

# DIGITAL MEDIA ASIA 2012

27 - 29 November 2012  
Shangri-La Hotel  
Kuala Lumpur, Malaysia

## Online & Social Media

09:00 Delegates to be seated

**Keynote: Re-innovating mass media for the digital age**  
*Wong Siah Ping, Chief Operating Officer, Digital Business, Star Publications, Malaysia*

### Session 1. The “Digital-first” media revolution

09:30 **Digital media trends, metrics and consumer behaviour**

Understanding the changing behaviour of netizens is first step towards offering attractive content. How do different demographics consume media across Asia? What are their interests?

*Joe Nguyen, Senior Vice President Asia Pacific, ComScore, Singapore*

**Creating the largest news portal for cricket**

Indians spent 1500 years in [espnccricinfo.com](http://espnccricinfo.com) during the ICC World Cup 2011. What made this website so popular? What are the most viewed features? How the clicks transform to revenue?

*Sambit Bal, Editor, ESPNCricinfo.com, India*

10:30 Coffee break

### Session 2. Paid content

11:00 **To charge or not to charge - The art of pricing**

Conventional wisdom says that general news, as commodity item, cannot be charged for. How to enhance the user experience and transform them into paid subscribers? Strategic implications of what we now know about monetization and pay walls.

*Robert Picard, Director, Reuters Media Institute, UK*

**Paid for content: international business models**

This session will present an in-depth analysis of different models for charging for online content: hard pay-walls, metered, freemium, free. It will also feature examples from the Times, Wall Street Journal, New York Times, Axel Springer and Mail Online.

*Stig Nordqvist, Executive Director Emerging Digital Platforms, WAN-IFRA*

**Cable TV subscription model adapted to news media**

After persuading most of Slovakia's major media outlets to sign up to a single-payment system, Piano Media has now also reached the Slovenian and Polish markets. It plans to expand the successful model into 2 - 3 more countries in the next coming months

*Tomas Bella, Co-founder and CEO, Piano Media, Slovak Republic*

12:30 Lunch

## Session 3. Harnessing social media

### 14:00 The power of social media and crowdsourcing in journalism at the Guardian

The Guardian has been a role model for embracing the changing world around him. By harnessing the power of social media and crowdsourcing, he has produced some of the most compelling investigative journalism in recent years.

*Paul Lewis, Special Projects Editor, The Guardian, UK*

### Social media strategy of BBC

BBC Worldwide has reached over 25 million likes on facebook and gained a unique experience in managing social media platforms. What is their strategy with twitter and facebook? What networks are they betting on for the future? How much should a media company reasonably invest in social media?

*Vincent Sider, Vice President, Social Media, BBC Worldwide, UK*

### 15:00 Coffee break

## Session 4. Engaging a promiscuous digital audience

### 15:30 Web responsive design to increase audience engagement and retention

Journalistic Responsive design allows media companies to create a dynamic content experience and to regenerate it on all devices. Is it the right way to go? Case studies from FT, Boston Globe and other publications.

*Grig Davidovitz, CEO, RGB Media Inc, Romania*

### News animations gain momentum

NewsDirect animations help fill in the gaps when video footage is missing and provide clear illustrations of news that is highly conceptual or technical in nature.

*Ron Brownlow, International Content Editor, Next Media Animation, Taiwan*

### Search Engine Optimization for news media

Latest SEO tools and techniques that can help media companies to increase their websites and blogs' reach.

*Bill Belew, SEO and Web traffic expert, USA*

### 17:00 End of conference Day 1

### Adobe Media Forum (17:00 - 18:00)

*All delegates are invited to attend*

Get the latest from Adobe on their Digital Publishing platform for daily newspapers;

- Entitlement to tap into existing print readership
- Promote, extend reach and monetization through social sharing and web viewer
- Section to structure layout and optimize distribution
- Improved analytics for better reader profiling

## Smart media - Digital Business Innovations

### 09:00 Delegates to be seated

#### **Keynote: From mass media to smart media**

For successfully adapting to the changing media landscape media companies must review all their processes and create synergies across their organization.

*Jeongdo Hong, Executive Director, JoongAng Media Network, South Korea*

## Session 1. E-commerce and online classifieds opportunities

### 09:30 Creating an e-commerce ecosystem around your media offerings

What are the key considerations? Pitfalls to avoid when setting up an e-commerce business.

