



6 - 8 September 2011, Chennai

# **WAN-IFRA India 2011 Conference & Expo**

The meeting point for the news publishing industry in the Indian subcontinent

Co-sponsored by

**The Indian Newspaper Society** 

### **Programme Highlights**

- Printing Summit
- Newsroom Summit
- Cross Media Advertising Summit
- Pre-conference Workshop
  - INCQC Tutorial
  - Digital Media
- Expo
- Media Port
- Conference translation from English to Hindi for the first time

www.wan-ifra.org/wan-ifra-india-2011

## **WAN-IFRA India 2011 Conference & Expo**

South Asian newspaper market is still very attractive amidst the changing business scenario across the world. The rising literacy rate in India, coupled with lower cover price, is only increasing the readership of newspapers in this region.

Successful publishers in the region have embraced modern business practices such as launching new products to attract new and young audiences, introducing mobile and tablet editions, re-designing their websites, offering innovative advertising solutions among others.

WAN-IFRA India 2011 aims to specifically address the challenges and opportunities for the South Asian news publishers. There will be three parallel conferences — **Newsroom Summit**, **Printing Summit** and for the first time in India, **Crossmedia Advertising Summit**. The conferences will feature several case studies from the region and from around the world. The event will also feature two pre-conference workshops on September 5 — **Digital Media** and **INCQC Tutorial**.

#### **Newsroom Summit supported by**





#### **SPONSORS**















#### **PUBLICATIONS**

#### **Official Publications:**

Asian Newspaper Focus WAN-IFRA Magazine

#### **Supporting Publications:**

All About Newspapers GXpress Indian Printer and Publisher PRESSIdeas RIND Survey

\*Conference translation from English to Hindi only for the Newsroom Summit and Printing Summit



## **Newsroom Summit**

Day 1: 6 September 2011

**Opening session** 

09.30 Opening

09.45 Opening address

Christoph Riess, CEO, WAN-IFRA, Germany

10.00 Presidential address

Jacob Mathew, President, WAN-IFRA, India

10.20 Keynote: India's newspaper revolution and guarding ourselves from serious disruption on news consumption — A holistic view

Speaker invited

11.00 Tea, Expo Inauguration & Visit

13.00 Lunch

Session: The changing face of Newsrooms

14.00 Future of news — The changing face of news publishing today and how can news-rooms cope with it

Larry Kramer, Founder, CBS Marketwatch.com, USA

14.40 Going fully digital by 2015 without abandoning print is the aim of this Danish publishing group — Lessons for Indian newsroom managers

Erling Tind Larsson, Digital Manager, Berlingske Media, Denmark

15.20 Tea break

15.50 Leadership in the newsroom is the need of the hour to take advantage of the changes in the news business — How to prepare the newsroom for the impending change.

Dr. Dietmar Schantin, Executive Director, WAN-IFRA Newsplex, Germany

16.30 Experience of integrated newsroom from an Asian newspaper

Uday Jadhav, Chief Operating Officer, Sakaal Media Group

End of Day 1 & Visit to Expo (up to 18.30 hr)

Day 2: 7 September 2011

Session: Audience-centric news organisation

09.30 Quality content or pandering to pageviews? How print/online newsrooms can engage modern day readers with quality journalism

> Raju Narisetti, Managing Editor, Washington Post, USA and Board Member, World Editors Forum

10.10 Social networking as the way to connect with readers and maximising reach. What are the experiences from a newsroom organization — Case study

Lin Neumann, Chief Editorial Officer, Jakarta Globe, Indonesia

10.50 Tea break

11.20 Jawa Pos Group in Indonesia has 180 newspapers and is very youth oriented — Launching newspapers for very small communities and employing young editors have worked successfully for them — A case study

Azrul Ananda, Director, PT Jawa Pos, Indonesia

#### Speakers in the order of appearance



**Christoph Riess** CEO, WAN-IFRA



Dir. W./

**Dr. Dietmar Schantin**Director
WAN-IFRA Newsplex,
Germany

Jacob Mathew

President, WAN-IFRA



**Larry Kramer** Founder, CBS Marketwatch.com, USA



**Raju Narisetti** Managing Editor, Washington Post, USA



Digital Manager, Berlingske Media, Denmark

### **Newsroom Summit**

12.00 Audience-centric approach using multiplatforms — Case study from Malayala Manorama on their award winning 'Ente Naadu' project

