

# **Content Monetisation**

10 - 11 August 2015, Chennai, India

# **Programme**

Day 1: 10:00 - 17:30 hrs. Day 2: 09:30 - 17:00 hrs.

- Defining Content –Clearing Misconceptions
- Defining Content Monetization Going beyond the obvious
- Making Content Quality Measurable
- Calculating Monetisable Inventory
- Knowing The Online User
- Exploring Streams of Revenue
- SEO, SEM and SMM How do they impact revenues
- Realtime Bidding and Revenue Maximization
- Google Adsense
- Cost of Revenue
- Content is King and User the King Maker
- Case studies

## Introduction

It is now a strong global trend that digital competes closely with print-media. This is injecting a sense of instability and insecurity in the minds of journalists, ad sales as well as media management professionals alike. Instead of pursuing a 'V' for victory approach, media houses are busy running after a "V" for viability roadmap.

The answer to this doesn't always lie in shutting shop or scaling down. In a digitally driven world, the need of the hour is embrace convergence and mitigate risk. This can only be done if media management realize how important it is to make digital a part of their product offering seamlessly and use it effectively to add value to the end-user as well as the advertiser.

This workshop will enable and empower the attendees to think with a wider, convergent thought process, making use of print as well as digital, thereby making more business sense for the management by spawning new revenue streams, and providing a higher degree of user experience to the end users (readers).

**Note:** The program is also offered as a in-house workshop.

# Target group

Editors, Online Editors, New Media Editors, Newsroom Managers, Product Managers and Marketing Managers who wish to learn the various content monetisation models to make the most of thier digital ccontent



### **Trainer**



Saurav Sen is a journalist-turned media management professional, with a stellar experience of 25 years behind him that traverses print journalism, digital media and convergence, media strategy and monetization, social media, online brand development and risk mitigation.

Saurav is a Chevening Fellow at the University of Westminster, London and has worked briefly with The Guardian, London. He also heads the Digital Media Strategic Consulting Practice at MediaGuru -- an international media-consulting firm with offices Singapore, Dubai and London, apart from India. In the past, Saurav has been Editor of The Times of India Online, Head of CEO's Corporate Group at Times Group and also Group Business Head, Internet & VAS for ABP Group.

#### Venue

#### Radisson Blu Hotel Chennai City Centre

2, Ethiraj Salai, Commander-in-Chief Road, Egmore, Chennai 600 008, India Tel: +91.44.3040 4444

#### Fee

WAN-IFRA members: INR 25,000 / EUR 350 Non-members: INR 30,000 / EUR 450

#### Special offer for WAN-IFRA members:

3 or more registrations : INR 20,000 / EUR 300

Please add 14% taxes to the above fee Included in the price are the course fee, documentation, luncheon and beverages during breaks.

Important: The maximum number of participants will be limited to 15 persons on first-come first-served basis. Please register before 25<sup>th</sup> July 2015 for confirmation.

### Contact

#### S.Selva Prabu

WAN-IFRA South Asia Pvt. Ltd. 54 K.B.Dasan Road, SIET Admn. Building - III Floor Chennai 600 018, India Tel. +91.44.4211 2893 . Fax +91.44.2435 9744

Email: selvaprabu.s@wan-ifra.org

#### **REGISTRATION FORM**

#### **Content Monetisation**

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### 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

First name/s	Please register me for
Surname	☐ Infographics
Company	Payment details:
Position	Cheque / demand draft favouring <b>WAN-IFRA South Asia Pvt Ltd</b> for
House no./street	INR / EUR enclosed.
City/postal code	Name in block capitals
Country	Address the invoice to
E-Mail	
Phone	
Fax	

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

Signature

2. Registration
2.1 Registration can be submitted in writing to WAN-IFRA by mail, 2.1 Registation can be submitted in winds to Wadvinach inail, 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
- **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.

event by WAN-IFRA, no reimbursement of costs for booking the travel or accommodation will be afforded.