

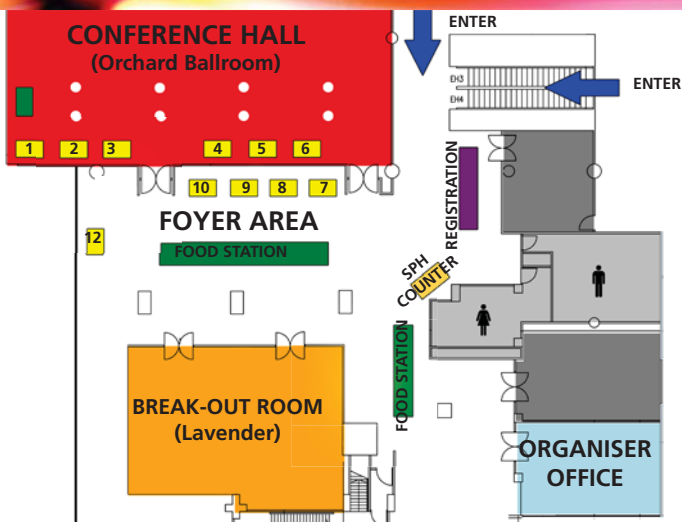


DIGITAL MEDIA ASIA

18-21 NOVEMBER 2014, SINGAPORE

Hashtag: #DMAsg14
www.wan-ifra.org/dma

OVERVIEW / FLOOR PLAN



ORCHARD HOTEL, LEVEL 3

18 NOVEMBER

Conference

09:00 - 17:00, Orchard Ballroom

Break-out session: Audience shifts to online - Strategies for publishers to monetise digital content with video

11:00 - 12:00, Lavender room

Hosted by brightcove

Break-out session: Paid content and eCommerce models - Beyond the paywall with an eWallet

12:00 - 12:30, Lavender room

Hosted by MPP

ADMA Cocktail Reception

17:30 - 19:30, *Hardrock Cafe

19 NOVEMBER

Breakfast session: A future for news media revenue

08:00 - 09:00, Lavender room

Hosted by mather:

Conference

09:00 - 17:30, Orchard Ballroom

ADDRESS

*Hardrock Cafe
50 Cuscaden Road,
HPL House,
Singapore 249724

20 NOVEMBER

Executive Masterclass: Content Monetisation Strategies

09:00 - 17:00, Lavender room

Masterclass: Every page is a homepage

09:00 - 17:00, Nutmeg room

Masterclass: Unlock the power of mobile storytelling

09:00 - 17:00, **NTU Newsplex Asia

21 NOVEMBER

Masterclass: The homepage: Creating an engaging cross-platform experience

09:00 - 17:00, Nutmeg room

Masterclass: Mastering the building blocks of mobile video

09:00 - 17:00, **NTU Newsplex Asia

**NTU Newsplex Asia
Wee Kim Wee School of Communication
and Information, 31 Nanyang
Link, Singapore 637718

(Transport will be provide to and from Orchard Hotel and NTU Newsplex Asia)

EXHIBITORS

Booth 01: ppi Media
Booth 02: AT Internet
Booth 03: WAN-IFRA
Booth 04: Atex
Booth 05: OneVision
Booth 06: Crowdynews

Booth 07: ProtecMedia
Booth 08: cXense
Booth 09: WoodWing
Booth 10: Brightcove
Booth 12: Limelight

For a detailed description of each exhibitors, refer to DMA Expo page.

REGISTRATION / BADGE COLLECTION

Venue: Level 3, Orchard Hotel, Singapore

Registration opening time:

Conference Day 1, 18 Nov: 08:15 hrs

Conference Day 2, 19 Nov: 08:30 hrs

Masterclass Day 1 & 2, 20 Nov: 08:30 hrs

(Venue: Orchard Hotel)

Masterclass Day 1 & 2, 21 Nov: 09:00 hrs

(Venue: Nanyang Technology University (NTU) Newsplex)

Delegates are to be seated by 08:55 hrs at the Orchard Ballroom on both conference days, 18 & 19 November.

