

12 - 13 March 2012, Hyderabad

Digital Media India 2012 Conference & Workshop

Monetisation and new initiatives in

- Online and Social Media
- Mobile Publishing
- Tablet Publishing

Target group

- Publishers, Managing Editors, Managing Directors
- CEOs, COOs, Advertising/Marketing Business Heads
- New Media Editors, Social Media Managers
- Online Product/Content Managers



www.wan-ifra.org/dmi

infodmi@wan-ifra.org



Digital Media India



About WAN-IFRA

WAN-IFRA, based in Paris, France, and Darmstadt, Germany, with subsidiaries in Singapore, India, Spain, France and Sweden, is the global organisation of the world's newspapers and news publishers. It represents more than 18,000 publications, 15,000 online sites and over 3,000 companies in more than 120 countries. The organisation was created by the merger of the World Association of Newspapers and IFRA, the research and service organisation for the news publishing industry.

Introduction

Digital Media India is the extension of the highly popular Digital Media Conference organised by WAN-IFRA every year in Europe and Far East Asia.

Launching for the first time in India, the Digital Media India Conference will bring together real world examples of successful digital publishing initiatives and strategies. This one day conference will discuss digital media strategies, monetising digital initiatives and publishing to digital devices.

The Conference will also look into the intensive experimentation with non-news content that helps to connect to the reader.

Conference Programme

Day 1: 12 March 2012

Time: 09.30 hr - 18.00 hr

Keynote: Mobile and digital consumption and advertising trends — Insights for news publishers

Gregor Waller, Frenemy Consultant, WAN-IFRA, Germany

Go online to offer more to your valuable readers

Online offers new products or services. How can this be used to engage the user and bring in the advertiser?

Rajesh Kalra, Chief Editor, Times Internet, India

Reaching out to the social media community

Engaging communities will make our newspaper bigger, better and the journalism stronger

Speaker invited

Mobile publishing perspectives

A case study

Gyan Gupta, Head-Digital Business, Dainik Bhaskar, India

Conference and Workshop Chairman



Gregor Waller advises international media companies to develop their digital strategy and transform their business models in the digital age and he is also an associate member of Frenemy Consulting (WAN-IFRA Activity).

Previously, he worked at Axel Springer in various management positions. He specializes on the issues of digital strategy, digital business models and paid content. Before digital era, he was focusing on Merger and acquisition projects of newspaper groups and news websites.

Unleash your creativity - How to create exciting digital niche products

Niche products can engage a specific audience and if it can demonstrate a social utility it can attract and support the main product
Stéphane Carpentier, Creative Director, Ringier Studios, Vietnam

Tablet Publishing - It is just not moving the content from the website or print to tablet

How is a tablet reader different from an online or print? What are the expectations of a news reader on a tablet?
Monalisa Sengupta, Head - Apps Divn., NDTV Convergence, India

Non-Conventional Digital Revenue Streams

Conventional online revenue streams of clicks or views are passé
Adam Hill, Director, Diversity Advertising, Denmark

Online Analytics & Statistics – Read between the lines

Online analytics and statistics brings to the table a lot of data. Are we making use of them?
Paul Jansen, Founder & Chairman, aSpecial Media, Singapore

Panel discussion - Paid Content

Discussion on how to effectively charge for online content. Best practices from around the world

Summary and closing

Digital Media Workshop

Day 2: 13 March 2012

Time: 09.30 hr - 18.00 hr

Workshop topics:

Digital media opportunities: the strategic approach

The move from mass market to mass of niches calls for a long-term strategic approach for traditional media companies to survive and grow. Several media companies use the portfolio strategy. How does this work?

Social Media

- Social media 101: What is hot? What is in what is out?
- How can media companies leverage the phenomenal growth of Facebook and Twitter?
- Going from "tv tv" to successful web TV implementations

Monetizing online media sites

- Walls, gardens, meters, freemium or just free? In mature markets, the debate has shifted from do we charge to how much to charge. What are the different business models?
- E-commerce opportunities for online sites. Case studies
- Online classified sites. Compete or co-operate with pure players?
- Taking on Groupon – how newspapers are fighting back.

