



26-27 September 2012, Pune

WAN-IFRA India 2012

Twentieth Annual Conference

Co-sponsored by
The Indian Newspaper Society

- **Newsroom Summit**
- **Printing Summit**
- **Crossmedia Advertising Summit**

Event Planner

www.wan-ifra.org/india2012

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Conference Multiblog

Visit the conference multimedia blog online during and after the event at:

http://www.wan-ifra.org/india2012_blog



WANIFRAIndiaConference

Date, Venue and Time

26 September 2012

09:30	Common opening	Sabha 2 & 3
11:30	- Newsroom Summit	Sabha 1
	- Printing Summit	Sabha 2
	- Crossmedia Advertising Summit	Sabha 3

27 September 2012

09:30	- Newsroom Summit	Sabha 2
	- Printing Summit	Sabha 2
	- Crossmedia Advertising Summit	Sabha 3

27 September 2012

14:00	- Common closing	Sabha 2
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Common Inaugural Session

Day One : 26 September 2012, Sabha 2 & 3 Convention Centre

09.30 Inauguration



09.35 Welcome address
*Welcome Address by PG Pawar, Chairman,
Sakal Media Group*



09.45 Presidential address
Jacob Mathew, President, WAN-IFRA, India



10.00 Keynote Address: In to the future:
Co-existence of print with other media
platforms
*Pichai Chuensuksawadi, Editor-in-Chief,
Bangkok Post, Thailand*



10.40 Vote of thanks
*Magdoom Mohamed, Managing Director,
WAN-IFRA South Asia*

Common Inaugural Session

Day One : 26 September 2012, Sabha 2 & 3 Convention Centre

10.50 Tea Break

11.30 Conference resumes

Newsroom Summit Programme

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Printing Summit Programme

See page 11

Crossmedia Advertising Programme

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Common Closing Session

See page 23

Newsroom Summit

Day One : 26 September 2012, Sabha 1, Convention Centre

Session: Managing newsroom in the social media era



Session Chair: **Gilles Demptos, Director, Publications and Events, WAN-IFRA Asia Pacific Pte. Ltd., Singapore**



11.30 Ten trends to watch in journalism – What are the trends that are defining our newsrooms today?
Erik Bjerager, President, World Editors Forum, Denmark



12.10 Twitter Journalism - In today's world the breaking news does not wait till the next day morning. News is broken in twitter and other social networks as it develops. How to use it effectively?
R. Sukumar, Editor, Mint, India

12.50 Lunch Break



14.00 How to improve operational efficiency of editors in today's publishing environment?
Yann Pineau, Senior Director, Continuous Improvement, La Presse, Canada

Newsroom Summit

Day One : 26 September 2012, Sabha 1, Convention Centre



14.40 Integration of Video elements in storytelling
Markus Bohnisch, Video Journalist, Germany

15.20 Tea Break

Session: Achieving audience attention



Session Chair: Gilles Demptos, Director, Publications and Events, WAN-IFRA Asia Pacific Pte. Ltd., Singapore



15.50 Sports Journalism on the web – Indians spent 1500 years in espncricinfo.com during the ICC World cup 2011. What made this website so popular? How the clicks transform to revenue?
Sambit Bal, Editor, espncricinfo.com, India



16.30 Achieving audience attention through social campaigns
M. Kesava Menon, Editor, The Mathrubhumi, India

Newsroom Summit

Day Two : 27 September 2012, Sabha 2, Convention Centre

Session: Digital Asset Management
(Common with Printing Summit)

Session Chair: Anand Srinivasan, Research Engineer,
WAN-IFRA, India



09.30 Media asset management systems: Is it the backbone of the newsroom today or end of the production process?
Peter Resele, Managing Director, Comyan GmbH, Germany



10.00 Digital asset management systems – A case study from DNA
Anita Pujari, General Manager - Research, Archives and Syndication, DNA

10.30 Tea break

Newsroom Summit

Day Two : 27 September 2012, Sabha 3, Convention Centre

Session : Opportunities from Multiple platforms
(Common with Advertising Summit)

Session Chair: Eamonn Byrne, Business Director, The
Byrne Partnership, United Kingdom.