> Santhosh George Jacob, Senior Online Content Coordinator, Malayala Manorama, India

#### 12.30 Lunch

Session: Publishing on the go — mobile and digital

Joint session with Crossmedia Advertising Summit

14.00 Digital innovations — The trends around the world and strategies to innovate with your content online

Speaker invited

14.40 Monetising digital platform — Making content monetisation work

> Dr. Dietmar Schantin, Executive Director, WAN-IFRA Newsplex, Germany

15:10 Tea break

15.40 Daily Mirror is the first Sri Lankan newspaper to give 24/7 news updates and to break news on mobile. They have also started country's biggest Tamil news website. All in a span of three years — A case study

Champika Liyanaarchchi, Editor, Daily Mirror, Sri Lanka

16.10 Tablet publishing — News reading in tablets are increasing — How to create pages on tablets that attract the reader

Rajesh Kalra, Chief Editor, Times Internet Ltd., India

#### 16.40 Mobile publishing — How to be successful in the mobile platform in the wake of booming smart phones sales in India

S. Balasubramanian, Head-Marketing (New Media), Dinamalar, India

End of Day 2 & Visit to Expo (up to 18.30 hr)

#### Day 3: 8 September 2011

#### **Common closing session: Power of Print**

#### 09.30 Grow your business with variable promotional content in newspapers

CK Gan, Director, Newspaper Segment, Kodak Graphics Communications Group

09.45 Extraordinary advertising — Who made news this year and how can newspapers work together with advertisers

> Punitha Arumugam, CEO, Madison Communications Pvt. Ltd., India

- 10.25 Innovative advertising What are the expectations of advertisers? How newspapers can gear up to address these demands? Sunil Rajshekhar, CEO, Times VPL Ltd., India
- 11.05 Editorial philosophy and the experiences in approach towards innovative market offerings Sanjoy Narayan, Editor-in-Chief, HT Media Ltd.

#### 11.45 Tea break

**12.15 Closing panel:** Vision 2020: The new generation of media owners describe their vision and plans on shaping the future of their media companies. What are the plans to capitalize on the digital opportunities? What is the future direction of their companies?

> Invited Panelists: Aritra Sarkar, ABP Pvt. Ltd; Devendra Darda, Lokmat Media Ltd., and Jayant Mathew, Malayala Manorama Co. Ltd.

#### Conference closing



Lin Neumann Chief Editorial Officer. Jakarta Globe, Indonesia



**Azrul Ananda** Director, PT Jawa Pos, Indonesia



Santhosh George Jacob Senior Online Content Co-ordinator, Malayala Manorama, India



S. Balasubramanian Head - Marketing (New Media), Dinamalar

## **Printing Summit**

#### Day 1: 6 September 2011

#### **Opening session**

09.30 Opening

#### 09.45 Opening address

Christoph Riess, CEO, WAN-IFRA, Germany

#### 10.00 Presidential address

Jacob Mathew, President, WAN-IFRA, India

10.20 Keynote: India's newspaper revolution and guarding ourselves from serious disruption on news consumption — A holistic view Speaker invited

11.00 Tea, Expo Inauguration & Visit

13.00 Lunch

#### Session: Efficient process management

14.00 Achieving operational excellence — How to approach it and what are the lessons for publishers from other industries

> C V Singh, Chairman, IESEM, Former Vice President, Tata Motors, India

14.40 Lean production techniques and optimized workflow — What are the methods that give immediate results?

R D Bhatnagar, CTO, DB Corp Ltd., India

15.20 Tea break

15.50 The road to complete automation — Automated reel handling, plate making, plate changing and many more — What are the latest offerings and how they can help to improve efficiency of production?