Tablet publishing: trends and technologies

- Overview of tablets technologies, markets and applications
- The platforms: iTunes, One pass & App world
- Html 5 alternative to the platforms. Pros and cons

Redefining the mobile media landscape

- Global update on Mobile Media Developments
- iAds from Apple - what does it mean to publishers
- Mobile coupons. How does it work? What are the opportunities
- Mobile video - is it the next big thing?

Supporting publications



Media Partner

THE WALL STREET JOURNAL.
india.WSJ.com

Infotables & Sponsors

Conference delegates will also have an opportunity to interact with the leading vendors and service providers to the news publishing industry at the table top displays conveniently located in the foyer area.



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LET'S TALK DIGITAL MEDIA

General Information

Session Time and Venue

12 March 2012: Digital Media Conference

09.30 hr - 18.00 hr.

13 March 2012: Digital Media Workshop

09.30 hr - 18.00 hr

The Park Hyderabad

22 Raj Bhavan Road, Somajiguda

Hyderabad 500082, India

Tel: +91.40.2345 6789

Contact

V Antony

Senior Manager - Events and Services

WAN-IFRA South Asia

54 K B Dasan Road

Chennai 600 018, India

Tel: +91.44.4211 0640

Fax: +91.44.2435 9744

v.antony@wan-ifra.org

Registration Fee

	WAN-IFRA Members	Non-Members
Day 1, Conference	INR 12500 / EUR 200	INR 15000 / EUR 240
Day 2, Workshop	INR 15000 / EUR 240	INR 18000 / EUR 290
Both days	INR 25000 / EUR 400	INR 30000 / EUR 480

Note: Please add 10.3% taxes to the above fee. Overseas participants pay in EUR. Included in the price are the course fee, documentation, luncheon and beverages during breaks.

Early bird and special offers for the Conference

Early bird: For registrations received before 20th February 2012, 20% discount offered on the conference fee.

Special offer: One complimentary registration for every 4 registrations to the conference. If you register 4 participants, the 5th participant attends the conference free of charge.

Digital Media Conference & Workshop

12 – 13 March 2012, Hyderabad

Registration Form

Please copy, fill in and fax or mail to:

WAN-IFRA South Asia Pvt. Ltd., 54 K.B.Dasan Road, SIET Admn. Building, Chennai 600 018, India · Fax +91.44.2435 9744 · infoindia@wan-ifra.org

Full name _____

Company _____

Position _____

Address _____

City/postal code _____

Country _____

E-Mail _____

Phone _____

Fax _____

Signature _____

Please register me for

Conference

Workshop

Both

Payment details:

Cheque / demand draft favouring **WAN-IFRA South Asia Pvt Ltd** for

INR / EUR _____ enclosed.

Name in block capitals _____

Address the invoice to _____

Excerpt from the General Terms and Conditions for WAN-IFRA Public Training Events

2. Registration

2.1 Registration can be submitted in writing to WAN-IFRA by mail, fax or e-mail. For the participant, the registration constitutes a binding offer for the conclusion of a contract for participation in the event described in the registration. This offer is subject to acceptance by WAN-IFRA. This is signalled by WAN-IFRA by confirmation to the participant that he has been accepted for participation in the event concerned.

2.2 In order to ensure optimum training conditions, the number of participants is limited. Registrations will be processed in the sequence of reception.

3. Performance and Change of Performance

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3.4 WAN-IFRA can cancel or postpone events in case of too few participants (at latest two weeks before the start of the event) or cancellation of a speaker or other circumstances for which it is not responsible. In such cases, WAN-IFRA is relieved of the obligation to hold the event and shall reimburse participants any fees already paid.

4. Conditions of Payment

4.2 The participation fee becomes due upon receipt of the invoice.

5. Cancellation and No Show

5.3 The participant can cancel free of charge up to 14 calendar days before the event begins.

5.4 If the participant cancels between the 14th and seventh calendar day before the event begins, WAN-IFRA will charge 50% of the

participation fee as a cancellation fee. If the participant cancels later than seven days before the event begins, or fails to attend or does attend only a part of the training event, then the regular participation fee will be charged.

5.5 If a participant cannot personally attend an event for which he has a firm booking, he has the possibility to name a substitute. WAN-IFRA must be notified of this in writing, stating the name and address of the substituting person.

6. Liability

6.5 In case of withdrawal from the contract or cancellation of the event by WAN-IFRA, no reimbursement of costs for booking the travel or accommodation will be afforded.