WAN IFRA

DIGITAL MEDIA ASIA

12-14 NOV 2013 . KUALA LUMPUR, MALAYSIA

www.wan-ifra.org/dma
Twitter: #dma13

Day 1, 12 November 2013

09:00   **Delegates to be seated**

Session 1. The new face of newsrooms in the digital era

09:30   **Transforming the newsroom**
What can traditional media in their transition to digital learn from the success of new online pure-players? SPH's flagship newspaper shares its experience on its way to a full newsroom integration.
Warren Fernandez, Editor, The Straits Times, Singapore

The new journalistic long tail
Launched in 2012, The Times of Israel has quickly become one of the major players covering the Middle East in English, with 2 million unique users monthly. A prime reason for this success is the creation of a thriving blog platform that includes more than 1,000 bloggers.
Grig Davidovitz, CEO, RGB Media, Romania

10:30   **Coffee break**

Session 2. The evolution of paid content

Session sponsored by
atex

11:00   **Paid for Digital Content**
More and more news media companies have been introducing online paywalls, hoping to bring in much needed revenue. Discover a variety of concepts and strategies learned from implementations around the world.
Thomas Jacob, Chief Operating Officer, WAN-IFRA

Implementing a metered paywall
The metered paywall is the most successful and most widely implemented model worldwide for charging for online content. How to define and fine-tune the paywall? How to convince users to register and subscribe?
Andrew Holden, Editor in Chief, The Age, Australia

Where premium could be optimum
In markets where broadband penetration is still low and where only a relatively small elite might be willing to pay for very specific online content, the premium model could be the best strategy.
Sachin Gopalan, CEO, Beritasatu Media Holdings, Indonesia

12:30   **Lunch**

Session 3. Mapping the latest social media trends

14:00   **New trends and best practices in social media**
This presentation will review the latest trends in social media and give insights on how to thrive on this media platform.
Kiruba Shankar, CEO, BusinessBlogging, India

Social media as a news distribution channel

A winner of Gold (2010) and Silver (2012) in Best in Online Media at the Asian Digital Media Awards, SENATUS (www.senatus.net) currently has more than 760,000 fans on Facebook and more than 30,000 influencers in the social network. Insights on how to curate content, build readership and improve engagement on Facebook and other platforms.

Kien M. Lee, Founder and Managing Drector, SENATUS, Singapore

Successful media on social networks

Socialbakers.com is a global social media and digital analytics company with customers in 75 countries. This session will benchmark the effectiveness of Asian media companies social marketing campaigns across all major networks, such as Twitter, Facebook, YouTube, LinkedIn...

Vincent Camara, Regional Director APAC, Socialbakers.com, Singapore

Which social networks are worth your time?

Social networks are a dime a dozen these days, but which ones are waxing in importance and which ones are waning? Coconuts grew from a local Bangkok blog to a network of city websites with nearly 500,000 monthly uniques.

Byron Perry, Managing Director, Coconuts Media, Thailand

15:30   **Coffee break**

Session 4. Value transfer in digital publishing

16:00   **Where will the next disruptions come from?**

A conversation between publishers and key industry players such as Google, Yahoo! or Microsoft about technology, innovation and the next changes to be expected in the publishing ecosystem.

Moderator: *Adam Najberg, Asia Digital Editor, The Wall Street Journal, HK*

Panellists:
Alan Soon, Head of Audience and Managing Editor SEA, Yahoo!
Todd Forest, Executive Producer Asia, Microsoft Online Media & Publishing
Parin Mehta, Strategic Partner Lead SEA, Google

Content, corporates and cooperation... and news!

Brands and news agencies are both partnering and competing with media companies. They play an important role in the movement towards branded content and increased customer engagement.

Joachim Schmaltz, VP Asia, Reuters Media, Hong Kong
Dan Sloan, Editor in Chief, Nissan Global Media Centre, Japan

09:00   **Delegates to be seated**

Session 1. Embracing mobile-first

09:30   **Trends in mobile content consumption and advertising**
Experts from all industries converge in saying that the future will be mobile, both on emerging and mature markets. What are the leading and emerging technologies to follow? What impact will new devices and consumption trends have on content production and advertising?
Cheryl Cheng, General Manager, PHD, Malaysia