> Thomas Unterberger, Chief Operating Officer, Herold Druck and Verlag AG, Austria

Guido Moch, Printing Manager Administration and Deputy technical Director, Mannheimer Morgen, Germany

End of Day 1 & Visit to Expo (up to 18.30 hr)

#### Day 2: 7 September 2011

09.30 Continuous improvement in the efficiency of newspaper production using statistical process control — Times of India has formed Continuous Improvement Groups, which uses SPC on all areas of production

Tony Raj & Kiran Prabhu, The Times of India group, India

10.10 Moving from single width presses to double width presses — When is the right time? What are the considerations and preparations needed?

K. Krishnan, VP Production, The Hindu, India

10.40 Building a productive workplace through transforming culture and people — What are the cultural and people challenges and the model to create powerful shifts in productivity and people

Santhosh Babu, Director, ODAlternatives Pvt. Ltd., India

#### 11.10 Tea break

#### **Session: Cost control**

11.40 Giving a second life to old presses or invest in latest technologies? — What is the business case and what are the advantages?



C V Singh Tata Motors India



The Times of India Group



R D Bhatnagar CTO, DB Corp Ltd.,



Tony Rai The Times of India Group India



**Thomas Unterberger** Chief Operating Officer, Herold Druck and Verlag AG, Austria



K Krishnan VP Production, The Hindu, India

## **Printing Summit**

Peter Kuisle, Executive Vice President-Sales & Product Marketing, Manroland Group, Germany

12.10 Building printing plants to cope with extraordinary situations. Understanding the engineering in installing presses to cope with natural disasters and challenging economical situations

> Thomas Wiederkehr, Managing Director, IE Graphic Engineering, Switzerland

#### 12.40 Lunch

14.00 Investing in mailroom inserting systems — What are the criterias to consider? What are the revenue opportunities it creates?

PT Bhasi, Deputy General Manager-Maintenance & Production, The Mathrubhumi, India

14.40 Indigenous newsprint — Challenges in the industry and their roadmap for producing high quality newsprint for efficient production M B S Nair, Sr. President, Emami Paper Mills Ltd, India

15.20 Tea break

#### **Session: Print quality**

- 15.50 Color gamut reduction over time in a coldset process — What are its implications? Manfred Werfel, Deputy CEO, WAN-IFRA, Germany
- 16.30 Conformance of Indian and Imported newsprints used in India to DIN 19306-4 — What are the quality levels of newsprints available in India? What effect does the current quality levels have on our productivity?

Anand Srinivasan, WAN-IFRA RMTC

#### 17.00 Achieving excellence in print quality. What it takes to be a member of the prestigious **INCOC club?**

Speaker invited

End of Day 2 & Visit to Expo (up to 18.30 hr)

#### Day 3: 8 September 2011

#### **Common closing session: Power of Print**

09.30 Grow your business with variable promotional content in newspapers

> CK Gan, Director, Newspaper Segment, Kodak Graphics Communications Group

09.45 Extraordinary advertising — Who made news this year and how can newspapers work together with advertisers

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#### 11.45 Tea break

**12.15 Closing panel:** Vision 2020: The new generation of media owners describe their vision and plans on shaping the future of their media companies. What are the plans to capitalize on the digital opportunities? What is the future direction of their companies?

> Invited Panelists: Aritra Sarkar, ABP Pvt. Ltd; Devendra Darda, Lokmat Media Ltd., and Jayant Mathew, Malayala Manorama Co. Ltd.

#### **Conference closing**



Santhosh Babu Director, ODAlternatives Pvt. Ltd, India



Emami Paper Mills Ltd.,



**Peter Kuisle** Executive Vice President -Sales & Product Marketing, Manroland Group, Germany



Manfred Werfel Deputy CEO WAN-IFRA, Germany



PT Bhasi DGM - Maintenance & Production The Mathrubhumi, India



Anand Srinivasan Research Engineer WAN-IFRA RMTC, India

## Crossmedia **Advertising Summit**

#### Day 1: 6 September 2011

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09.30 Opening

#### 09.45 Opening address

Christoph Riess, CEO, WAN-IFRA

#### 10.00 Presidential address

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10.20 Keynote: India's newspaper revolution and guarding ourselves from serious disruption on news consumption — A holistic view