*Stig Nordqvist, Executive Director Emerging Digital Platforms, WAN-IFRA*

#### **Six trends in classifieds**

This presentation will look into emerging trends in online cars, homes and jobs verticals and show how publishers can increase their revenues. It will also give insights on the future of classifieds.

*Peter M. Zollman, Founding principal, AIM Group and Classified Intelligence, USA*

### 10:30 Coffee Break

## Session 2. Data analytics and mobile advertising

### 11:00 Digital advertising - 2016: Beyond the horizon

A thought provoking presentation on the digital and mobile ad revolution.

*Andreas Vogiatzakis, CEO, Omnicom Media Group, Malaysia*

#### **Digital tools for online, mobile and video ad serving**

Find out how leading publishers benefit from new tools for collecting and fusing audience data. Case studies on how to manage audience data and create novel ad & reporting offerings, using these to increase revenues and form closer relations with key advertisers.

*Kimmo Kiviluoto, CEO, Enreach Solutions, Finland  
Paul Jansen, Founder & Chairman, aSpecialMedia, Singapore*

#### **Interactive digital marketing**

Increasingly, advertisers are asking for cutting-edge digital, experiential, promotional and social marketing solutions. How can media companies anticipate and adapt to changing market needs?

*Janny Paul, Founder & CEO, Zertopia - Chairman Mobile Monday Malaysia, Malaysia*

**12:30 Lunch**

## **Session 3. Digital media innovations across Asia**

### **14:00 OTT is the new cable**

The internet has provided a unique opportunity to build a subscription video businesses once reserved for cable. Michael will discuss the challenges, the technology and the adventures of building a premium OTT service.

*Michael Smith Jr., Chief Product Officer, Spuul, Singapore*

### **The rise of online video at WSJ**

The Wall Street Journal has developed a rich offer of online video products, including a live daily news show. What is the technology used and the monetization strategy?

*Hormuz Mehta, Director of Sales, Southeast Asia and South Asia, The Wall Street Journal, Singapore*

### **How to engage commuters with Mobile, iPad and Video content. A HK bus company starts a publishing business**

A Hong Kong case study for monetizing content during valuable consumer's time on way to work or to home using a new ad-serving platform dedicated for Mobile and iPad and Video content.

*Moritz Wuttke, Managing Director, Asia, adstream Holdings, Singapore*

### **15:30 Coffee break**

### **16:00 Driving subscriptions at online only news portal**

Malaysiakini.com delivers 40 million page views to 2 million unique visitors. How do they get readers to pay and what are their other content monetization sources? Will Malaysiakini go from web to print?

*Premesh Chandran, CEO and Founder, Malaysiakini, Malaysia*

### **SPH Online Classified business**

Singapore Press Holdings has totally revamped its online classifieds businesses and now operates them independently from print. It recently launched ground-breaking mobile apps.

*Johnson Goh, VP Strategic Marketing, Head of SPH Online Classifieds, Singapore Press Holdings, Singapore*

### **17:00 End of conference Day 2**

### **Asian Digital Media Awards 2012 (17:30 - 19:30)**

Presentation of the ADMA 2012 awards winners. Followed by the cocktail reception.

The 3rd Asian Digital Media Awards will honour Asia's 2012 best in online media, social media, mobile tablet, cross-media, online video and infographics.

## Mobile & Tablet Publishing

09:00 Delegates to be seated

### **Keynote: App design and story-telling on tablets**

iPad design is about story-telling in today's new world. How to analyze the way consumers take in information on tablets? Insights into story-telling, navigation, look and feel and how to keep advertising and pop-ups from distracting from the reader experience.

*Dr. Mario Garcia, CEO, Garcia Media, USA*

## Session 1. Technology and media consumption

09:30 **Tablet and mobile trends**

Overview of mobile and tablets technologies, markets and applications.

*Dr. Stig Nordqvist, Executive Director Emerging Digital Platforms, WAN-IFRA*

### **Mobile in Tokyo - Your Future.. Today!**

Latest innovations and inspiring models coming from Japanese telecom operators, handset makers, applications and service providers.

*Lars Cosh-Ishii, Director, Mobikyo, Japan*

### **After iPads and Android tablets, will Windows 8 and Slate change the game?**

Windows 8 has been released on 26 October. Windows tablets will feature the new slick Metro interface. An important update for publishers who must decide whether to immediately offer content through this new channel.

