen, VP Global Marketing & Communications, Cxense

Motoko Imada, Mediagene, Japan

Charles Ho, Senior VP & General Manager, APAC, Cxense

Session 3. The resilience of print

(Common session with CEO Conference)

14:00 Please refer to the CEO Conference programme

15:30 Coffee break

Session 4: Innovations in newspaper production (Part I)

16:00 **How to register a press without touching the press**

Most presses suffer from some sort of miss-registration that is either tedious or hard to correct. Using the Proimage Press Register solution, any mechanical miss-registration can be corrected without touching the press. This is done by accurately measuring the error (using digital microscope) and correcting the data to be burned on the plates. Accuracies in the range of 10 microns can be achieved.

Hanan Drory, VP Sales & Marketing Asia, ProImage, Israel

New ad revenues with inkjet technology

Describing Kodak's leading position of SONORA Process Free Plates to provide both economic and environmental benefits for newspaper printing companies. And introducing how Kodak inkjet solutions to help newspaper publishers increase circulations and create advertising revenues.

Evandro Matteucci, Vice President and General Manager, Print Systems Division, Asia-Latin America-Middle-East-Africa Eastman Kodak Company

Thursday, 30 April

Breakfast session. (*Open to all delegates*)

Sponsored by
mather:

08:00 - 09:00 Using data and analytics to develop strategy and increase newspaper revenue and profitability

Publishers need to understand what content is driving audience engagement and subscriptions, how different customer segments consume the content, which customers are willing to pay, and how much they will pay. They also need to understand what advertising inventory advertisers are demanding, the value of that inventory, and what inventory remains available. Mather Economics will share case studies and offer recommendations on how best to execute your data-driven strategy.

Matt Lindsay, President, Mather Economics, USA

Session 5. WAN-IFRA INCQC

09:00 Delegates to be seated

Colour quality and global benchmarking through WAN-IFRA's INCQC

This 90 minute session gives an introduction about quality standards for newspaper production, how to implement them and how the quality can be benchmarked with other newspapers across the globe through WAN-IFRA's International Newspaper Color Quality Club (INCQC) competition.

Anand Srivisan, Research Engineer, WAN-IFRA, India

10:30 Coffee break

Session 6. Innovations in newspaper production (Part II)

11:00 Innovations in Newspaper Production : How to improve the bottom line.

The presentation will describe few innovative ideas for optimization of production cost without compromising the look and feel of the product. Examples of innovative product variations that does not require substantial investment while brings in additional advt revenue, shall also be presented.

Snehasis Chandra Roy, Associate VP - Manufacturing, ABP Pvt Ltd., India

PRINTING SUMMIT

Improved productivity with Magnum Compact

New Generation Single Width Press, the Goss Magnum Compact meets all today's requirements for flexibility, cost savings and improved productivity.

Peter Kirwan, VP Asia Pacific, Goss International, Australia

12:30 Lunch

Lunch session. (Open to all delegates)

Moderator: Gilles Demptos, Director Asia, WAN-IFRA

Sponsored by



13:00 - 14:00 Google and publishers: Working together to innovate business

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Session 7. Injecting innovation into news operations

(Common closing session for all)

14:00 Refer to CEO Conference programme

16:00 End of conference

another time. another print.

Print is always on the move. In dynamic, changing markets, printing companies always need to adapt to new conditions. This is manroland web systems' focus: You, your business, and your future. You can expect us to show new perspectives having the entire value chain in mind. Expect integrated solutions for successful business models. manroland web systems GmbH, Augsburg. www.manroland-web.com WE ARE PRINT.®



EXHIBITORS



Crowdynews Booth 01



Crowdynews offers a social media content curation platform that gathers and filters relevant social media content and posts them in real-time next to topical, popular stories. The platform enables editors and publishers worldwide to publish only relevant social media content in a safe and automated but controlled way.

Contact: Jeroen Zanen, CEO & Co-Founder
Phone: +31 6 46789690
Email: jeroen@crowdynews.com
Website: www.crowdynews.com

ORIENT
Web Offset Presses



The Printers House Booth 02

The Printers House Pvt. Ltd. (TPH) is manufacturer of reputed "Orient" brand of 2 x 1 Web Offset Presses. Established in 1946, TPH adherence to global standards with its ingenuity and cost effectiveness of India has enabled it to export its products to more than 40 countries worldwide with installation base of more than 10,000 printing units

Contact: Pawan Tyagi, General Manager, International Business
Phone: +91 9810261622
E-mail: pawanttyagi@tphorient.com
Website: www.tph.co.in

MULLER MARTINI

Muller Martini Booth 03

Muller Martini – Your Strong Partner. Muller Martini is a global leader in developing, manufacturing and marketing print finishing systems. With first-class technology and services for saddle stitching, perfect binding, hardcover production and newspaper mailroom systems, customers successfully meet the challenges of the graphic arts markets.

Contact: Simon Leong, Sales Director
Phone: +65 9737 5911
Email: simon.leong@sg.mullermartini.com

MOSCA
EXCELLENCE IN STRAPPING SOLUTIONS

Mosca Booth 04

Mosca GmbH is a system supplier, developer and producer of high-quality strapping machines, strapping materials and safety systems for securing newspaper bundles. Mosca's international distribution, service and consulting network enables global service for customers. Further information can be found at www.mosca.com

Contact: Witold Nowak, Managing Director
Phone: +65 6509 7903
Email: witold.nowak@mosca.com
Website: www.mosca.com

Woodwing
Booth 05



WoodWing creates the most progressive solutions available on the market for the production of print, online and tablet publications. Rapid growth worldwide and success across the full spectrum of publishers demonstrate that WoodWing markets the best tools for the best price. WoodWing's customers include renowned magazine, newspaper and book publishers, as well as communication agencies and corporate customers.