Speaker invited

#### 11.00 Tea, Expo Inauguration & Visit

#### 13.00 Lunch

Session: Trends and insights for successful crossmedia campaigns

14.00 Crossmedia advertising in India and the developments in the Western world. What are the future trends, how newspapers can take advantage and insights for the indus-

> Dr. Dietmar Schantin, Executive Director, WAN-IFRA Newsplex, Germany

14.40 Crossmedia Advertising Strategies and integrated advertiser programmes implemented at VG, Norway — A case study.

Jo Christian Oterhals, Digital Director, VG, Norway

#### 15.20 Tea break

#### 15:50 The Lokmat Aurangabad Premier League

- A Cricket Carnival from Lokmat newspapers won them the WAN-IFRA Digital Media Awards in November 2010. What was the concept behind this success, and how did they developed the campaign?

Jwalant Swaroop, COO Publishing, Lokmat Media Ltd., India

#### 16:30 Creating crossmedia campaigns — how newspapers approach it and what do they offer?

Monica Nayyar Patnaik, Joint Managing Director, Eastern Media Limited, India

End of Day 1 & Visit to Expo (up to 18.30 hr)

#### Day 2: 7 September 2011

Session: Advertiser-centric strategies

#### 09:30 Case study: Planning a creative for crossmedia advertising campaign

Aneil Deepak, Head of Planning and Integration, Mudra Max, India

#### 10.10 Perspective: Cross media advertising in the eyes of an advertiser.

Anu Narasimhan, Category Director - Health & Wellness, Britannia Industries Limited

#### 10.50 Tea break

#### 11.20 Designing crossmedia plans — what are the possibilities and the challenges?

N P Sathyamurthy, COO, Lintas Media Group, India

#### 12.00 Answering the demands of the advertisers. How to set up crossmedia team — skills, needs and ideas required

Speaker invited



Jo Christian Oterhals Digital Director, VG, Norway



Punitha Arumugam CEO, Madison Communications Pvt. Ltd., India



Jawalant Swaroop Director - Advertising & Business Development, Lokmat Media Ltd.



Zac Skulander Creative Manager, Fairfax 360, Australia



Aneil Deepak Head of Planning and Mudra Max, India

## Crossmedia Advertising Summit

#### 12.30 Lunch

Session: Publishing on the go - mobile and digital

Joint session with Newsroom Summit

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#### Conference closing

## Pre-conference Workshops



Workshop 1: INCQC Tutorial 5 Sep 2011, Le Royal Meridien, Chennai

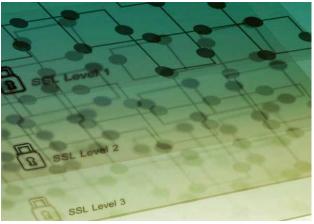
Session time: 10.00 hr to 18.00 hr

Workshop leader: Manfred Werfel, WAN-IFRA

The International Newspaper Color Quality Club (INCQC) that WAN-IFRA has organised since 1994 has earned a major international reputation and is now the quality benchmark for the international newspaper printing industry. The promotional effectiveness of certified INCQC membership is very powerful for both the newspaper as well as its advertising sales.

This Tutorial will familiarise you with all the rules of INCQC 2012-2014. At the same time, the contents of the worldwide binding newspaper printing standard, ISO 12647-3, will be communicated and you will gain an in-depth insight into quality management methods and measuring techniques.

**Target Group:** Prepress specialists, production and printing plant managers as well as all persons responsible for printing quality.



Workshop 2: Digital Media
5 Sep 2011, Le Royal Meridien, Chennai

Session time: 10.00 hr to 18.00 hr

Workshop leader: Stig Nordqvist, WAN-IFRA

The objective of this workshop is to provide insights into digital media business and to learn how to earn revenue in the digital space.

The key points to be discussed are:

- Digital media strategy
- On-line content monetisation (Pay walls)
- Social media (How newspapers are leveraging on Facebook / Twitter)
- Tablets and Mobile publishing
- Case studies from Publishers

The workshop will have presentations, group exercises and brainstorming ideas to help the learning of the participant.

**Target Group:** Editors, New Media Editors, Business Directors, Digital Media Managers, Business Development Managers and those responsible for monetisation of content.

