

DIGITAL MEDIA ASIA 2012

ASIA'S LARGEST CONFERENCE ON NEW MEDIA, 27 - 29 NOVEMBER, KUALA LUMPUR

Online & Social Media

27 November

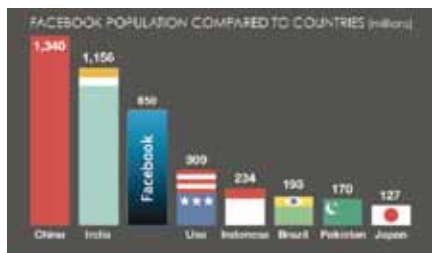
Tablet & Mobile Publishing

28 November

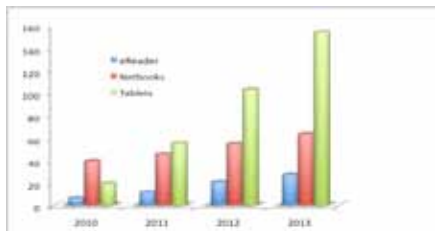
Smart Media Publishing

29 November

Digital Media Asia 2012 - Overview

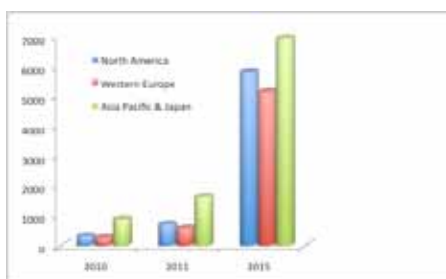


Facebook population compared to countries (mio).



Global sales of eReaders, Netbooks & Tablets (mio)

Source: Gartner 2010, Semico research, Forester, IDC



Mobile Advertising Revenue, 2010-2015 (mio of \$)

Source: Gartner (June 2011)

Digital Media Asia has since its launch in 2009, grown to become the largest new media conference dedicated to publishing industry. The event offers three focussed days of conference and a foyer expo. The 3rd Asian Digital Media Awards will be presented during the conference.

Online and Social Media: The huge growth in social media communities is a phenomenon that traditional media companies can no longer ignore. Content monetisation remains a hot topic. Expert presentations and best practices on social media and online monetisation will be presented.

Tablet Publishing: 66 million tablets were sold worldwide in 2011. Within two years, the global sales of tablet devices are forecasted to grow by 180% to reach \$154 million. Tablets offer enhanced media consumption experience combined with a relatively easy to set up payment system. How media companies can leverage this platform will be addressed in this session.

Mobile Publishing: With over 6 billion mobile subscribers worldwide, mobile is the most widely utilized media channel in the world. Mobile ad spend, estimated at 3.3 billion dollars for 2011, is forecasted to skyrocket to 20.6 billion by 2015. Asia Pacific and Japan should account for close to 50% of this figure. How can publishers position their offers to exploit this opportunity? The third day of DMA 2012 is dedicated to identifying the business models and partnerships to drive mobile advertising revenues.

Asian Digital Media Awards Reception: The third edition of the Digital Media Awards will be presented at the welcome reception. It will be a good opportunity to relax and network with peers in an informal atmosphere.

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

Sponsors

Leading pan Asian newspapers and news sites have extended their support as media sponsors, while leading suppliers are sponsoring the event and awards. Our sponsors include:

SPONSORS



atex

LET'S TALK DIGITAL MEDIA

Adobe

MEDIA PARTNERS



FINANCIAL TIMES

THE WALL STREET JOURNAL.

