08 NOV.  
MASTER CLASSES

- Generating new digital revenues with Deseret Media  
  
This exclusive masterclass, led by Deseret Media’s Chief Executive Officer, will take you through innovative ways of developing new mobile businesses. It will showcase several case studies based on the experience of the media company which disrupted the US local news publishing landscape in recent years.

  Trainer: Chris Lee, CEO, Deseret Media

- Social media storytelling with The Economist  
  
How to adapt serious journalism for social media / third-party digital platforms, without dumbing it down? This workshop, leaded by The Economist’s Community Editor, Denise Law, will show how quality publications can extend their reach on social media platforms without lowering their content standards. Participants will learn from The Economist’s best practices. Through a “mini-hackathon”, they will be guided to develop new digital storytelling ideas in groups, that they will pitch at the end of the session.

  Trainer: Denise Law, Community Editor, The Economist

- Google News Lab & VR Workshop  
  
Google’s Internet users are reinventing the Internet around mobile, pushing news publishers to develop new content and tools to interact with the mobile first audience. In the course of this workshop, Google team will share perspectives on the new content strategies and approaches to reaching the mobile-first audience including AMP and PWA, data research and visualization tools and innovative storytelling formats through experimentation on 360 video on YouTube and virtual reality with Google Cardboard.

  Registration is on a first-come, first-served basis due to limited seat availability.

09 NOV.  
CONFERENCE DAY 1

Session 1: Top 5 digital priorities & leading trends  
Check you’re on track for 2017. Media executives from forward-thinking companies present their digital strategies and tell you where they plan to focus their efforts in the coming months. Benchmark your own efforts with peers of the industry.

  - Guy Crevier, President and Publisher of La Presse  
  - Chris Lee, CEO, Deseret Media

Session 2: Optimising online audience engagement and monetisation  

Sponsored by vindicia

The news publishing industry has shifted in 2015 from an advertising driven business model to a circulation driven business model. Many publishers in Asia and around the world however find it hard to charge the reader for their online content. What are the trends and success stories 5 years down the line from the NYT’s paywall launch?

Beyond paywalls and subscription schemes, premium publishers are leveraging attention data in the newsroom to develop audience growth strategies and create meaningful goals at the author and publication levels. How can publishers capitalize on those wins to increase audience reach and reader loyalty over time?

  - Renée Kaplan, Head of Audience Engagement, The Financial Times  
  - Denise Law, Community Editor, The Economist  
  - Jonathan Wright, Managing Director International - Dow Jones Group Publisher, The Wall Street Journal  
  - Tobias Henning, GM Premium, BILD Digital

Lunch Meeting: How video can make or break the customer experience

Hosted by brightcove

Brightcove will be happy to share how Ad-blockers, video performance and new forms of interactivity are just some of the challenges and opportunities impacting the publishing industry as video shapes news content. Join Brightcove for “Navigating Around Ad-Blockers and Engaging with Audiences”.

  - Phil Costa, VP of Product Management, Brightcove
Session 3: Beyond distributed content
Distributed content initiatives such as Facebook Instant Articles, Snapchat Discover, or Apple News are redefining how individual news items are distributed, and will redefine the role of the publisher's website in the overall content offering. What does this pivotal change in content distribution means for publishers?

- Ben Shaw, Director, Global Advisory - WAN-IFRA
- Xavier Grangier, Head of Digital/CTO, Libération
- Warren Fernandez, Editor in Chief, English & Malay Newspapers, Singapore Press Holdings

Session 4: Best digital practices in Asia
Presentation of the Asian Digital Media 2016 winners. Brain-snack presentations of the winning entries.

Asian Digital Media Awards reception
Mingle with Award winners, speakers and delegates at this informal gathering at the Hard Rock Cafe Singapore.

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Session 5: The end of display advertising 1.0
Sponsored by criteo

Digital advertising is moving away from traditional display. The trends point to mobile-ready, fast-loading and off-platform ads. Digital ad revenue depends on deep insights into customer data, tracking users across multiple devices. How are publishers taking steps to improve the user experience? What are the latest solutions that AdTech startups and innovative publishers are using for boosting digital advertising revenues? And what steps can you take to prevent ad blocking and offer ad formats that will not scare away readers and users?