#### **Plant Tour**

A guided tour to the new printing plant of The Daily Thanthi has been arranged, exclusively for the confirmed delegates of the conference.

The tour will start will start at 17.30 hr and end at 20.00 hr on 8 September 2011. Pre-registration required and only a limited number of seats available.

Please register immediately vijayalakshmi.murali@wan-ifra.org

#### **Media Port**

Media Port is a new concept in our Expo. It is a dedicated location for quick learning workshops. The Media Port will have schedules of workshop everyday on print production, editorial and new media topics.

The entry and attendance at the workshops in the Media Port is free for visitors. Please register in advance.

For more information, please contact infoindia@wan-ifra.org

## **Expo**

WAN-IFRA Expo India, the second-largest international exhibition in the world for trends and practices in the newspaper printing and publishing industry, will be held from 6 to 8 September 2011 at the Chennai Trade and Convention Centre.

The industry's top technology and service providers will showcase their latest product and service developments and offerings, providing publishers a vital resource for keeping up with industry challenges.

WAN-IFRA Expo India 2011 will feature the entire newspaper production workflow:

- Editorial and Content Management
- Advertising and Archiving Systems
- Electronic Media and Telecommunications, ePaper and Convergence
- Information Technology and Hardware
- Workflow Management, Newsroom Management
- Digital Imaging and Photography
- PrePress, CtP, Colour Management and Quality Control
- Newsprint, Newsink and other consumables
- Presses, Press Equipment, Press Ancillaries
- Mailroom and Distribution, Inserting, Labelling, Stitching, Wrapping and Logistics

#### **Exhibitors**

Delegates will have the opportunity to meet and discuss different offerings from the following suppliers:

3T Control

4Cplus

ABB Switzerland Ltd.

Adobe

Atex

Baldwin India Pvt. Ltd.

Binuscan

CCI Europe A/S

COMYAN GmbH

EAE Ewert Ahrensburg Electronic GmbH

Ferag

FlowControlServices

Fujifilm India Pvt. Ltd.

Goss International

Ingersoll Rand Industrial Products Pvt. Ltd.

J. Mahabeer & Co. Ltd.

Koenig & Bauer AG

Krause Biagosch India Pvt. Ltd.

manroland India Pvt. Ltd.

Manugraph India Ltd.

Mediaspan

MGE Graphic Systems India Pvt. Ltd.

Muller Martini (India) Pvt. Ltd.

Naph Graphics Pvt. Ltd.

Newstech (India) Pvt. Ltd.

Nova Grafik Pvt. Ltd.

OneVision Software (India) Pvt. Ltd

Pepperl+Fuchs (India) Pvt. Ltd.

Percept Print Solutions

Pongrass Publishing Systems

ppi Media GmbH

Prakash Webtech Pvt. Ltd.

Pressline India Pvt. Ltd.

Prime UV-IR Systems

Q.I. Press Controls India Pvt. Ltd.

QuadTech, Inc.

Quark India Pvt. Ltd.

Reprographic Systems & Supplies

Ronald Weboffset Pvt. Ltd.

Safety Tek, inc.

Scoopshot

Shakti Udyog Ltd.

**Shree Refrigerations** 

S.L. Kulkarni Cyril Graphics Pvt. Ltd.

Standard Machinery Sales Co.

Summit Information Technologies Ltd.

Techniweb SAS

TechNova Imaging Systems Pvt. Ltd.

The Printers House Pvt. Ltd.

Tokyo Kikai Seisakusho Ltd.

Tolerans AB

WIFAG-Polytype Holding AG

and many more to come ...