11.00 Social media strategy of BBC
*Vincent Sider, Vice President, Social Media,
BBC Worldwide, United Kingdom*



11.40 Unleash your creativity - Ringier Studios
creates truly exceptional and innovative
apps, which take advantage of all technical
possibilities of tablets
*Stéphane Carpentier, Creative Director,
Ringier Studios, Vietnam*



12.20 Newspaper for the young. iNext won the
WAN-IFRA's World Young Reader Newspa-
per 2012 award. What are their strategies
and innovations to engage the young?
*Alok Sanwal, Project Head and Editor,
iNext, India*

13.00 Lunch break

Common closing session
Refer page 23

Printing Summit

Day One : 26 September 2012, Sabha 2, Convention Centre

Session: Achieving operational excellence



Session Chair: **Manfred Werfel**, Interim CEO, WAN-IFRA, Germany



11.30 Lean production: Least wastage and highest efficiency. Case study from two industry leaders in this management practice

Karadkhedkar Mukund, Lean and Continuous Improvement, Bosch, India



Teruo Fujita, Former President, Shizuoka Shimbun Production Company, Japan

12.50 Lunch break



14.00 Driving operational excellence and real teamwork with publishers to achieve "100% On Time In Full delivery performance"
C J Jassawalla, Executive Director - Printing, Thomson Press, India

Printing Summit

Day One : 26 September 2012, Sabha 2, Convention Centre



14.40 How much automation do you need to achieve operational excellence? A New range of simple presses
Peter Kirwan, Vice President Sales, Goss Graphic Systems, Australasia



Peter Kuisle, Member of the Executive Board, manroland web systems GmbH, Germany



Mamoru Ito, Sales Manager, Mitsubishi Heavy Industries (Printing & Packaging) Ltd., Japan



Noel McEvoy, Director Sales & Marketing, WIFAG Maschinenfabrik AG, Switzerland

15.20 Tea break

Printing Summit

Day One : 26 September 2012, Sabha 2, Convention Centre



Session Chair: R D Bhatnagar, CTO, DB Corp Ltd, India



15.50 How does automation helps to optimize operational costs - A case study
Snehasis Chandra Roy, Associate Vice President - Manufacturing, ABP Pvt. Ltd., India



16.30 Achieving operational excellence depends on your work force. How to increase the motivation and job satisfaction levels of employees and get the best out of them?
Mala Bali, Human Resource Consultant, India



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3B, 3rd Floor, Lotus Towers,
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1-1, Itosaki Minami 1-chome,
Mihara, Hiroshima 729-0393
Japan
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Printing Summit

Day Two : 27 September 2012, Sabha 2, Convention Centre

Session: Digital Asset Management



Session Chair : Anand Srinivasan, Research Engineer,
WAN-IFRA, India



09.30 Media asset management systems: Is it the backbone of the newsroom today or end of the production process?
Peter Resele, Managing Director, Comyan GmbH, Germany



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Anita Pujari, General Manager - Research, Archives and Syndication, DNA

10.30 Tea break

Printing Summit

Day Two : 27 September 2012, Sabha 2, Convention Centre

Session: Green Publishing



Session Chair : Sanat Hazra, Technical Director, Bennett, Coleman and Co Ltd., India



11.00 Green initiatives at The Times of India. How they have benefitted?
S. Karthik, Senior Manager - Maintenance, The Times of India, India



Peter Britto, Chief Manager - Production, The Times of India, India



11.40 Green initiatives – What can we learn from automobile industries?
Joseph Saldanha, GM Plant Administration Division, Toyota Kirloskar Motors, India

Printing Summit

Day Two : 27 September 2012, Sabha 2, Convention Centre

- 12.15 Panel discussion: Managing the newsprint variable. What is the way forward? Increasing newsprint cost, predicted shortage of newsprint, quality factor and newsprint waste reduction. How newspaper houses are planning to tackle these issues?



Panel Chair: Kasturi Balaji, Director, The Hindu



*Panelists:
George Jacob, Director, Malayala Manorama*



Sanat Hazra, Technical Director, Bennett, Coleman and Co Ltd.