Mobile and the newsroom
Case study from a mobile savvy traditional news organisation in North America. Strategic guidelines and how to implement them in a conservative newsroom. Clear tactics you can apply immediately to take advantage of shifting consumer reading habits.
Anjali Kapoor, Director, Digital News Strategy, The Globe & Mail, Canada

Increasing reach and revenues through mobile devices
The Philippines enjoy one of the world's highest mobile penetration. The Philippine Daily Inquirer has developed innovative mobile services and seducing tablet products for increasing its readership and monetisation opportunities
JV Rufino, Director of Mobile, Philippine Daily Inquirer, The Philippines

11:00   **Coffee break**

Session 2. New ways to increase mobile revenue

11:30   **Ensure a positive user experience**
Is the hype of HTML5 already fading away, or is it on the contrary gaining ground? What are the killer features that can retain users? What are the pitfalls to avoid?
Graham Hinchly, Engineering Manager, FT, UK

How to optimize mobile revenue streams?
Mobile media experts share insights on successful mobile advertising formats, services and subscription models.
Panel discussion moderated by Eamonn Byrne, Business Director, The Byrne Partnership, UK

12:30   **Lunch**

Session 3. Best practices in tablet publishing

14:00 **Case study from Japan**
Until recently, Japanese publishers were sceptical about tablets and e-newspaper in general. However, in recent months, key publishers have changed their strategy. What were the key factors driving this change?
Naoki Onodera, Head of Digital Publications Office, Mainichi Shimbun, Japan

Case study from Europe
Publishers on mature markets have learnt how to multipurpose their content for developing attractive suites of mobile products. Long-form multimedia journalism such as the NYT's *Snow Fall* is an exciting product that unleashes the full potential of tablet apps. But cheaper and leaner services can also meet great audience success.
James Cadman, Head of Tablet Editions, Metro, UK

15:00 **Coffee break**

Session 4. The digital advertising revolution

15:30 **The power of advertising alliances**
In several markets, media groups have joined forces to create digital advertising alliances. What are the key factors of success? What are the benefits of the alliance model? How to monitor sales channel conflicts?
Phalgun Raju, VP and General Manager Japan & APAC, Brand Business, InMobi, Singapore

Advanced ad inventory yield management
The Economist is a digital advertising pioneer. Discover their most innovative techniques for making the most of their digital inventory.
Audra Martin, VP Advertising, The Economist Digital, UK

Selling print media and their digital channels
How newspaper companies that best perform online structure and train their sales team in order to optimize the different channels in their media portfolio.
Eamonn Byrne, Business Director, The Byrne Partnership, UK

17:30 - **Asian Digital Media Awards**
19:30 Presentation of the ADMA 2013 awards winners.
Followed by a cocktail reception.

The 4th Asian Digital Media Awards will honour Asia's 2013 best in online media, social media, mobile, tablet, cross media, online video and infographics.

09:00   **Delegates to be seated**

Session 1. Monetizing online video

09:30   **The new era for video news**
Learn about a new study carried out on three key Asian
markets presenting consumers' attitudes to video news and
what it means for your video strategy.
Maria Ronson, VP of Sales for Asia, Associated Press, HK
*Sue Brooks, Director of Video Transformation, Associated
Press, UK*

Digital assets monetization
How to develop a rich offer of digital products and online
video content and monetize them through contextual
sponsorship, targeted preroll ads, full page interstitials,
multichannel video ads and the like…
*Christina Lo Man Ki, Deputy Editor in Chief, Apple Daily,
Hong Kong*

10:30   **Coffee break**

Session 2. What can Big Data do for you?

11:00   **Using metrics to create efficient digital products**
Metro UK has relaunched its website with a renewed focus
on mobile and emphasising on incremental changes -
guided by data and goals - over rigid structure. Its global
mobile daily audience has more than doubled since the
launch.
James Cadman, Head of Tablet Editions, Metro, UK

Embracing Big Data
What is "Big Data", and what does it mean for publishers?
There is a lot of talk about data and its importance, but
many publishers still find it hard to understand how the
shift towards data will affect them. Why should publishers
take notice, and why should they act now? How will the
rise of 'Big Data' enable publishers to prepare their business
for the future, improve monetization, and ultimately drive
revenues?
*Mathew Ward, Managing Director - APAC, Lotame
Solutions, Inc., Singapore*

Integrating print and online metrics
The recently-implemented Enhanced Media Metrics Australia
(emma) is one of the world's most advanced crossplatform
audience insight surveys. Learn how it was built and
implemented.
Mal Dale, Managing Director, The ReadershipWorks, Australia

12:30   Lunch

Session 3. Developing new revenue streams

14:00   Start-ups meet publishers

Presentations by the winners of the first Opennews.hack Asia Including back-linking writing app **I.N.T.E.R.N.** which stands for Immediate News Trends, Editorials and Research Notes; **'Neak'**, which aims to be an e-bay for citizen journalists with its speedy, easy-to-upload interface; **Fessup**, a one-stop platform for rumours, gossip and social media confessions with features a topic blaster for journalists and companies seeking views and opinions.

