

DIGITAL MEDIA ASIA 2011

23-25 NOVEMBER 2011, HONG KONG

Online & Social Media Asia
23 November

Tablet Publishing Asia
24 November

Mobile Media Asia
25 November

SPONSORS



atex LET'S TALK DIGITAL MEDIA



OneVision

alfamedia

NewspaperDirect



明報
MING PAO DAILY NEWS

South China Morning Post
Make every day matter

THE WALL STREET JOURNAL.
ASIA
asia.WSJ.com

International Herald Tribune
THE GLOBAL EDITION OF THE NEW YORK TIMES

AP Associated Press

SUPPORTING ORGANISATIONS



MPA MEDIA PARTNERS ASIA

adma
asia digital marketing association

JakartaGlobe
From City to World



TOPSEOs
Independent Authority on Search Engines

Visibility
THE QUALITY OF YOUR SEARCH RESULTS

AWARDS DINNER HOSTS

mehk Meetings & Exhibitions Hong Kong



Online & Social Media Asia

Session 1: From multimedia to smart media companies

Session chair: Thomas Jacob, Deputy CEO, WAN-IFRA

08:00 Registration

09:00 Opening remarks

Transforming a traditional media company into a smart media company

The publisher of The Sydney Morning Herald & The Australian Financial Review, among many titles, streamlines its newspaper operations and aggressively invests in online businesses for diversifying its revenue streams at a fast pace.

Greg Hywood, Chief Executive Officer, Fairfax Media, Australia

Leveraging on a media brand for thriving in online business

An overview of Dow Jones' strategy for providing consumers with high quality, differentiated content and delivering it to consumers and businesses in innovative ways across all platforms.

Christine Brendle, Managing Director, Asia Pacific, Dow Jones, Hong Kong

10:30 Coffee break

11:00 Embracing the new media mindset

NSTP is unfolding an aggressive new media strategy based on new product development, strategic partnerships and acquisitions. The E-Media team operates from a different building and with a 100% pure-player mentality.

Cheryl Goh, Head of E Media, New Straits Times Press, Malaysia

Session 2: Monetizing online content

Session chair: Gilles Demptos, Director, Events & Publications, WAN-IFRA Asia Pacific

Financial Times: Native vs device-neutral apps

The FT has made the bold move to take an independent app strategy that includes device-neutral apps.

What are the pros and cons of html5 apps? What subscription options will the FT rely on in the future?

Hiroko Hoshino, Regional Online Director & FT Corporate Representative, FT, Japan

Presentation and interview moderated by Mike Savage, Editor in Chief, Asia Media Journal, Hong Kong

Google analytics for improving online business efficiency

How to use website statistics to efficiently track hits, traffic and clicks for determining the most appropriate strategy for your online business and content distribution.

Vinoaj Vijeyakumaar, Senior Conversion Specialist, Google Southeast Asia, Singapore

12:30 Lunch

Session 3: Leveraging social media

Session chair: Thomas Crampton, Asia Pacific Director, Ogilvy Digital Influence, Hong Kong

13:30 Stardoll success story in developing social media business operations

Inspiring and refreshing ideas from Stardoll.com, an online community which targets girls between 7 to 17 years old and gathers over 125 million users worldwide.

Mattias Miksche, co-Founder and CEO, Stardoll Media, Sweden

Five big digital trends for 2012

The WSJ's digital strategy is focussed on tackling the challenges of the leading digital trends for 2012: "Tablets explosion continues", "mobile vs. desktop", "Social get serious", "data is the new creative" and "Rich media upset the balance".

Olivier Legrand, General Manager Asia Pacific, The Wall Street Journal Digital Network, Hong Kong

Session 4: Innovative ventures in online and social media

Session chair: Stig Nordqvist, Executive Director, Emerging Digital Platforms, WAN-IFRA

Boosting online traffic with 3D Animations and online videos

Next Media employs 400 staff to produce an average of 56 daily animations for its TV channels, websites and even for its newspaper front pages. A peep into the future of news?

Emily Wu, Production Manager, Next Media Animations, Taiwan

15:10 Coffee break

16:00 Learning lessons from a leading internet pure-player

Multinational media company Naspers and Chinese portal Tencent co-own Thailand's leading service portal sanook.com which has developed inspiring search, e-commerce, social gaming, infotainment and mobile services.