*Benny Sriphet, Strategic Alliance Manager APAC, Adobe Systems, Singapore*

11:00 Coffee break

## Session 2. Subscription platforms and business models

11:30 **Niche is beautiful: fast ROI with niche app**

How did a small publishing house in Australia, with a limited niche audience - and an even more limited budget - make the leap from print to multi-platform publishing and successfully launched its News iPad edition with ROI within four months of launch.

*Rod Kenning, National Operations Manager, Polaris Media, Australia*

### **Mobile media as growth engine**

As Schibsted's former editor-in-chief and senior advisor, the speaker has been a key decision maker in implementing his company's forward-thinking strategy for publishing and advertising on mobile platforms.

*Kalle Jungkvist, Senior Advisor, Schibsted, Sweden*

### **Extending reach with mobile editions**

Pan-Arab newspaper and magazine publisher Dar-Alhayat operates from London, Beirut, KSA and serves several markets. Its weekly magazine "Laha" digital editions offers great prospects for increasing its reach and subscription revenues.  
*Abdul Dayem, Production & Applications Development Manager, Dar-Alhayat, UK*

**13:00 Lunch**

## **Session 3. New revenues from mobile**

### **14:30 Classifieds on mobile, the next big opportunity**

How big is the market for classified on mobile devices? For publishers who missed the opportunity to become leading online classified players in their market, does this open a window of opportunity?

*Peter M. Zollman, Founding principal, AIM Group and Classified Intelligence, USA*

### **Mobile marketing in India: big leap ahead**

India has more than 900 million mobile subscribers and hitting the billion mark will not take long. Mobile marketing is growing fast and promises to evolve fast.

*Saurav Sen, Founder and CEO, Sidnet DIGITALIA, India*

**15:30 Coffee break**

### **16:30 Leveraging on mobile apps to grow your business**

Mktmedia, a development company in The Stampen Group in Sweden has developed apps and services on a mobile platform for its over 50 newspapers. The model has then been rolled out by other newspaper companies in several countries.

*Hanna Konyi, CEO, mktmedia, Sweden*

**17:00 End of conference Day 3**

### **Paid content strategies Workshop (17:00 - 18:00)**

*All delegates are invited to attend*

#### **How to charge for content on multiple devices and platforms?**

During this session, we will have an in-depth look at Paid for Content Strategies, and discuss the business models that allow successful charging for content online and on mobile. We will discuss real experiences of what content a media house can charge for, what mistakes not to do, and how to make your readers happy doing it.

*Workshop leader: Kalle Jungkvist, Senior Advisor, Schibsted, Sweden*

# DMA EXPO

Shangri-La Hotel, Basement II, Kuala Lumpur, Malaysia



## Enreach Solutions

### Booth No. 1

Premium digital publishers use Enreach to transform into audience data refineries, to capture full audience data value, and to play a key role in the growing data-driven advertising ecosystem.

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## alfa Media

### Booth No. 2

Partner to the media industry: A commitment that stands for in-depth expertise and competence in all aspects of the publishing business. We support our customers in delivering the medium of newspaper in print, online and via mobile web.

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## Universal Uclick

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Universal Uclick is the world's largest independent syndication company representing over 88 comic strips including Peanuts, Garfield, and Dilbert. Universal Uclick offers a wide-variety of content including Dear Abby, film critic Roger Ebert, international news

Universal Uclick

service GlobalPost, and interactive games/puzzles.

Contact : Kerry Slagle, President International Division  
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Mobile : +941 323 6499 Website : [www.universaluclick.com](http://www.universaluclick.com)

**Media Live Pte Ltd**  
**Booth No. 4**



Media Live represents various Digital Collections, Gumiyo & ppiMedia in Asia, providing a range of products allowing publishers to enhance their existing technical infrastructure with new media applications and revenue opportunities.

Contact : Reiner Ebenhoch, Asia Pacific Representative  
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**OneVision Software**  
**Booth No. 5**



OneVision is a global provider of innovative software solutions for the media 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, ipad and other digital platforms.

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Email : [info.apac@onevision.com](mailto:info.apac@onevision.com) Website : [www.onevision.com](http://www.onevision.com)

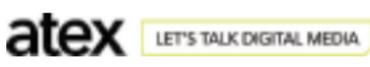
**Xtenit**  
**Booth No. 6**



Xtenit helps publishers better manage, deliver, and monetize online content. Our platform seamlessly integrates mobile, email, web, and social while optimizing monetization from advertising, sponsors, subscriptions, and paid content. This unified approach provides greater flexibility and efficiency than alternative solutions, and allows publishers to focus on core strengths.

