

28 - 30 January, New Delhi

Digital Media India 2013 Conference & Workshop

■ Conference topics

- Digital Media Landscape
- Digital Revenue Models
- Mobile & Tablet Publishing
- Online Video

■ Workshops

- Responsive Design, 28th January
- Content Monetisation Strategies, 30th January

■ Foyer info-tables



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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 age is re-innovating the news media and news consumption. Traditional publishers are embracing it to be closer to their readers as well as advertisers. Crowdsourcing and social media are now powerful tools used by journalists. Issues like whether news should be paid, free or freemium still exist but a lot of experimentation is going on in paid content. Reader behaviour in digital is being monitored to develop new metrics and models for advertising.

Digital Media India 2013 conference and workshop will bring together real world examples of successful digital publishing initiatives and strategies adopted by news publishers from around the world. The conference and the workshops will help the participants to think strategically in embracing digital and on how to adapt to the changing media landscape.

Conference Programme

Tuesday, 29 January 2013

Time: 09.30 hr - 18.00 hr

Opening keynote: How digital media is enhancing journalism?

Speaker invited

Trend scouting – Online / Mobile / Tablet / Social Media – How the publishers are adopting to digital platforms? Key points to follow when embracing digital – A world view

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

Millions of unique visitors and hundreds of million page views per month. But what is the average revenue per user? Does it pay for its cost? How can we know more about our user and leverage it to increase our bottom lines?

Speaker invited

Conference and Workshop Chairman



Dr. Stig Nordqvist, Executive Director - Emerging Digital Platforms, WAN-IFRA, Germany, has worked as researcher, consultant, trainer and media professional since 1990. Stig joined IFRA in 2003 with responsibility for business development research, editorial coverage and viewpoints.

In June 2009 he was promoted to Executive Director of Emerging Digital Platforms Business Unit. Over recent years Stig has provided advisory services to big international media companies, including: Singapore Press Holdings, MDA Singapore, Voralberger, Stampen, Yomiuri Shimbun, News International, IFLA, Finnish Media Association and Ringier.

A case study from Sanoma on their success in paid digital circulation

Sanoma is a successful case study of combining Print and Digital subscription

Marja-Leena Tuomola, Chief Digital Officer, Sanoma News Ltd, Sanoma Media Ltd, Finland (invited)

Driving subscriptions at online only news portal – A case study from Malaysiakini.com

Premesh Chandran, CEO and Founder, Malaysiakini, Malaysia

Mobile success: A case study from The Straits Times, one of the largest South East Asian news publisher

Johnson Goh, VP – Strategic Marketing & Head of SPH Online Classifieds, Singapore

Tablet Publishing 2.0 *With more devices in the market and cost of entry becoming lower, will the usage of tablets follow the growth pattern of mobile phones? Where will news publishers stand in this scenario?*

Speaker invited

Building user experiences for your digital products – Lessons for news publishers

Grig Davidowitz, CEO, RGB Media, Israel

Digital Advertising – A case study from an agency

Anita Nayyar, CEO – India & South Asia, Havas Media

Video – the most sought after content in the digital space

Speaker invited

Panel discussion: If print is 85% of our revenue, how serious is selling digital?

Summary and closing

Media Partner

THE WALL STREET JOURNAL.

Publications

Official publications:

Asian Newspaper Focus
WAN-IFRA Magazine

Supporting publications:

All About Newspapers
Indian Printer and Publisher
RIND Survey

Workshops

Monday, 28 January 2013

Time: 10.00 hr – 17.00 hr

Topic: Responsive Design

Consuming news in digital devices requires a new journalistic grammar, new workflows, and innovative storytelling techniques. In this workshop, participants will be trained to transform templates into cross platform experience and increase revenue. The workshop will also share the best practice, case studies and design elements for web, mobile and tablets.



Workshop chairperson: Grig Davidovitz, is a consultant and researcher specializing in developing journalism in the new media age, working with news organisations around the world. He has in-depth experience both in web and print and specializes in cross-platform implementation of journalistic principles, meeting the needs of digital users in the multi-device age and online monetization. Grig is the former Editor in Chief of Israel's Haaretz news sites. He is also a lecturer in the fields of New Media and Journalism at Sapir Academic College.

Wednesday, 30 January 2013

Time: 10.00 hr – 17.00 hr

Topic: Content Monetisation Strategies

During this workshop, participants will go through an in-depth look of content strategies and discuss the business models that allow successful charging for the content online and on mobile. The workshop will discuss real experiences of what content a media house can charge for, pitfalls to avoid, and strategies for making the reader happy consuming paid content.



Workshop chairperson: Dr. Stig Nordqvist, Executive Director - Emerging Digital Platforms, WAN-IFRA, Germany

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.



General Information

Date, Session Time and Venue

28 January: Workshop on Responsive Design

Time: 10:00 hr to 17:00 hr

29 January: Digital Media India Conference

09:30 hr – 17:30 hr

30 January: Workshop on Content Monetisation Strategies

10:00 hr – 17:00 hr

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Registration Fee

	WAN-IFRA Members	Non-Members
Any workshop	INR 15,000 / EUR 250	INR 18,000 / EUR 300
Conference	INR 12,500 / EUR 200	INR 15,000 / EUR 250
1 Workshop and Conference	INR 26,250 / EUR 430	INR 31500 / EUR 525
For all 3 days	INR 40,000 / EUR 660	INR 48000 / EUR 800

Early bird and special offers for the Conference

Early bird: For conference registrations received before 10th January 2013, 10% discount offered on the fee.

Special offer for WAN-IFRA Members:

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

Note: Please add 12.36% taxes to the above fee. Overseas participants pay in EUR. Included in the price are the course fee, documentation, luncheon and beverages during breaks.

Digital Media Conference & Workshop

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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

Workshop: Responsive Design, on 28 January

Digital Media India Conference, on 29 January

Workshop: Content Monetisation Strategies, on 30 January

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.

2.3 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.