Torboon Puangmaha, Chief Executive Officer, Sanook, Thailand

Revenue diversification. How to reach 50% revenues from digital

A former Editor-in-Chief, Jungkvist contributes to the design of Swedish media group Schibsted's online & mobile strategy for generating 50% of its revenues from digital.

Anders Berglund, Sales Director, Aftonbladet, Sweden

Kalle Jungkvist, Senior Advisor, Schibsted, Sweden

17:00 End of conference day 1

Tablet Publishing Asia

Session 1: Tablets trends and technologies

Session chair: Stig Nordqvist, Executive Director, Emerging Digital Platforms, WAN-IFRA

09:00 Overview of tablets technologies, markets and applications

A global update on technologies, markets and applications. Review of business models and monetization opportunities as seen in different parts of the world.

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

Market scan: what will be the winning approach for tablet publishing?

Content publishers seek to offer their audience a unique media experience on tablets. But attractive designs can be costly and monetizing opportunities are still limited. What are the best and most efficient alternatives as of today? How to make a future-proof decision on app technology and business model?

Hussein Khalil, CEO, OneVision, Germany

Remco Koster, Managing Director, Woodwing Asia Pacific, Malaysia

Nikolay Malyarov, Vice President, Publishing and Legal Affairs, NewspaperDirect, Canada

10:15 Coffee break

Session 2: Subscription platforms and business models

Session sponsored by: **NewspaperDirect**

Session chair: Gilles Demptos, Director, Events & Publications, WAN-IFRA Asia Pacific

Introduction by session sponsor: Igor Smirnoff, Vice President, Digital, NewspaperDirect, Canada

10:45 Digital kiosks: selling content and retaining control over pricing, marketing and customer data

An industry first, Spain's top publishers created a multi-platform news destination that aggregates more than 30 full-content digital edition newspapers and 60 magazines instantly available online and in apps for Apple iOS and Android devices.

Juan Figuerola-Ferretti, Head of Multimedia Projects, Vocento, Spain

Innovative solutions for cost effective online content distribution

Defining the right strategy and choosing the right digital media formats and delivery methods is key to your business success. Case study based on the experience of American TV network HBO.

Sushil Kambampati, Digital Media and Pay TV Strategist, India

Tablet publishing strategy at media giant Axel Springer

European media giant Axel Springer is a pioneer in generating new revenue streams from digital. Hear how they designed and unfolded their advertising strategy and subscription schemes for mobiles and tablet.

Gregory Waller, Associated Principal at Frenemies Consulting, a WAN-IFRA activity, former VP for Strategy & Innovation at Axel Springer, Germany

12:30 Lunch

Session 3: Re inventing news on tablet devices

Session chair: Gregory Waller, Associated Principal at Frenemies Consulting, a WAN-IFRA activity

14:00 Generating relevant content for all channels

Digital innovations at Kompas Gramedia are driven through the Ring of Fire expedition project which has been running in Kompas' newspaper, online, mobile, iPad and TV channels for a 12 months period.

Hardanto Subagyo, Managing Editor, Kompas Gramedia, Indonesia

Wild, fun and ground-breaking: Exploring tablets most innovative features

Swiss-based international publisher Ringier has launched a Studio in Vietnam where a dedicated team of IT engineers and artists develop Ringier Collections, a series of apps that intent to make the most out of the new platform possibilities.

Stéphane Carpentier, Creative Director, Ringier Studios, Vietnam

15:30 Coffee break

Session 4: Advanced tablet publishing

Session chair: Stig Nordqvist, Executive Director, Emerging Digital Platforms, WAN-IFRA

16:00 Innovative solutions in a sustainable tablet ecosystem

Apps are not just design and content... They must be planned as part of a whole business ecosystem. Case studies from apps implemented at The Economist, Vodafone, Woolworths, Pepsi, News International, SBS...

Chris Watt, Managing Director, Tigerspike, Australia

The right app for the right content

As a leading IT magazine in Australia, APC cannot do less than offering the best media experience possible on mobile devices to its users. Their tablet platform choice has been carefully planned and implemented.