Note: Badges are to be worn throughout the entire conference / masterclasses. Delegates without badges will not be allowed into the premises.

Logos on badges



CONFERENCE

Entitles you to attend ALL sessions and foyer area from 18-19 Nov



SPEAKER

Entitles you to attend all sessions and foyer area from 18-19 Nov



AWARD WINNER

Entitles you to attend ONLY Session 4 on 18 Nov at 16:00hrs



EXEC MASTERCLASS

Entitles you to attend the Executive Masterclass on 20 Nov



DAY 1 MASTERCLASS

Entitles you to attend Day 1 Masterclass on 20 Nov



DAY 2 MASTERCLASS

Entitles you to attend Day 2 Masterclass on 21 Nov



COCKTAIL RECEPTION

Indication that you have RSVP ADMA cocktail reception on 18 Nov from 17:30 - 19:30 hrs at Hardrock Cafe

Day 1, 18 November 2014

Day 1 Moderator: Gregor Waller, Principal Consultant, WAN-IFRA Consulting, Germany

Conference Opening

08:15 DMA registration / badge collection

08:55 Delegates to be seated

09:00 **Welcome note**

Gilles Demptos, Director of Asia, WAN-IFRA

Live rap news by Vietnam News Agency

Session 1. Top 5 Digital Priorities for News Media

09:15 **Digital World Trends & What they mean to you**

An exploration of Digital Trends in Asia and around the globe along with an analysis of the challenges and opportunities they present.

Ben Shaw, Senior Digital Consultant, WAN-IFRA

Apple Daily's 5 top news media priorities

Apple Daily's coverage of the HK Umbrella Movement is a case in point to demonstrate the newspaper's top 5 digital priorities: Mobile first, Fast Responsiveness, Boost Interaction via UGC & Social Media, Use of Animation and Right Tone & Manner.

Cassian Cheung, CEO, Next Media, Hong Kong

Digital publishing - SPH's top 5 Priorities for 2015

SPH underwent a big organizational restructuring exercise. Its priorities for the new year will be to deliver better experiences for its readers and to tailor more effective solutions for its advertisers. Journey and learnings thus far on mobile, social, content recommendation, audience selling and programmatic advertising.

Julian Tan, Head of SPH Digital, Singapore

10:30 **Coffee break**

Session 2. Activating the Digital-First Newsroom

11:00 **Your Smartphone is Your Newsroom: 2014 Edition**

Retooling into a mobile-first operation involves meeting mobile consumers expectations and organizing workflows around highly-responsive mobile news production and delivery. Robb works with large media houses to retool their thinking, training and workflows around mobile.

Robb Montgomery, CEO, Montgomery Multimedia, USA

The Homepage is not dead! Every page is a Homepage

Is the homepage dying? In the social media age, should publishers only concentrate on "buzzfeeding the beast" with viral content? Social is an indispensable source of

traffic, but nurturing the community of loyal readers that access the website “on purpose” is crucial.

Grig Davidovitz, CEO, RGB Media, Israel

Working in a cross-platform newsroom - the Dagbladet way

In Norway, 87% of the population go online every day, and 81% of them have a smart phone. With such a demanding, digitally savvy audience, Dagbladet has transformed into a modern media organisation; delivering on breaking news, live coverage, longreads and award-winning investigative journalism on all screens and platforms.

Hildegunn Soldal, Digital Editor, Dagbladet, Norway

Reaching a younger audience via chat apps

Although SMS remains ubiquitous and in heavy use, chat apps such as WhatsApp or Kakao are quickly gaining ground among younger readers. How a Philippine news organization is pivoting its SMS services towards chat apps to engage new, mobile audiences and find new revenue streams for platform content.