Contact: Remco Koster, Managing Director
Phone: +60 3-8320-1839
Email: rko@woodwing.com
Website: www.woodwing.com

Brightcove
Booth 06



Brightcove (NASDAQ:BCOV) is a leading global provider of powerful cloud solutions for delivering and monetising video across connected devices. Brightcove has more than 5,500 customers in over 70 countries that rely on our cloud solutions to successfully publish high-quality video experiences to audiences everywhere.

Contact: Antoine Bouchacourt, Regional Sales Manager, Asia
Phone: +65.6832 5079
Email: abouchacourt@brightcove.com
Website: www.brightcove.com

ppiMedia
Booth 07



At ppi Media we believe in publishing. We deliver solutions to publishers to increase profits and reduce cost. Over 5.000 daily newspapers are produced with our software.

Contact: Christian Finder, Head of International Sales
Phone: +49(0)40-227433-637
Email: christian.finder@ppimedia.de
Website: http://www.ppimedia.de/

Digital Collections



Digital Collections provides intelligent Search and Content Technologies for the New Media Landscape incorporating Media Asset Management, Semantic Search and Analysis, Media Neutral Content Creation, Multi Channel Production, Archiving for Multi Media Assets and Services.

Contact: Torsten Behn
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Email: info@digicol.de
Website: www.digicol.de

EXHIBITORS



Mikz Booth 08



With Mikz on the mobile, it's easy for users to find and follow their favorites. With just a few clicks, they can create a personal feed of celebrities, news sources, blogs and brands – always accessible when one has a few spare moments.

Contact: Istvan Beres, CEO
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Email: Istvan.Beres@Mikz.com
Website: www.mikz.com

Cxense Booth 09



Cxense helps businesses succeed in a digital world. Using audience data and advanced real-time analytics, Cxense creates hyper-relevant content recommendations, targeted advertising and predictive search that help increase digital revenue for publishers and e-commerce businesses, and provide users with a better experience. By capitalizing on data to match user preferences and create unprecedented personalization online, companies gain more engaged and loyal users, higher advertising revenue and increased digital subscribership.

Contact: Charles Ho, Senior Vice President & GM, Asia Pacific
Phone: +65 9851 0434 (mobile) / +65 6809 5222
Email: charles.ho@cxense.com
Website: www.cxense.com

Protecmedia Booth 10



Protecmedia is present in 25 countries with more than 400 customers with its MILENIUM Cross Media solutions. This modular software platform gets the global convergence and efficient workflows to encompass all main processes that newspapers demands: advertising, editorial PrintWebMobile, Audience Management-Segmentation.

Contact: Xavier Grané, EMEA & SE International Sales
Phone: +34 600 501 002
Email: jgrane@protecmedia.com
Website: www.protecmedia.com

Manroland Booth 11



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.

Contact: Gerald Benz, Deputy Vice President Sales
Phone: +49 821 4243172 / +49 171 3093412 (Mobile)
Website: www.manroland-web.com

Ferrostaal
Booth 12



Ferrostaal is a leading, worldwide and manufacturer-independent sales and service partner in the graphic arts sector. With more than 50 years of experience, Ferrostaal offers the ideal solution for the customer's printing requirements and offers extensive services locally.

Contact: (Mr.) Siddhiphat Boon-Long, Sales Director, Press/Finishing
Phone: +66.2.401.9779-5800, +66 8 9031 5964, +66.2.661-76 31
Email:
Website: <http://www.ferrostaal.co.th/en/welcome-to-ferrostaal-thailand/>

Scribblelive
Booth 13



ScribbleLive is the global leader in live publishing solutions that allow media companies and brands to create and publish engaging stories as they unfold. With ScribbleLive, you can manage, measure and monetise your real-time content initiatives. Our platform has over 100K concurrent viewers and engages readers for over 3 billion minutes every month.

Contact: Blair Richardson, Business Development, Europe & APAC
Phone: +44 7824 774 288
Email: blair.richardson@scribblelive.com
Website: www.scribblelive.com

Financial Times
Booth 14



The Financial Times is one of the world's leading news organisations, recognised globally for its authority, integrity and accuracy. The FT provides a broad range of essential services, including news, comment, data and analysis, to a growing audience of internationally minded professionals.

Contact: Ardit Llazani, Syndication Sales Manager, Asia Pacific
Phone: + 852 2905 5546
Email: ardit.llazani@ft.com
Website: <http://ftcorporate.ft.com/>

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Atex



Atex software solutions help you organize, manage and monetize content across all digital, broadcast and print marketing channels with one point of access. With our Platforms to streamline Editorial workflows, our solutions for Content Management, Advertising and Digital Asset Management, we are actively engaged with a multitude of customers across Asia Pacific and Europe.

Contact: Raymond Lee, Sales Director for Asia

Direct: +65-9170 0009

Email: rlee@atex.com

Website: www.atex.com

CCI



“CCI is supplier of the most robust and powerful editorial and advertising systems in the industry. A newly announced partnership with AWT System and the acquisition of Escenic, means combining local expertise with world class online, digital and print solutions. Combined we have 15 offices worldwide. 7 of these are in Asia.”

Contact: Mike Garland, Area Sales Manager

Phone: +61 414 335 559

Email: mga@ccieurope.com

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Contact: Whye-Ko TAN, Director, Asia Pacific

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