Tony Sarno, Editor, APC Magazine, Australia

17:00 End of conference day 2

18:00 Asian Digital Media Awards Presentation, Cocktail and Dinner

Shangri-La Hotel, Kowloon, Hong Kong

21:00 Orchid Room (Lower Level II)

64 Mody Road, Kowloon

(The dinner venue is less than 5 minutes walk from Hyatt Regency. Please approach WAN-IFRA staff for directions)

Mobile Media Asia

Session 1: Redefining the mobile media landscape

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

09:00 Global update on Mobile Media Developments

What are the next generation mobile applications and how the fast developing mobile web for the masses can be exploited by media companies and content owners?

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

Reach and Money: Brand Power in a Mobile World

Thomson Reuters will share insights on the mobile market from a News Brand perspective with special focus on building audience reach and monetisation in key growth markets.

Alan E Griffin, General Manager Asia, Consumer Media, Thomson Reuters, Hong Kong

Mobile services that make sense for Asian news media

Most Asian news media are willing to take the lead in mobile publishing and to fulfill the expectations of their most demanding users... but not at any cost. What are the key factors to integrate for offering a real new media experience on mobile & tablet devices at a reasonable cost?

Mariam M. Mathew, Chief Operating Officer, Manorama Online, India

10:40 Coffee break

Session 2: Learning from different markets

Session chair: *Gilles Demptos, Director, Events & Publications, WAN-IFRA Asia Pacific*

11:10 Implementing a multi-language news telecom service in Vietnam

Vietnam has over 100 millions mobile subscribers. VietnamPlus has implemented a fast mobile news services available in four languages on all mobile phones.

Le Quoc Minh, Editor in Chief, VietnamPlus, Vietnam News Agency, Vietnam

Turning newspapers into profitable mobile products - Case study from Australia

How to give life to a publication's website and develop profitable services on mobile platforms.

Simon Shepherdson, Marketing Manager, Aspermont, Australia

The role of mobile & social media in times of crisis. Lessons from Japan's Eastern Great Earthquake."

The three major mobile operators suspended their operations when the earthquake hit Japan. Only the Internet, Skype, Twitter and Facebook worked and helped people locating the whereabouts of their families and friends. Key lessons and business ideas for news media to be drawn from this experience.

Prof. Yoshikazu Mikami, Professor of journalism and media at Meiji University in Tokyo, Japan

12:40 Lunch

Session 3: Efficient mobile marketing

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

13:30 Leveraging Mobile Platforms at Singapore Press Holdings

SPH's stable of newspapers and online products use mobile as a key platform to provide value-added services to its readers and advertisers. From specialized apps through to its video offering on citizen journalism portal STOMP, the speaker will showcase how mobile is quickly becoming a key component in SPH's marketing strategy.

Geoff Tan, Senior VP, Strategic Marketing Department, SPH, Singapore

Opportunities in geo-localized mobile services

Case studies from different countries and ideas for the implementation of geo-localized services on mobile.

Christian Geissendoerfer, CEO, Yoose, Singapore

Mobile innovation lab

Start-ups and mobile services suppliers present their latest innovations for boosting media companies' content syndication and business on mobile platforms.

Philippe de Passorio, Head of Asia Pacific, Total Immersion Asia, Hong Kong

Niko Ruokosuo, CEO, Scoopshot, Finland

Gavin Burnett, CEO, Gumiyo, Australia

15:00 Coffee break

Session 4: Innovative mobile apps from media companies

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

15:30 Powerful cross-media campaigns with "second wave" digital media

Schibsted has gained a unique and insightful experience in selling efficient cross-media campaigns which integrate tablets, mobiles and web TV.

Anders Berglund, Sales Director, Aftonbladet, Sweden

Kalle Jungkvist, Senior Advisor, Schibsted, Sweden

Apple Daily on mobile

Apple Daily is at the forefront of print and digital innovations in Asia. This presentation will give an overview of its unique mobile offering on HK and Taiwan's competitive media markets.

Michael Yung, Chief Technology Officer, Digital Platform, Next Media Group, Hong Kong

17:00 End of conference