

Mark your calendar

World Publishing  
Expo 2013,  
7-9 October, Berlin



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# Media Port

IFRA Expo & Conference  
29-31 Oct, Messe Frankfurt, Germany

## World Publishing Expo 2012

Session:

**Tablet and Mobile trends II**

Title:

**The rise of digital media: how  
media companies can create  
profitable opportunities for  
tablet publishing**

Speaker:

**Michael Mendoza, CEO  
Lineup Systems Ltd**

Lineup deliver collaborative sales tools designed specifically for multi-channel media companies, created and implemented by industry specialists in print, digital and broadcast.

- Sales, advertising and production systems since 2002
- Entirely web/cloud-based products
- Built-in reporting and analytics
- Focus on in-year ROI

More than 2,500 users with installations in 33 countries and 21 languages  
Transacting in excess of 2 million multi-channel ads per annum  
Implementations scaling from 20 to 2,000+ users

New platforms, such as the iPad, can be sold into through many media channels. Media companies that have made the transition to multi-platform sales are are selling many or all of the channels into all of their platforms.

## Platform: Print

Media Channels: multi-format, creative, display, classified, augmented reality

## Platform: Web, mobile, tablet

Media Channels: sponsorship, impression, video, pre-roll, overlay, app in app

Vendors need to deliver integrated CRM and advertising systems that support this new paradigm of multi-media/multi-platform. It is our responsibility to provide sales teams with tools to grow their revenue by creating NEW business in these new channels/platforms.

Successful sales teams have modified their approach to media advertising sales. Sales reps are no longer divided and sell into a single platform/channel. They must show the value to the buyer for ALL of the media-channels and platforms.

Successful sales teams:

- Are re-organised as a multi-channel, multi-platform sales team
- Are being re-trained to understand how to sell all platforms
- Increase agency budgets through new media channels/platforms
- Understand the USP of the media company and products
- Are highly organised and performance managed
- Are aggressive in cross-platform lead generation
- Effectively use systems like AdPoint to gain advantage over their competitors