

DIGITAL MEDIA

India 2018

07 - 09 February, Mumbai

Courtyard by Marriott Mumbai International Airport



Big Data



Best Practices



**Social Media
Engagement**



Digital Transformation



Paid content



Online Video



Viral Content



The 7th edition of digital event for news publishers in South Asia brings ideas on revenue strategies, use of intelligence data, platform publishing and viral content in social media. The event will discuss how to sustain the engagement with the readers and increase our share of revenue from digital.

The recent World Press Trends report shows that the global digital circulation revenues grew by 28% and a full 300% from 2012-2016, with a trend expected to continue. Reader revenue now makes up about 30% of total digital revenue. The digital media world requires continuous push and well understanding of reader habits and the strategies in order to maintain and generate readers revenue through good quality content.

Pre conference workshops:

This event includes two parallel workshops on **7th February 2018** on

- **Big data for journalists**
- **Paid content business models**

Digital Media India 2018 promises to discuss all these and more, over the three days.

Day One: 08 February 2018

Opening session

09.30 Opening address

Round up of digital transformation worldwide.

10.00 Keynote: Key digital trends and digital transformation experiences at India's leading media group.

10.30 Networking break

Session: Leveraging data and machine learning

11.00 Making use of data analytics, machine learning and AI in newsrooms. What are the potential uses.



Steffan Damborg
WAN-IFRA Associate
Consultant,
Germany



Trushar Barot
Digital Launch Editor,
Indian Languages,
BBC World Service,
BBC News, India



David Higerson
Digital Editorial Strategy
Director, Trinity Mirror
(Regionals), UK



Gyan Gupta
CEO,
DB Digital,
India



Ian Yee
Head, R-AGE,
Malaysia



Sathya Sriram
Head of Strategy,
The Hindu Group,
India



Ivor Price
Media consultant,
South Africa

11.30 Building audience focused culture in digital newsroom, metrics and strategies practised at Trinity mirror, UK.

12.00 Driving engagement through personalization.

DB Digital has been using AI for building powerful content recommendation engines across its digital platforms. It also leverages its data-driven strategy for segmenting its audience in order to target ads using algorithms and artificial intelligence. – A case study.

12.30 Networking lunch

Session: Digital publishing in local languages

14.00 Indic language publishing. User behavior and preferences - learning and best practices from publishing news in non-english languages.

14.30 Internet adoption is reported to be high among language users. What are the trends in Indian language digital publishing and what are the challenges in the ecosystem. The lessons from regional digital news market.

15.00 Networking break

Session: Engaging millennial in digital landscape

15.30 World Digital Media Award winner of 'Best Innovation to Engage Youth Audience', R-AGE Malaysia presents their strategies to be relevant to the millennial audience.

16.00 Youngworldclub.com is the initiative from The Hindu to be relevant to youth audience and catch them young. The initiative also won 'Gold' at South Asian Digital Media Awards. A case study.

16.30 Wecan24 from Media24, South Africa's major newspaper groups continue to inspire young people with citizen journalism initiatives, such as Media24's Wecan24, which keeps them innovative, engaged and informed.

17.00 Summary and closing day one

Day Two: 09 February 2018

08.00 Breakfast session sponsored by CCI

A leading European publisher will share their experience of the newspaper's journey to become a digital publishing house, and how their newsroom transformed to a digital-first approach.

Session: Video content and social media channels

09.30 Social video for engaged audience - tips and tools.

10.00 Digital-native companies have succeeded in just a few years, to shape up their media brands by creating highly shareable content that seduces the younger generations. The Quint presents their experiences.

10.30 Online video as a premium advertising inventory – what does a good online video strategy look like.

11.00 Networking break

Panel discussion

11.30 Panel discussion: Reader revenue, is it a realizable goal in the sub-continent. Can news as a category pay for itself. What would makes readers pay for our content. How is the future. India's leading publishers and editor discuss the topic.

12.30 Networking lunch

Session: Digital advertising ideas

14.00 Brand solution for advertising revenue generation – what worked well and the opportunities for digital marketers. A case study from Times Internet.

14.30 Premium ad networks show the way to maximize publisher's return on digital advertisement revenue. Publishers in South East Asia have joined together and are starting their own network. What are the experiences.

15.00 Daily Star, Bangladesh won the coveted 'Gold' in Best in Digital Advertising at South Asian Digital Media Awards. What did they do unique to achieve this. What is their strategy for digital advertising.

15.30 Networking break



Esra Dogramaci
Senior editor for digital
Deutsche Welle,
Germany



Siddharth Varadarajan
Founding editor,
The Wire,
India



Himanshu Gautam
Head - Digital business,
Amar Ujala,
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Gulshan Verma
Chief Revenue Officer,
Times Internet,
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Tajdin Hasan
Head of Marketing,
The Daily Star,
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Abdul Hamid Jalil
CEO,
The New Straits Times
Press (Malaysia) Bhd,
Malaysia



Gard Steiro
Editor in Chief and
CEO,
VG - Verdens Gang
AS,
Norway

Closing session: The digital future

16.00 NSTP, the publisher of the New Straits Times and of the leading Malay newspaper Harian Metro, explores a business diversification and digital transformation with an approach to become multi-platform, real-time content provider.

16.30 Digital transformation worldwide and look at how successful news media companies transformed themselves to face the future. The digital transformation exercise of VG in Norway.

17.00 Summary and conference closing.

Pre-conference workshops

Workshop 1: Big data for journalists

7-February-2018, 10.00 hr - 17.30 hr

Chairperson: David Higgerson, Digital Publishing Director, Trinity Mirror (Regionals), UK

News and media companies are rapidly developing "Big Data" strategies to effectively use the growing amount of user data available from Internet and mobile communications.

Most are overwhelmed by the amount of data and attempting to create strategies and techniques to improve data analysis and its application for editorial and business uses.

This one day workshop will help to build and analyse audience focussed culture in digital newsrooms.

Workshop 2: Paid content business models

7-February-2018, 10.00 hr - 17.30 hr

Chairperson: Steffen Damborg, Expert Advisor, WAN-IFRA Global Advisory

The workshop is all about to crack the strategy behind success to bulk of their revenues from advertising, circulation is now taking up the lead. Charging for one's digital content is no longer an option but there are many different ways to do so depending on your market, audience and culture.

Date, Session time

07 February 2018: Pre-conference Workshops

10.00 hr – 17.30 hr

08 & 09 February 2018: Digital Media India Conference

09:30 hr – 17:30 hr

Venue

Courtyard by Marriott Mumbai International Airport

CTS 215, Carnival Cinemas,
Andheri Kurla Road,
Andheri East, Mumbai,
Maharashtra 400059
Phone: 022 6136 9999

Sponsors & Exhibitors

Conference delegates will have an opportunity to interact with the following leading vendors and service providers to the news publishing industry.



Registration fee

	WAN-IFRA Members	Non-Members
Conference <i>Early bird until 30-January</i>	INR 25,000 / EUR 375	INR 30,000 / EUR 450
Conference <i>Regular fee</i>	INR 30,000 / EUR 450	INR 35000 / EUR 525
Workshop only	INR 15,000 / EUR 225	INR 20,000 / EUR 300
Conference + One workshop	INR 40,000 / EUR 600	INR 50,000 / EUR 750

Note: Please add 18% GST to the above fee.
Overseas participants pay in EUR.

Included in the price are the course fee, documentation, luncheon and refreshments.

How to register

Register at dmi.wan-ifra.org

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Contact

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Publications

Official publications:

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RIND Survey

Press ideas