DIGITAL MEDIA

Asia 2017

31 Oct - 2 Nov 2017, Singapore

#DMASG17
Session 2: Digital transformation: Are Amazon and Alibaba reinventing the news ecosystem?

Amazon CEO Jeff Bezos bought The Washington Post for $250 million in 2013. In just a few years, Bezos completely changed the outlook of the 140-year-old newspaper. Its readership has exploded, its content has become more suitable for the digital world, and the WaPo is now looked upon as one of the most innovative news media companies.

Two years later, Amazon's strong competitor, the Alibaba Group, unexpectedly bought another venerable news media institution: the 113-year-old South China Morning Post (SCMP). Headed by Gary Liu (former CEO of Digg), SCMP is currently undergoing an in-depth transformation which (counter intuitively?) started by removing its paywall.

**Moderated by Victoria Ho, Editor, Mashable**

The real business for Asian media companies: a successful print-2-digital transformation, to win back the hearts of readers, subscribers and ad clients

Transforming print-minded newspapers into digital-first media companies is easier said than done. In the abundance of noise, fake news and dwindling ad revenue, the imminent danger is losing readers and ad clients in this mind-boggling “attention economy”. To survive means a well-defined roadmap and disciplined implementation of two key transformations: digital technologies and culture change. The former calls for upgrades in newsroom operations from news-gathering, digital publishing, social media, analytics, data mining and digital skills. The latter means cultivating and sustaining a change of mindsets.

Gary Liu, CEO, South China Morning Post Publishers Ltd

Predicting the future of news: Big Data, personalisation and automation

Shailesh Prakash, Washington Post's CIO, has been one of the key architects of their outstanding transformation. Shailesh will explain how they have built a culture of experimentation, and leverage artificial intelligence and big data for audience engagement and revenue making. An in-house developed CMS also enabled their newsroom to publish relevant digital content in a more agile and efficient way.


Lunch Session: Innovations in digital publishing workflows

The use of innovative technology allows for the swift publishing of rich content on multimedia platforms.

Session 3: Paid content- From awareness to action

News publishers’ global audience revenues overtook their advertising revenues in 2014. Since then, this trend has constantly increased. Media companies are now aware that digital journalism can only be financially successful with paid models. More and more publishers are now putting this awareness into action, thus increasing reader’s acceptance for paid models on the Internet.

This session will present several case studies of news publishing companies from Asia and the rest of the world, which have implemented different monetising strategies. It will argue that the real question is not anymore to charge or not to charge but rather when and how to start charging...

Case studies from Europe or the US and South East Asia

Hiromi Onishi, Executive Director, Digital Business, The Asahi Shimbun

Hiromi Onishi, Executive Director, Digital Business, The Asahi Shimbun

Chris Janz, MD, Australian Metro Publishing Fairfax Media
Reaching out to millennials implies moving beyond the online segments. AI DB is also working with Ad agencies to define its audience segmenting audiences in order to target ads using algorithms and yields thanks to a tailored approach. Well positioned to move away from the purely data-driven to the bespoke and branded.

While the share of Programmatic is growing, news publishers are well positioned to move away from the purely data-driven to the bespoke and branded. Premium campaigns need to get both context and content right, and must take into account the specificities of the publishers and of the advertisers to succeed. This session will showcase successful examples of digital advertising campaigns that produced high yields thanks to a tailored approach.

Session 7: Enhancing programmatic yields

Is it time for a new start for co-operative market places? Or are the challenges too big? While La Place Media has been a success, Project Juno and Pangea in the UK are still struggling for traction. How are Asian ad networks faring? This session will feature a case study from Europe as well as initiatives from the Asia Pacific region.

Session 7 (Breakout): Truth & trust in the media - fighting the spread of misinformation in Asia

On June 2017, Asian news media organisations, tech companies, universities, foundations and members of the civil society gathered in Singapore in order to define concrete actions to fight the spread of misinformation on digital platforms and improve journalism practices in the “fake news” era. This session will offer a follow up on the various initiatives and projects that have been launched since the “Truth & Trust in the Media” conference in the fields of fact-checking and news literacy. It will also discuss new developments and new angles of this crucial topic.