JV Rufino, Director Mobile & Books, Philippine Daily Inquirer

Break-out Sessions *(in parallel with Session 2)*

11:00 Audience shifts to online - Strategies for publishers to monetise digital content with video

From The New York Times, to Gannett and the Huffington Post, we will discuss the challenges and opportunities for publishers who have made a successful transition for reaching new subscribers and create new revenue streams.

Ben Morrell, Senior Technical Consultant - Media Brightcove, Inc.

Roy Simangunsong, CEO, PT Linktone Indonesia (MNC Group)

12:00 Paid content and eCommerce models - Beyond the paywall with an eWallet

Looking at content and audiences in a new way can open big opportunities to develop multiple revenue streams and local brand extensions from eCommerce capabilities. Some of MPP Global's client base, including the Daily Mail Group, Telegraph Media Group and The Times capture more value from the same customers and advertisers.

Simon Vella, VP Asia Pacific, MPP Global Solutions

13:00 Lunch

Session 3. Advanced Content Monetisation

14:00 Pay-walls, subscription plans and bundling options for pricing optimisation

Publishers are now bringing subscription plans and bundling options as additional success factors for their digital operations. From a global perspective, Gregor will provide a framework for the increasing complexity that needs to be handled for paywall-success.

Gregor Waller, Principal Consultant, WAN-IFRA Consulting, Germany

Day 1, 18 November 2014

Taking a digital news start-up international in an Asian context

Having achieved over 4 M Monthly Unique Visitors within a year since The News Lens inception, Joey will go through all stages of an early startups life from finding the idea, team, resources, investors to strategic alignment and rapid international expansion.

Joey Chung, Co-Founder/CEO, The New Lens, Taiwan

Where consumers go, marketers go... Going mobile, going social

Amit Garg, Business Head-Digital, Internet & Mobile, HT Media Group, India

Panel session:

Speakers and Matt Lindsay, President, Mather Economics

15:30 Coffee break

Session 4. Driving Innovation in News Media

16:00 Asian Digital Media Awards 2014 overall presentation



The 5th Asian Digital Media Awards will honour Asia's 2014 best in online media, social media, mobile, tablet, cross media, online video and infographics. This session will showcase 4 inspiring short presentations from top winning projects by: *Apple Daily, Thomson Reuters, The Age and Kompas*

17:30 - Asian Digital Media Asia cocktail reception

19:30 *Venue: Hardrock Cafe Singapore*

DAY 2, 19 NOVEMBER 2014

Breakfast Session

08:00 - Breakfast Session. A Future for News Media Revenue

Learn how data collection, econometric analysis, and pricing strategy can maximize subscriber and advertiser revenue and how analysis of online customer behavior can support the evolving digital business model. *Hosted by Matt Lindsay, President, Mather Economics, USA*

Day 2 Moderator: Kalle Jungkvist, Senior Advisor, Schibsted, Sweden

Session 5. From Big Data to Smart Data

09:00 The data driven news media

It's often hard to find a place to start incorporating large amount of data to your online business. Dos and don'ts for building a data driven media company.

Fai-Keung Ng, Group Country Manager, Southeast Asia, AT Internet

Focus on Big Data to become no.1 on target markets

Insights from Styria Media Group (one of the leading media companies in Austria, Slovenia and Croatia) on how Big Data can be used to improve the user experience of your portals and how to extend your online advertising.

Pierre Flitsch, Head of Digital Performance Unit, Styria Media Group, Austria

Generating new revenues via digital brand extension products and services

Alice Ting, VP Licensing & Syndication, The New York Times, USA

10:30 Coffee break

Session 6. Challenges and Opportunities in Digital Advertising

11:00 Unlocking brand connections in the connected world

Identify the role of multiple devices in the consumers' journey and their path to purchase. How publishers must adapt to provide the right environment for it.

Deepika Nikhilender, CEO - GEMS, Mindshare Asia Pacific, Singapore

David Jeffs, Insights Head APAC, Yahoo!