#### **General information**

#### **Venue & Hotel**

WAN-IFRA India 2011 Annual Conference will be held in the

#### **Chennai Trade & Convention Centre**

Mount Poonamallee Road

Nandambakkam, Chennai 600 089

Tel: +91.44.2231 6033

The Pre-conference workshops will be held at

#### **Hotel Le Royal Meridien**

1, GST Road, St. Thomas Mount

Chennai 600 016 Tel: +91.44.2231 4343

#### **Session Time:**

Pre-conference workshops: 10.00 hr to 17.00 hr Conference Day 1 and 2: 09.30 hr to 17.30 hr Conference Day 3: 09.30 hr to 13.00 hr

#### **Registration Fee**

#### Main Conference: 6 - 8 September 2011 Registration received before 31 July 2011:

WAN-IFRA / INS members INR 18,000 / EUR 300 Non-members INR 24,000 / EUR 400

#### Registration received after 31 July 2011:

WAN-IFRA / INS members INR 24,000 / EUR 400 Non-members INR 30,000 / EUR 500

**Note:** Please add 10.3% service tax to all the above fee. Overseas delegates have to pay in EUR. Fee includes participation in the event, buffet lunches and tea breaks.

## Pre-Conference Workshops: 5 September 2011 Workshop 1: INCQC Tutorial

Participants for this workshop only: INR 10,000 / EUR 175

Participation along with the main

conference (add-on cost): INR 7,500 / EUR 125

#### Workshop 2: Digital Media

Participants for the workshop only: INR 10,000 / EUR 175

Participation along with the main

conference (add-on cost) INR 7,500 / EUR 125

**Note:** Please add 10.3% service tax to all the above fee. Overseas delegates have to pay in EUR. Fee includes participation in the event, buffet lunch and tea breaks.

#### **Special for WAN-IFRA Members**

One complimentary registration for every 5 registrations. If you register 5 participants, the 6th participant can register for free.

#### **Accommodation & Travel Services**

Rooms are reserved in the venue hotel, for delegates at a special price.

#### Hotel Le Royal Meridien

1, GST Road, St. Thomas Mount

Chennai 600 016 Tel: +91.44.2231 4343

Single occupancy INR 6,500 + Taxes

Double occupancy INR 7,500 + Taxes

Deadline for hotel reservation is 10 August 2011

Please note that the demand for rooms is generally high in September. We recommend that you make your hotel reservation as soon as possible, as rooms will be allocated on a first-come, first-serve basis.

Please write to rajini.kanth@lemeridien.com with subject WAN-IFRA India 2011 to book your rooms.

#### **Travel Services**

Kuoni Destination Management have been appointed as our official travel agent. Please contact them directly for your travel requirements.

Mr. Sankarasubramanian, Team Leader

Kuoni Destination Management

A-34, Chesney Nilgiri, No. 58, Ethiraj Salai, Egmore

Chennai, 600 105, India

Tel: +91.44.2827 0985, Fax: +91.44.2825 2947

Mobile: +91.98415 64376

E-mail: k.sankarasubramanian@in.kuoni.com

#### **Enquiry**

WAN-IFRA South Asia Pvt. Ltd.

54 K B Dasan Road, III Floor, SIET Admin. Bldg.

Chennai 600 018, India

Tel: +91.44.4211 0640, Fax: +91.44.2435 9744

E-mail: infoindia@wan-ifra.org

www.wan-ifra.org/wan-ifra-india-2011

#### **About WAN-IFRA**

WAN-IFRA, based in Paris, France, and Darmstadt, Germany, with subsidiaries in Singapore, India, Spain, France and Sweden, is the global organisation of the world's newspapers and news publishers. It represents more than 18,000 publications, 15,000 online sites and over 3,000 companies in more than 120 countries. The organisation was created by the merger of the World Association of Newspapers and IFRA, the research and service organisation for the news publishing industry.



## WAN-IFRA India 2011 Conference & Expo

6 - 8 September, Chennai, India

### **Registration Form**

Please complete the form and send, e-mail or fax to:

**WAN-IFRA South Asia Pvt. Ltd.** 3rd Floor, SIET Administration Building, 54 K B Dasan Road, Chennai India, 600 018 Tel: +91.44.4211 2893 Fax: +91.44.2435 9744 Email: infoindia@wan-ifra.org

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Please register the following persons:			
1			
Name	Position	E-Mail	
☐ Newsroom Summit ☐ Printing Summ	nit Crossmedia Advertis	ing Summit	☐ Workshop 2
2			
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5			
Name	Position	E-Mail	
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#### Important Note:

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

#### **Cancellation & Replacement**

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