Session 8: Storytelling for mobile audiences

This session will look at the latest developments in storytelling formats on mobile platforms, from longform text to bite-sized information to data viz and interactives. It will provide in-depth case studies of what innovative leading media brands, such as HT Media (The Hindustan Times) and CNN, as well as newsmedia start-ups like HKcnews.com are currently producing and what their achievements imply in terms of resources, tools and training.

Session 7: Enhancing programmatic yields

Insights and case studies from recent projects of legacy media newsroom transformations into digital/mobile-first editorial operations.

Session 5: Reclaiming the premium ad market

While the share of Programmatic is growing, news publishers are well positioned to move away from the purely data-driven to the bespoke and branded. Premium campaigns need to get both context and content right, and must take into account the specificities of the publishers and of the advertisers to succeed. This session will showcase successful examples of digital advertising campaigns that produced high yields thanks to a tailored approach.

DB Digital (the digital arm of India’s Dainik Bhaskar, the 4th largest newspaper in the world) leverages its data-driven strategy for segmenting audiences in order to target ads using algorithms and AI. DB is also working with Ad agencies to define its audience segments.

Marc Lourdes, Director, CNN Digital Asia
Gyan Gupta, CEO, DB Digital
Kate Beddoe, Head of News & Publishing Partnerships APAC, Google

Session 6: Creating shareable, viral content for Millennials

Reaching out to millennials implies to move beyond the online article to develop a range of native formats - from pictures or short videos to quizzes, lists, live blogs or interactive graphics - that are mainly designed for consuming and sharing in social networks and other offline platforms.

Aralyyn McMane, CEO & Young Readers Consultant, Aralynn A. McMane Assistance
Mike Raomanachai, Senior Global Business Correspondent, Voice TV

Session 6 (breakout): Enabling more insightful video advertising campaigns with AI

AI-enabled biometric and audio testing methods can evaluate, improve and predict the emotional impact and brand effectiveness of video ads, dramatically increasing campaigns’ impact and ROI.

Lunch Session

Hosted by Facebook

This session will touch on the Facebook Journalism Project, subscriptions for IA, Facebook’s work on video monetisation, Call to Action units in IA and news literacy efforts.
The Digital Media Expo will be held on Level 3 of the Orchard Hotel Singapore from 1-2 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 to date:
- Adwonce
- Athens Technology Center
- Chartbeat
- Facebook
- Layout International
- PR Newswire

For more information on sponsorship and exhibiting opportunities, contact: kimberly.lim@wan-ifra.org

The Orchard Hotel is the official venue and hotel for DMA 2017. It is centrally located in the heart of Singapore's premier shopping district.

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

ASIAN DIGITAL MEDIA AWARDS COCKTAIL RECEPTION

Digital Media Asia will be the host of the 8th Asian Digital Media Awards' ceremony and cocktail reception.

Discover the leading Asian news media companies in digital publishing! The cocktail will also offer a good opportunity for delegates to relax and network with the best in the industry.

REGISTRATION FEES

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Member Fee</th>
<th>Non-Member Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference fees (1-2 Nov)</td>
<td>SGD 1,500</td>
<td>SGD 1,980</td>
</tr>
<tr>
<td>Masterclass fees (31 Oct)</td>
<td>SGD 360</td>
<td>SGD 540</td>
</tr>
<tr>
<td>For DMA Conference delegates</td>
<td>SGD 360</td>
<td>SGD 540</td>
</tr>
<tr>
<td>For Non-DMA Conference delegates</td>
<td>SGD 540</td>
<td>SGD 720</td>
</tr>
</tbody>
</table>

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

CONFERENCE SCHEDULE

31 Oct
- Masterclasses:
  - Steffan Damborg: 9am to 5pm
  - Robb Montgomery: 9am to 5pm
  - Sumaiya Omar: 1pm to 5pm
- Google tour: 5.30pm to 7.30pm

01 Nov
- Conference: 9am to 5pm
- Asian Digital Media Awards Cocktail Reception: 5.30pm to 7.30pm

02 Nov
- Breakfast meeting: 8am to 9am
- Conference: 9am to 5pm

FREE WEBINAR

Design Thinking: Innovation Methods for Media Business
Robb Montgomery
27 Sept, 3pm (Singapore time)

FOR MORE DETAILS

General enquiries/registration
wilson.leong@wan-ifra.org
+65 6562 8446

Sponsorship and exhibition
kimberly.lim@wan-ifra.org
+65 6562 8444