

# **ACADEMY**

# **Online Content Monetisation**

23 – 24 June 2014 Newsplex Asia, Singapore

## **Program**

Day 1: 09:30 – 17:30 hrs Day 2: 09:30 – 17:30 hrs

### **Course Outlines**

- 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

### Introduction

It is now a strong global trend that print-media is gradually giving way to digital. 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).



### **Trainer**



Saurav Sen is a veteran Indian 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.

He has been associated with The Times of India Group, India Today Group, ABP Group, The Asian Age, The Statesman and Khaleej Times, Dubai. 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 mediaconsulting 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.

# Who Should Participate

- · Editors
- Online Editors, New Media Editors
- Newsroom managers, product manager and marketing managers who wish to learn the various content monetization models to make the most of their digital content.

### **Register Online**

www.wan-ifra.org/online\_content\_moneztation

### **For More Information**

Jen Teo | Senior Manager, Training Tel: +65 6562 8445 | Email: jen.teo@wan-ifra.org

### Venue

#### **Newsplex Asia**

Nanyang Technological University Wee Kim Wee School of Communication & Information Level 1, 31 Nanyang Link Singapore 637718



### Standard Fee

Member: SGD 1,000 Non Member: SGD 1,300

## \*WDA Subsidy Fee SGD 300

Fee inclusive:

Training materials, coffee breaks & luncheons

## \* WDA Subsidy

Singapore Citizens and Permanent Residents can now enjoy subsidies of up to 70% of the course fees when they enroll in this workshop supported by the Singapore Workforce Development Agency (WDA). Terms and Conditions apply.

#### **Hotel Accommodation**

Bay Hotel Singapore 50 Telok Blangah Road, Singapore 098828 Attn: Mr CK Tay | Senior Sales Manager Tel: +65 6818 6685 | +65 9682 9818 Email: ck@bayhotelsingapore.com

#### **Important Note:**

Payment is required with registration and must be received prior to the training to confirm your booking. Confirmation will only be sent via upon receipt of payment. WAN-IFRA reserves the right to make any amendments that it deems to be in the interest of the training without notice.

#### **Cancellation and Replacement:**

Any cancellation or replacement must be sent in writing via email or fax. A 50% refund will be given if cancellation is received 2 weeks before the training. Regrettably, no refund can be made for cancellation received less than 2 weeks before the training. A replacement is welcome if you are unable to attend. Written notice should be given to WAN-IFRA not later than 2 weeks before the training