Contact : Paulo Bongato, Product Manager  
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**Atex**  
**Booth No. 7**



Atex is a leading software company which provides fully integrated advertising, web and print content management publishing system and audience development circulation system to 1,000+ customers worldwide.

Contact : Jerome Laredo, CEO Atex Asia  
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**MobStac**  
**Booth No. 8**



Mobstac is an HTML5-enabled cloud-based mobile publishing platform that lets you publish your content once and manage websites and apps across all mobile and tablet devices. MobStac also lets you track your mobile visitors and monetize mobile traffic by integrating with mobile ad networks.

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## Catalyst IT Limited

Booth No. 9



Catalyst IT is a world leading specialist in open source technologies. They use open source technologies to design, build and support large and complex mission critical systems, including many in the online news sector. Their most recent news portal project has seen the recent launch of the South China Morning Post's new scmp.com site.

Come and talk to them about your plans - They'll combine their media systems expertise with their open source technology skills to offer you a complete and cost-effective online solution."

Contact : Daniel Spector, Business Development Manager

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Website : www.catalyst.net.nz

## Adobe

Booth No. 10



Adobe helps its customers create, deliver, and optimize compelling content and applications - improving the impact of their communications, enhancing their brands and productivity, and ultimately bringing them greater business success.

Contact : Benny Sriphet, Strategic Alliance Manager APAC

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## ComScore Inc.

Booth No. 11



comScore Inc. (NASDAQ: SCOR) is a global leader in measuring the digital world and preferred source of digital business analytics. comScore is used by more than 1,800 clients around the world, including global leaders such as AOL, Baidu, BBC, Carat, Deutsche Bank, ESPN, France Telecom, Financial Times, Fox, Microsoft, MediaCorp, Nestle, Starcom, Terra Networks, Universal McCann, Verizon Services Group, ViaMichelin and Yahoo!.

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## NowPlanet TV

Booth No. 12



Now Planet is a digital media platform that allows publishers to transform websites, online publications, and campaigns to sites optimized for any Internet-ready desktop or mobile device, such as smart phones and tablets, through an innovation called Responsive Web Design (RWD).

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Website: www.nowplanet.tv/makethisrwd

## Brightcove

Booth No. 13



Brightcove a leading global provider of cloud content services, provides a family of products used to publish and distribute the world's professional digital media. The company's products include Brightcove Video Cloud, the market-leading online video platform, and Brightcove App Cloud, the pioneering content app platform. Together, more than 4,650 customers in 50 countries rely on Brightcove's cloud content services to build and operate exceptional media experiences across PCs, smartphones, tablets and connected TVs.

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## SCOOP

Booth No. 14



SCOOP Newsstand offers the simplest and fastest solution for publishers to distribute digital magazines, books and newspapers to iPad, iPhone and Android readers. Our publishers clients are coming from Indonesia, Malaysia, Singapore, Vietnam, India, SCOOP will help you to reconnect with your readers and engage them in a powerful reading experience.

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Email: info@apps-foundry.com

Website: [www.catchthescoop.com](http://www.catchthescoop.com)

## red.web

Booth No. 15



Red Web developer of editorial software, is the practice-oriented partner for all publishing houses – from the locally oriented newspaper to the nationwide media group. Its successful combination of experience and innovation makes red.web open for the demands of the media future.

Contact : Philipp Prinz von Thurn und Taxis, International Sales Manager  
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Email : ppvtut@red-web.com

Website : [www.red-web.com](http://www.red-web.com)

## AP (The Associated Press)

Booth No. 16

No available information at the time of printing.

## NewspaperDirect

Booth No. 17



No available information at the time of printing.

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### CCI

CCI is supplier of the most robust and powerful editorial and advertising systems in the industry. CCI solutions are implemented in news organizations across five continents. CCI provides the platform to support the world's largest news organizations, and scalable solutions to help growing media brands optimize their business strategies.



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Website : [www.ccieurope.com](http://www.ccieurope.com)

### WoodWing

WoodWing offers editorial solutions for the publishing industry. The company's suite of editorial solutions includes a publishing platform, allowing publishers to seamlessly push content to any publication channel. WoodWing has established itself as the international leader in the publishing industry. WoodWing Software is located in The Netherlands, and has regional sales companies for Europe, North and South America and Asia-Pacific. Customers are served through select partners.



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