- Mark Rogers, Vice President, Multimedia Sales and Integrated Marketing Solutions, Dow Jones and The Wall Street Journal, Asia-Pacific
- Indraneel Ganguli, Senior VP & Global Head Marketing, Tech Mahindra
- Andy Budiman, Director, Kompas Cyber Media

Session 6: VR, live video and new content formats
The Economist gets more views for its videos than for its text articles on Facebook! Twitter (with periscope), Facebook and YouTube are offering new tools and channels for creating and distributing live, 360 videos. VR is another trend to watch... Will these new formats transform the digital news business?

- Hyo-Seop Shin, Head of Digital News Division, Chosun Ilbo
- Nick Petrie, Deputy Head of Digital, The Times & Sunday Times
- Nicole Wilke, Head of Product, TechCrunch (tbc)

Lunch Meeting: The future of advertising - How Emotions Trigger Monetization
Hosted by

In today's cluttered digital landscape, with consumers turning to ad blockers in their masses, it is more important than ever that both publishers and advertisers take steps to repair the disconnect with consumers, and improve the user experience. This session will explore how to future proof your content strategy, understand emotional targeting and monetise your site with native, user friendly ad formats.

- Haifaa Daw, Publisher Lead, APAC, Singapore

Session 7: New Strategies for digital revenue growth
From innovative digital advertising strategies to ambitious investments in new business units, from video monetisation to mobile revenue, we’ll showcase those media companies succeeding in the quest of new revenue streams.

- Gulshan Verma, Chief Revenue Officer, Times Internet
- Guillaume Sachet, Head, Strategic Planning, MediaCorp

Session 8: Bots, robots and the next generation newsroom tools
Distributing news on multi platforms, including newsletters, chat apps and social media networks requires sophisticated digital tools. Monitoring and optimising digital content’s impact on the audience also requires new roles and a whole new set of tech tools in the newsroom.

- Tan Lee Chin, Chief Content Officer, MCIL Multimedia
- Christina Lo, CEO, Stakk Factory
The Digital Media Expo will be held on Level 3 of The Orchard Hotel Singapore from 09-10 November.

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

Confirmed exhibitors so far include:
- Atex
- AFP infoplum
- Brightcove
- Desk-Net
- ppi Media
- Vinidicia
- Woodwing

For more information on sponsorship and exhibiting opportunities, kindly contact wilson.leong@wan-ifra.org

Digital Media Asia will be the host of the 7th Asian Digital Media Awards Cocktail Reception at The Hard Rock Cafe, 5:30-7:30pm on 09 November.

It will give a good opportunity for delegates to relax and network with their peers and learn from the best in the industry in an informal atmosphere.

The Orchard Hotel
442 Orchard Road,
Singapore 238879

The Orchard Hotel is the official event venue and hotel for DMA 2016. It is centrally located in the heart of Singapore’s premier shopping and entertainment district.

For more information on The Orchard Hotel and booking link, please visit our website dma.wan-ifra.org

REGISTRATION FEES

Conference fees (09-10 Nov.)
- WAN-IFRA Member: SGD 1,500
- Non-Member: SGD 1,980

Masterclass fees (08 Nov.)
- For DMA Conference delegates
  - WAN-IFRA Member: SGD 360
  - Non-Member: SGD 540
- For Non-DMA Conference delegates
  - WAN-IFRA Member: SGD 540
  - Non-Member: SGD 720

Please register online at: dma.wan-ifra.org

CONFEERENCE SCHEDULE

08 Nov
- Masterclasses - 1pm to 5pm
- Google Workshop - 6pm to 8pm

09 Nov
- Conference - 9am to 5pm
- Cocktail Reception - 6 pm to 8pm

10 Nov
- Breakfast meeting - 08am to 09am
- Conference - 9am to 5pm

FOR MORE DETAILS

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