SUPPORTING ORGANISATIONS



MNPA PERSATUAN PENERBIT AKHBAR MALAYSIA
MALAYSIAN NEWSPAPER PUBLISHERS ASSOCIATION
馬來西亞報業公會
மலேசியப் பத்திரிகை வெளியீட்டாளர் சங்கம்



Foyer Expo








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



Foyer Expo

Table Top Fees Table top space is limited Confirmation is base on first-come-first	WAN-IFRA Member	Non Member
WAN-IFRA Member	SGD 4,800	SGD 5,800
Exhibitor Entitlements	<ul style="list-style-type: none"> ■ 2 complimentary 3days conference passes worth SGD 3,900 ■ 50% discount for additional passes for your staff. ■ Event attendees listing (company name, person and position) ■ Listing of company profile 	

Sponsorship

Sponsorship Entitlements	Member	Non Member
Platinum Sponsor		
Exclusive Platinum Sponsor DMA 2012	<ul style="list-style-type: none"> ■ Full page advertisement in Asian Newspaper Focus (worth SGD 6,500) ■ 4 complimentary 3days conference passes (worth SGD 7,800) ■ 4 complimentary award reception passes ■ Branding of logo on event brochure, signage, and website ■ 1 complimentary banner ad on event website 	SGD 24,000 SGD30,000
Gold Sponsor - Asian Digital Media Awards		
Best in Online Media 	<ul style="list-style-type: none"> ■ 3 complimentary 3days conference passes ■ 3 complimentary award reception passes ■ 1 complimentary banner ad on awards site ■ Branding of logo on event brochure, signage and website ■ One company representative to present awards ■ Co-branding of award category ■ Inclusion of your logo in award icon 	SGD 12,000 SGD 15,000
Best in Cross Media 		SGD 12,000 SGD 15,000
Best in Online Video 		SGD 12,000 SGD 15,000
Best in Online Infographics 		SGD 12,000 SGD 15,000
Best in Mobile Media		SGD 12,000 SGD 15,000
Best in Tablet Publishing		SGD 12,000 SGD 15,000
Best in Social Media		SGD 12,000 SGD15,000
Silver Sponsor		
Asian Media Awards Cocktail	<ul style="list-style-type: none"> ■ 3 complimentary 3days conference passes ■ Branding of logo on event brochure, signage, and website ■ 3 complimentary award reception passes 	SGD 8,000 SGD 10,000 SGD 8,000 SGD 10,000
Bronze Sponsor		
Conference Kit	<ul style="list-style-type: none"> ■ 2 complimentary 3days 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 		SGD 6,000 SGD 7,500
Wi-fi for Conference Delegates 		SGD 6,000 SGD 7,500

* Should you have any interesting sponsorship proposal, please contact us at gilles.demptos@wan-ifra.org or +65 6562 8443.

Connect with the right audience



Digital Media Asia is WAN-IFRA's leading event on new media in Asia. In its fourth edition, the event has established itself as the annual digital event not to be missed.

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 stood out to me were the real world examples, the real experiments in grappling with digital media. That's more interesting to me than a theoretical discussion. One thing that's clear is that we're all going through this process of intensive experimentation. A conference like this is valuable because we can share those experiments."

David Plott
Managing Editor, Jakarta Globe, Indonesia

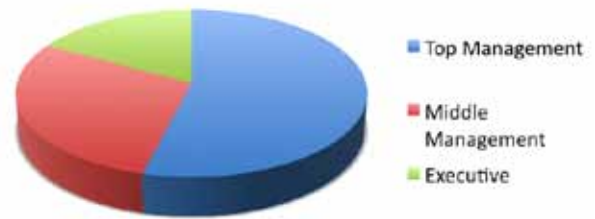
"It's really a peep into the digital world and it'll go a long way. With mobile and e-readers, there's a wide opening there for us. A lot of opportunities."

D.D. Purkayastha
CEO, ABP Ltd, India

"This conference is great because you can come and see what's happening in other countries, see how their online media budgets are increasing. It's good to hear their figures and costs."

Savisith Phuawong
VP, New Media, Nation Broadcasting Corp, Thailand

Digital Media Asia 2011 held in Hong Kong had 317 attendees.