What newspapers can learn from startups

Ubiquitous connectivity has disrupted traditional media and turned newspapers into the new startups. Gain insights on how a Malaysian tech startup expands into 4 countries and achieves 500,000 app download in under 18 months.
Cheryl Goh, Regional Marketing Head, MyTeksi, Malaysia

15:00   Coffee break

Session 4. Integrating disruptive technology in news

16:00   Washington Post + Amazon = ?

Amazon has reinvented retail on digital by ferociously maintaining some of the old principles while dramatically reinventing others. This is the process that most newspapers failed to undergo in the last decade. What can newspapers learn from Amazon? Can a smart synergy between the two create new revenue models for journalism?
Grig Davidovitz, CEO, RGB Media, Romania

The SPH Doctrine of digital monetisation

SPH's Marketing Division has always taken the high road to constantly break beyond the confines of the box to bring fresh and innovative business models to the digital table. SPH's foray into this realm encompasses everything from business acquisitions to big data, from content marketing to collaborative partnerships - and with change management as the central success driver of it all.
Geoff Tan, Senior VP, Head of Strategic Marketing, SPH, Singapore

ORGANISER OFFICE

SABAH HALL

EidosMedia
Booth No. 1

EidosMedia is a leading supplier of multi-channel publishing solutions, serving more than 500 titles, 200 websites, 15,000 journalists over 5 continents. As a global company headquartered in Italy, EidosMedia has offices in the UK, the US, France, Germany and Australia.

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PressReader
Booth No. 2

PressReader provides people access to thousands of local, regional and international newspapers and magazines online, on mobile devices and in print. It offers the world's most engaging reading experience to millions of readers, while opening up revenue opportunities for businesses and publishers through subscriptions, advertising, and sponsorships.

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Shangri-La Hotel, Basement II

SELANGOR HALL

| 1 | 2 | 3 | | 4 |

| 5 | REGISTRATION |
| 6 |

| 9 | 8 | 7 |

12-14 November 2013
Conference: Sabah Hall
Luncheon: Selangor Hall

13 November 2013
ADMA Cocktail: Selangor Hall

Please note:
- *Registrations will commence at 8:45am*
- *Delegates are to wear their badges at all times*

OneVision Software
Booth No. 3

*One***Vision**

OneVision is a global provider of innovative software solutions for the printing and publishing industry. Its software solutions ensure quality, save time and reduce costs in numerous data- and image-intense premedia operations. Also with OneVision cross media solution, it simplifies repurpose print media files for web, android, ipad and other digital platforms for the media.

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SCOOP
Booth No. 4

SCOOP

SCOOP offers free solution for publishers to distribute digital magazines, books and newspapers on the iPad, iPhone and Android. SCOOP has over 26,000 editions and has partnered up with leading publishers in Indonesia, Philippines, Singapore, Malaysia, India and UK.

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DC Collections
Booth No. 5

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!

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ppi Media GmbH
Booth No. 5

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.

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Atex
Booth No. 6

Atex is a leading global technology company providing software and services for media-rich industries. Atex develops content management, advertising management and audience systems that enable companies to streamline operations and build multi-channel revenues.

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Crowdynews
Booth No. 7

Crowdynews provides carefree social media integration for all online publishers. We complete stories for every publishers' website, from news to special interest, by adding real time social media content. Our tool engages website's users, increases traffic and drives revenue.

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Associated Press
Booth No. 8

Associated Press is the essential global news network, delivering fast, unbiased news from every corner of the world to all media platforms and formats. Founded in 1846, AP today is the most trusted source of independent news and information. On any given day, more than half the world's population sees news from AP.

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ProtecMedia
Booth No. 9

Protecmedia is an international software engineering and services company which develops applications and services covering all aspects of the management, editing, and production of publications. More than 400 clients in 25 countries are its best credentials.

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