

DagsVara 2014

5-6 februari, Stockholm



DagsVara 2014

DagsVara har i år fokus på intäkterna - hur annonsförsäljningen och betalstrategin för innehåll kan utvecklas, men också nya möjliga intäkter. Vi tar också upp andra aktuella områden som skräddarsytt innehåll, effektiv redigering och hantering av systemutveckling.

Moderator Anette Novak



Med bakgrund som bland annat chefredaktör på Norran, redaktionschef på Stockholms City, vice VD för Fojo Media Institute är Anette idag VD på ICT, ett forskningsinstitut som bedriver tillämpad forskning på användarupplevelser och innovationer, och en flitigt anlitad talare och moderator.

Onsdag den 5 februari

09.00 h **Registrering och kaffe**

10.00 h **Moderator hälsar välkommen**

Special Guest

Niklas Jonason, VD Stadssporten Citygate

Session

Skräddarsydd nyhetsflöden

„Reshaping content for a multiplatform audience“

Frédérique Lancien, Digital and New Business Director at Groupe L'Equipe, France

Keynote

“The hottest, most social content in the web”

Jonathan Perelman, GM Video & VP Agency Strategy, BuzzFeed, USA

“Omni – nästa generations nyhetstjänst”

Ian Vännman och **Markus Gustafsson**, grundare av Omni

12.15 - 13.30: **LUNCH**

Session

Strategier för betalt innehåll

“Betalmodeller i Norden”, resultat och erfarenheter så här långt baserat på Medievärldens sammanställning

Kristina Sabelström-Möller, Digital Strategist

“Betalstrategi för ett regionalt mediehus”

Katarina Liljenberg, Marknadschef Sydsvenskan

“Erfarenheter från Hallands Nyheter och Hallandsposten”

Marie Erlandsson, Privatmarknadschef

“Paid for digital content in local media - myths and realities. Insights from the local news markets in Norway”

Ragnhild Kristine Olsen, Head of Analysis at Amedia

15.00 - 15.30: **KAFFE**

Session

Nya idéer i en inspirerande minisession

“Emotionally charged brands – What the news industry can learn from games”

Oskar Eklund, Hello There CEO

„What’s new in the startup scene”

Future of Ads and Newsify, Media Technology Students at KTH, Royal Institute of Technology

18.30 h: Mingel och Get Together i hotellrestaurant

Torsdag den 6 februari

09.30 h: Välkommen tillbaka

Två parallela spår – välj spår A eller B

09.30 - 11.00 h : Spår A: Flexibla system för det nya medielandskapet

„Case Alma Media’s Almascope: Commercial packaging and productization of publisher 1st party audience data”

Petteri Vainikka, CMO Enreach

„Case NDC Mediagroep: How we made our paper stronger via digital transformation - a Dutch case study”

Peter Idema, Marketing Manager at NDC Mediagroep, The Netherlands
(Presentation i samarbete med Visiolink)

„Putting Your Big Data to Work: A selection of cases showing how big data analytics can enable publishers to provide engaging content experiences and targeted digital advertising for their audience online”

Tore Frihagen, SVP and GM, EMEA Cxense

„How to deal with massive traffic load and paid content”

Lars Larsson, CEO Varnish Software

09.30 - 11.00 h: Spår B:

Utveckling av system och organisation

“Get great reach with your videos!”

Malte Andreasson, Co-founder, United Screens

“Där utvecklare och journalister arbetar i perfekt harmoni”

Peter Frey, CIO Expressen

“Hur 400 sidor per dag kan hanteras av 12 redigerare”

Mats Ottosson, Redaktionschef, Hallpressen

“Att definiera, förankra och driva systemförändringar när verksamheten kräver omställning”

Alfred Mosskin, Process Expert Catalogue Development, Oriflame

11.00 - 11.30: KAFFE

Debate

“Era of all included systems is long gone”

Carin Andersson (Sydsvenska Dagbladet), **Per-Arne Fernsund** (Stampen), **Peter Frey** (Expressen), **Alfred Mosskin** (Oriflame), **Robert Bohlin** (Newscycle Solutions), **Peter Månsson** (Infomaker)