Sandeep Gupta, Executive President, Jagran Prakashan

- 13.00 Lunch break

Crossmedia Advertising Summit

Day One : 26 September 2012, Sabha 3, Convention Centre

Session: Show me the money!



Session Chair : Eamonn Byrne, Business Director, The Byrne Partnership, United Kingdom

11.30 Crossmedia advertising – the opportunities and the challenges. Is crossmedia advertising at the cost of cannibalizing your print revenue?

Eamonn Byrne, Business Director, The Byrne Partnership, United Kingdom



12.10 A case study on approaches of 360 degree advertising by a multi language, multi title, multi media company.

Gyan Gupta, Business Head IMCL, DB Corp, India

12.50 Lunch Break

Crossmedia Advertising Summit

Day One : 26 September 2012, Sabha 3, Convention Centre



Session Chair : Sarmad Ali, Managing Director, Jang Group, Pakistan



14.00 Cross promotion of print and online advertising. How do Wijeya Newspapers manage its multimedia revenue operations.
Gehan Blok, Head - Digital Media, Wijeya Newspapers Ltd, Sri Lanka



14.40 For advertisers, multimedia campaigns to reach to their target audience is part of their marketing plan. What are the learnings for newspaper publishers?
Aritra Sarkar, Vice President - Strategy, ABP Pvt. Ltd.



15.40 Crossmedia opportunities to maximise revenue - Perspectives from a regional language newspaper
Sunil Mutreja, Executive Director, Amar Ujala Publications Ltd., India



16.20 The future sales team. A guide through the most efficient sales team organisation and incentive structure for efficiently selling ads on multimedia platforms.
Eamonn Byrne, Business Director, The Byrne Partnership, United Kingdom

Crossmedia Advertising Summit

Day Two : 27 September 2012, Sabha 3, Convention Centre

Session: Engaging Readers and Advertisers

Session Chair : Eamonn Byrne, Business Director, The Byrne Partnership, United Kingdom



09.30 Mid Day infomedia's smoke free city campaign. A multimedia campaign to engage the readers
Manajit Ghoshal, Managing Director & CEO, MiD Day Infomedia Ltd, India



10.00 Extraordinary advertising possibilities and what are the expectations of the advertisers - Perspective from an advertising agency
Vanita Keswani COO, Madison Media Sigma

10.30 Tea break

Crossmedia Advertising Summit

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Session : Opportunities from Multiple platforms

Session Chair : Eamonn Byrne, Business Director, The Byrne Partnership, United Kingdom



11.00 Social media strategy of BBC
Vincent Sider, Vice President, Social Media, BBC Worldwide, United Kingdom



11.40 Unleash your creativity - Ringier Studios creates truly exceptional and innovative apps, which take advantage of all technical possibilities of tablets
Stéphane Carpentier, Creative Director, Ringier Studios, Vietnam



12.20 Newspaper for the young. iNext won the WAN-IFRA's World Young Reader Newspaper 2012 award. What are their strategies and innovations to engage the young?
Alok Sanwal, Project Head and Editor, iNext, India

13.00 Lunch break

Common Closing Session

Day Two : 27 September 2012, Sabha 2, Convention Centre

Common closing Session : Shaping the future of news publishing in South Asia

Session Chair : Magdoom Mohamed, Managing Director, WAN-IFRA South Asia



14.00 World Press Trends – Examples and trends from different markets around the world
Thomas Jacob, Deputy CEO, WAN-IFRA



14.30 "Grow Green" – A new project from WANIFRA
Manfred Werfel, Interim CEO, WAN-IFRA, Germany



15.00 The future of newspaper advertising: Print advertising is still strong - But how long will this last?
Eamonn Byrne, Business Director, The Byrne Partnership, United Kingdom

Common Closing Session



15.30 Closing Keynote: Future of news publishing
- looking through new prism.
Arun Anant, CEO, The Hindu, India

16.00 Vote of thanks and official closing
*Magdoom Mohamed, Managing Director,
WAN-IFRA South Asia*

Information tables

Delegates will have the opportunity to meet and discuss the different offerings from the following suppliers at The Banquet Foyer.

4CPlus

5Fifteen

Atex

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Comyan GmbH

Elite Infosoft

manroland web systems

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MobStac

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