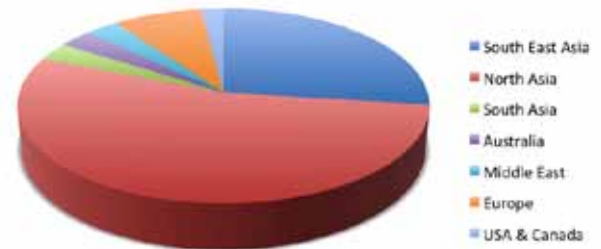


Top Management: Publisher, Chairman, CEO, COO, CTO, Managing Director, Digital Product Director, President, Vice President, General Manager, Editor-in-Chief, HOD.

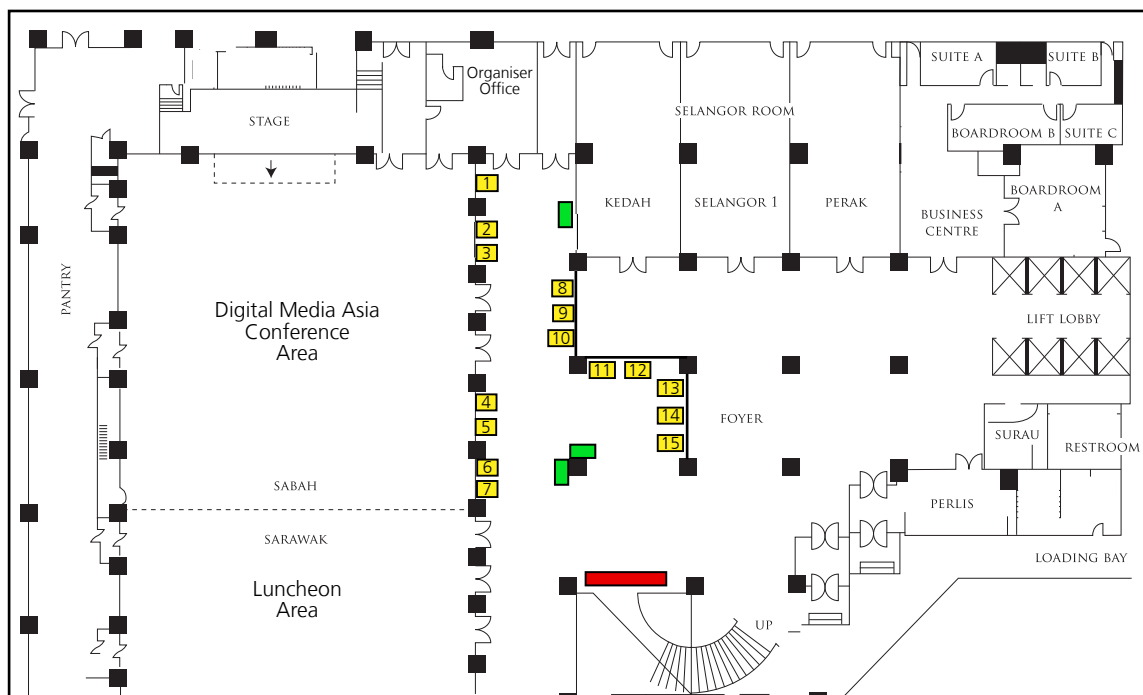
Middle Management: Senior Manager, Manager, IT Services Manager, Bureau Chief, Managing Editor, Multimedia Editor

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

The 2011 conference participants came from 28 countries, signifying WAN-IFRA reputation and reach in the publishing industry



Conference Venue Floor Plan (Shangri-La Hotel, Kuala Lumpur)



Confirmed Exhibitors

- 1 Enreach Solution Oy
- 2 alfamedia
- 3 Universal Uclick
- 4 Medialive
- 5 OneVision
- 6 XTENIT
- 7 atex
- 8 mobstac
- 9 Catalyst
- 10 Adobe

Legend

- Foyer Expo Table Top
- Coffee Counter
- Registration Counter