Using social media engagement, crowdsourcing and big data to help clients with their digital campaigns

Russ Shepherd, Chief Data Scientist, Rappler, Philippines

Using scientific pricing engine to maximise challenged advertising margins

To turn the tide on the current paradigm of newspaper media pricing, Times Group developed a scientific and dynamic pricing system called "Pricewise" to win back advertising margins through a concerted emphasis on yield increase.

Arunabh Das Sharma, President, Bennett, Coleman Co Ltd,

Building a loyal digital audience

In a mobile-first world, how can news publishers build a loyal audience and ensure readers can follow across all devices and platforms? How can they keep up with the users of tomorrow and will share some actionable steps for success.

Parin Mehta, Head of Strategic Partnerships SEA, Google

13:00 Lunch

Session 7. Innovation: From Idea to Impact

14:00 **The Media Innovation Hub: A new initiative by WAN-IFRA**

The Media Innovation Hub is an international alliance of innovation practitioners, research and innovation centres, and emerging technology providers.

Stephen Fozard, Project Director, WAN-IFRA

Partnerships with start-ups and research centres for placing innovation at the heart of media

Stibo Accelerator aims to bring innovative students and early startups closer to the news industry. How in-house incubators can help transforming organizational cultures and bring new ideas and energy to the organisation.

Kim Svendsen, Director, Stibo Accelerator, Denmark

Solutions and ideas from the DMA Hack 2014

Winners of DMA Hack 2014

Rap News: Winning young audience's hearts

The bi-weekly RapNewsPlus has received more than one million views per clip since its launch one year ago. More importantly, it brings the youth back to the websites and turns them into faithful audience.

Le Quoc Minh, Editor in Chief, Vietnam News Agency

Presentation of Asahi Shimbun's Media Lab

Hiroshi Nozawa, Producer, Media Lab, Asahi Shimbun, Japan

15:45 **Coffee break**

Session 8. Embracing the News Media's Mobile Future

Moderator: Jeremy Wagstaff, Chief Technology Correspondent, Asia, Thomson Reuters

16:15 **Embracing mobile news: Usage and advertising trends**

News Apps are developing their users base at a higher pace and influencing consumers' habits. Focus on advertisers' investments in APAC on mobile.

Fabrizio Lo Cicero, VP Asia Pacific, News Republic, USA

A peep into Yahoo! News Digest app

How the app is structured and the concept of using 'atoms' in building its news summaries. What the users have said so far, how has it done traffic-wise, and what's coming next?

Marc Lourdes, Managing Editor SEA, Yahoo! News Digest

Make money on mobile and TV. Can we match the top players?

Strategies implemented by various subsidiaries of Schibsted, one of the world's leading digital media companies, for monetizing mobile and web TV.

Kalle Jungkvist, Senior Advisor, Schibsted, Sweden

17:45 **End of Conference**

Digital Collections

Booth No. 1



Digital Collections provides Intelligent Search and Content Technologies for the New Media Landscape incorporating Media Asset Management, Semantic Search and Analysis, Media Neutral Content Creation, Multi Channel Production, Archiving for Multi Media Assets and Services!

Contact : Torsten Behn

Phone : +49 40 23523-0

Email: info@digicol.de

Website : www.digicol.de

ppiMedia



At ppi Media, we believe in publishing. We deliver solutions to publishers to increase profits and reduce cost. Over 5.000 daily newspapers are produced with our software.

Contact : Christian Finder

Phone : +49 (0)40 227433-637

Email: christian.finder@ppimedia.de

Website : www.ppimedia.de

AT Internet

Booth No. 2



AT Internet is one of the world's major players in Digital Analytics. Its decision-making solutions and services provide companies with an integral analysis of their performance and presence on all online digital platforms: the web, mobile and social media.