12.15 - 13.30: LUNCH

Session

Nya intäkter

“Vilka konsekvenser den snabbt föränderliga reklambranschen för med sig i ett förmedlar- och kundperspektiv”

Urban Hilding, CEO Initiative Universal Media

“Shoppia.se: Bli framgångsrik inom e-handel”

Fredrika Haglund, Multikanalchef, Helsingborgs Dagblad

“Hur events, förbättrad kommunikation och fokus på kundnytta kan öka annonsförsäljningen”

Andreas Hall, Försäljningschef, Södermanlands Nyheter

15.00 h Konferensen avslutas

Moderator **Anette Novak**

15.00 - 15.30: KAFFE

Sponsors

CXENSE

Cxense (pronounced see-sense) provides publishers with "extraordinary insight" into their online audience. Using advanced, real-time big data technology, Cxense enables publishers to act upon audience insight in real-time through targeted advertising, content and search solutions. Using Cxense technology, publishers can create tailored experiences for their readers. These experiences make online visitors stay longer on sites, click on more ads, buy recommended products and sign up for subscriptions. All of our solutions help publishers boost ad-revenue and grow their audience.



ENREACH

Enreach is the solution provider for the data-driven publisher. Enreach technology transforms publishers into audience data refineries, and makes the refined data assets actionable. Key application areas are in display advertising, with audience targeting and reporting analytics, and editorial optimization. Enreach is trusted by many of the world's most innovative publishers to earn premium revenues from deep audience understanding and high quality content.



PRESSREADER

PressReader is the global leader in multi-channel, cross-platform content distribution and monetization and the chosen partner of more than 3,500 publishers from over 100 countries. PressReader provides consumers and businesses access to thousands of local, national and international full-content newspapers and magazines online, in print and on mobile devices running iOS, Android, Windows 8 and BlackBerry 10 operating systems. It offers the world's most engaging reading experience to millions of readers and can be found in leading libraries, hotels, airlines, corporate offices, and cruise ships around the globe.



REDWEB

Innovative product technology and the highest degree of operating comfort: that is what the red.web publishing system stands for. From every corner of this earth on which an internet access is available, the application user can obtain access to the flexible system world and its complete functionality. Thanks to red.web, journalists are independent in terms of location and always at the heart of what is happening: editorial content is processed in a media-neutral way and is more up-to-the-minute than ever, published in a cross-media and media-specific way – publications are only a mouse-click away.



VISIOLINK

With over 700 newspaper titles, Visiolink is a market leader in digital newspaper solutions for European media houses. This position has been achieved based on more than 10 years' publishing experience. Visiolink thinks like a media house, even



though the service provided is software. This means that Visiolink is constantly committed to generating new readership and users for the media houses. Visiolink is a leader in software for e-publishing for web browsers, smartphones and tablets.

Exhibitors

CINT

Cint is a global technology provider creating easy-as-pie solutions for the Publishing industry to help engage and monetize audiences. Cint Engage, our panel management solution, allows publishers to create, build, analyze and monetize their audience. With Cint Engage you can get enriched data on your audience for campaign reporting content and ad targeting. Run content testing, subscription plans, campaign measurement and have a dialog with your readership. You can combine your panel with other types of research and 3rd party data sources. With Cints business model we can offer this solution at no cost.



ICEMANMEDIA

Iceman Media is all about making news organisations better. Our clients are some of the most advanced, integrated, multichannel media operations in the world and we want to spread that success.



INFOMAKER

Infomaker is one of Scandinavia's leading partners for newsprint and media companies. We develop and supply software, consulting services and training for our clients in the daily press and media. Among Our customers are 115 of the Scandinavia region's newspapers. Software as Newspilot, Everyware, Open Content, Adpilot, AutoPrint and Proof, 50 experienced employees and a large network of partners are available to support and grow your business. We develop all of the software with our own developers to have full control for the future. Infomaker is on hand to discuss options within the ad and editorial, the paper and digital publishing.



REDPILL LINPRO

Redpill Linpro is the leading provider of Professional Open Source services and products in the Nordic region and our staff includes some of the market's leading experts in their fields. We provide consulting, development services, training, support, application management and IT operations for products ranging from infrastructure, databases, middleware and enterprise applications.



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