

DIGITAL MEDIA

Asia 2015

17 - 19 November 2015, Hong Kong

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DIGITAL MEDIA ASIA

The leading digital event for Asian publishers

Digital Media Asia (DMA) has since its launch in 2009 grown to become the largest new media conference dedicated to the publishing industry in Asia. The event offers three focussed days of conference and masterclasses and a foyer expo. The 6th Asian Digital Media Awards will be presented during the conference.

Hashtag: #DMAHK15

10 themes will define DMA2015

01

Media for Millennials

Attract and build a business around a younger demographic. Millennials, aged roughly between 15 and 32 years old, are always-on, digital natives and video consumers. How to answer their specific content consumption patterns? What lessons can we learn from Buzzfeed, Vox, Vice and other successful digital pure-players?

02

Programmatic & Native Advertising

Develop efficient ad strategies for a mobile-first media environment. Keep premium pricing, and stay safe from market fraud.

03

Data Strategy

Let's make data actionable. Explore data enabled diversification strategies such as e-commerce and e-Marketing. Deal adequately with data privacy issues.

04

Audience Intelligence

Create, understand and monetise your audience. Increase referral from social media platforms and turn social readers into subscribers.

05

Top 5 digital priorities

Check you're on track for 2015. Leading media execs present their digital strategies and tell you where they plan to focus their efforts in the coming months. Benchmark your own efforts with peers of the industry.

06

Content optimisation

What triggers customers to pay for digital content? Marketing digital content outside of the traditional media platforms and to new audiences is key to success in today's media landscape.

07

Cultivating a culture of innovation

Inject new decision-making processes and workflows. Get inspiration from brilliant start-ups and innovative pure players.

08

Web TV - Video

Strategies to create (ad friendly) quality content. Reach a critical size. How to choose the right distribution platform? What are the real monetisation opportunities?

09

Digital Media best practices

The sixth Digital Media Awards will be presented at DMA. Learn from the best in the Industry through bite-size presentations from top winners and enjoy a good opportunity to relax and network with peers in an informal atmosphere at the Awards cocktail reception.

10

Technology and business solutions

Vendors of business solutions, services and equipments will highlight their latest offerings at the Digital Media Asia Expo. Catch up with the latest tools for optimizing your editorial and advertising operations and boosting your digital business.

Event Venue & Hotel

The Mira Hotel, 118 Nathan Road, Tsim Sha Tsui, Hong Kong

The Mira Hong Kong is the official event venue and hotel for DMA 2015. It is centrally located in the heart of Hong Kong's commercial, shopping, dining and entertainment district and a close walk to the local MTR. For more information on The Mira Hotel and booking link, please visit our website dma.wan-ifra.org

For more information

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