Contact : Fai-Keung NG – Country Manager Singapore & South East Asia

Phone : +65.6391 9965

Email : Fai-keung.Ng@atinternet.com

Website : www.atinternet.com

Atex

Booth No. 4



Atex software solutions help you organize, manage and monetize content across all digital, broadcast and print marketing channels with one point of access. With our Platforms to streamline Editorial workflows, our solutions for Content Management, Advertising and Digital Asset Management, we are actively engaged with a multitude of customers across Asia Pacific and Europe.

Contact : Raymond Lee, Sales Director for Asia

Direct : +65-9170 0009

Email: rlee@atex.com

Website : www.atex.com

OneVision

Booth No. 5



OneVision is a global provider of innovative software solutions for the media industry. OneVision software solutions ensure quality, save time and reduce costs in numerous data- and image-intensive premedia operations. OneVision's e-media solution, Mirado allows publishers a seamless transition from print to digital media.

Contact : Ronnie Ng, Software Application Manager

Phone : +65.6562-8597

Email: ronnie.ng@OneVision.com

Website: www.onevision.com

DIGITAL MEDIA ASIA EXPO

Crowdynews Booth No. 6



Crowdynews is a platform that gathers and filters social media content and posts it in real-time next to topical, popular stories. The service blends the crowd perspective with traditional news items, and provides publishing organizations with new revenue streams.

Contact : Alyx Pang, Business Development Director
Phone : +65.9656 2906
Email: alyx@accelerasia.com **Website:** www.crowdynews.com

Protecmedia Booth No. 7



Protecmedia (1979) is an international software engineering and services company which develops applications and services for publishing companies covering all aspects of advertising, "PrintWebMobile" newsroom, Circulation and Subscriptions. It is seen as a technological partner rather than a mere supplier of services.

Contact : Javier Grané, Delegate and Manager in Asia
Phone : +34 600 50 10 02
Email: jgrane@protecmedia.com **Website:** www.protecmedia.com

Cxense Booth No. 8



Cxense is breathing new life into the publishing industry by helping publishers succeed in a digital world. We use audience data and advanced analytics to create hyper-relevant content recommendations, targeted advertising and predictive search that help increase digital revenue for publishers, and provide users with a better experience.

Contact : Charles Ho, Senior Vice President, Asia Pacific
Mobile : +65 9851 0434
Email: charles.ho@cxense.com **Website:** www.cxense.com

WoodWing Booth No. 9



WoodWing creates the most progressive solutions available on the market for the production of print, online and tablet publications. Rapid growth worldwide and success across the full spectrum of publishers demonstrate that WoodWing markets the best tools for the best price. WoodWing's customers include renowned magazine, newspaper and book publishers, as well as communication agencies and corporate customers.

Contact : Remco Koster, Managing Director
Mobile : +60 3 8320 1839
Email: rko@woodwing.com **Website:** www.woodwing.com

Brightcove
Booth No. 10



Brightcove Inc. (NASDAQ:BCOV) is a leading global provider of powerful cloud solutions for delivering and monetising video across connected devices. Brightcove has more than 5,500 customers in over 70 countries that rely on our cloud solutions to successfully publish high-quality video experiences to audiences everywhere.

Contact : Antoine Bouchacourt, Regional Sales Manager, Asia
Phone : +65-6832-5079
Email : abouchacourt@brightcove.com
Website : www.brightcove.com

Limelight
Booth No. 12



Limelight is a top tier content delivery network (CDN) offering superior performance and high availability, with powerful cloud-based software that enables organizations to deliver faster websites & more responsive web applications to any device, anywhere in the world.

Contact : Zak Agus, Sales Director, South Asia Limelight Networks
Phone : +65.9336-6930
Email : zagus@llnw.com **Website** : www.limelight.com

WAN-IFRA would like to thank the sponsors, media partners and supporting organisations for their generous support to Digital Media Asia 2014

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28-30 April, Bangkok



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