DIGITAL MEDIA
India2020
18 - 19 FEBRUARY 2020
HOLIDAY INN NEW DELHI INTERNATIONAL AIRPORT
GROWING BIG IN DIGITAL

#dmi2020
dmi.wan-ifra.org
infoindia@wan-ifra.org
Digital Media India (DMI) conference is in its 9th edition in the year 2020, and will offer publishers the whole gamut of ideas to run digital media business profitably. While print continues to bring in the lion’s share of revenue, this is a crucial transition period for news media companies to make intelligent moves on the digital front and to secure the future.

DMI 2020 brings you interesting case studies, inspiring ideas and successful business models that will take you closer to your digital transformation. The conference programme is built around the theme ‘Growing big in digital’ and will discuss - Digital Advertising, Alternate Revenue Streams, Technology and Digital Journalism, Online Video and Digital Transformation.

Join DMI 2020, take a deep dive into each of these and draw inspiration from the best.

**Day One: 18 February 2020**

**Opening session**

09.30 Opening and welcome

09.40 Keynote: Business out of digital journalism, the way forward.

10.10 Moderated Q&A

10.30 Networking break

**Session: Digital Advertising**

11.00 Digital Advertising trends. Have news publishers peaked the heights. Is news genre attractive for advertisers. What are the challenges and how to maximize the advertising revenue pie.

11.30 Native advertising: Is native advertising the holy grail of digital revenue? Is having one’s own native studio the answer to make our cash register ring. How set it up? Presentation from a brand studio.

12.00 Understanding programmatic advertising. What are the new trends. How do digital ad agencies plan their programmatic campaign and how to bridge the gap between expectation of the advertiser and the publisher.

12.30 What do brands look for in advertising campaigns. How do they select their audience and what do they look for when choosing the channel.

13.00 Networking lunch

**Luncheon session**

Luncheon session sponsored by [Quintype]

- Digital Branding and the Newsroom - straight from the Editor’s desk
- Reclaim control of your website with a flexible page builder.

Listen to the session while enjoying your delicious meal.

*Limited seats only.

**Session: Alternate Revenue Streams**

14.00 Fourteen new business models and one single strategy, how to drive our business to profitability.

14.30 The Economist’s reader first product strategy. Cultivating habit and customer loyalty depends more and more on getting the digital product experience just right. How to do it. The Economist experience.

15.00 Building sustainable business for journalism through technology and innovation.

15.30 Networking break

16.00 Partnerships and alliances between publishers is the new normal. Publishers come together to form Ad networks and jointly sell their digital ad inventory. SPH and Mediacorp in Singapore, traditional arch rivals have come together and formed Singapore Media Exchange (SMX).

16.30 Content syndication is an age-old business, but perfected only by a few. With tons of content produced by publishers every day, not all make incremental revenue for the publishers, often due to the limitation of reach of publisher’s own site. Content syndication offers excellent source of revenue and leading consumer brands are investing more budgets in such content. How to set up syndication team, and align it with overall content strategy.

17.00 South Asian Digital Media Awards 2019 ceremony

18.00 End of day 1
**Session: Technology & Digital Journalism**

09.00 **Essentials of digital journalism.** How to master it and what are the secret ingredients to make journalism work in digital space.

09.30 **Data is the new oil.** Using it constructively to build subscription business.

10.00 **Tools for publishers to cut down cost in digital business.**

10.30 **Machine learning algorithms manage the content backbone** and delivers right type of content according to the behavior of the reader. Data centre set up by publishers use ML to optimize the content for global audience at fraction of the cost. A presentation.

11.00 **Networking break**

**Session: Online Video**

11.30 **With increasing consumption of video content online,** every publisher is looking to create / increase their video content. How best to do it, what are some of the successful strategies to do it.

12.00 **OTT is the new platform with potential to take on every medium.** Understanding OTT, what are the opportunities and threats.

12.30 **The changing phase of video viewership and its impact on news dissemination.** The popularity of new video apps have taken the video world by storm, with more than a million downloads in a very short span of time and by the amount of time spent.

13.00 **Networking lunch**

**Valedictory session: Digital Transformation**

14.00 **Driving change in newsroom.** Newsroom culture is a deep-rooted structure and a challenge to tackle in the process of transformation of any publishing company. How to drive change. A presentation from the experiences of a digital publisher.

14.30 **How to cultivate a culture of innovation in newsroom.** Inspiring lessons from a start-up, the winner of ‘Best start up’ in South Asian Digital Media Awards 2019.

15.00 **Panel discussion:** South Asian Editors and CEOs discuss the regional challenges and the future of media business in South Asia.

16.00 **Summary and conference closing.**

**Speakers**

- Juan Senor, President, Innovation Media Consulting, UK
- Iain Noakes, Chief Customer Journey Officer, The Economist, UK
- Rohan Tiwary, Head of Media, News & Entertainment Partnerships, APAC, Google Asia Pacific, Singapore
- Hari Shanker, CEO, Singapore Media Exchange (SMX), Singapore
- Parvathi Mohan, Product Manager & Ajay Menon, Lead Engineer, Quintype Technologies, India.
- Aman Sethi, Editor-in-Chief, HuffPost, India
- Siddharth Varadarajan, Founding Editor, The Wire, India
- Brett McKeehan, Director - Asia, CNN Digital Worldwide, Hong Kong and more.

**Sponsors & Exhibitors**

- Quintype
- ppi
- protecmedia
- NEWS TECH
Date, Session time

Day 1: 18 February 2020
09:30 hr – 18:00 hr

Day 2: 19 February 2020
09:00 hr – 17:00 hr

Venue

Holiday Inn New Delhi International Airport
Asset Area 12, Hospitality District,
Aerocity Access Rd, Aerocity,
New Delhi, Delhi 110037
Tel: +91 11 4222 2000
Email: reservations@holidayinndelhi.com

Registration fee

<table>
<thead>
<tr>
<th></th>
<th>WAN-IFRA Members</th>
<th>Non-Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Early bird</td>
<td>INR 25,000 / EUR 375</td>
<td>INR 30,000 / EUR 450</td>
</tr>
<tr>
<td>Conference Regular fee</td>
<td>INR 30,000 / EUR 450</td>
<td>INR 35,000 / EUR 525</td>
</tr>
</tbody>
</table>

Offer for WAN-IFRA members: One complimentary registration for every 4 paid registrations from the same company.

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

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

How to register

Register at : dmi.wan-ifra.org
Email : infoindia@wan-ifra.org
Telephone : +91 44 4211 0640

Contact

Suresh Babu
Asst Manager - Business Development
WAN-IFRA South Asia Pvt. Ltd.
54 K B Dasan Road, Chennai 600 018, India
Tel: +91.44.4211 0640 ; Fax: +91.44.2435 9744
Email: sureshbabu.kr@wan-ifra.org

About WAN-IFRA

WAN-IFRA, based in Paris, France, and Frankfurt, Germany, with subsidiaries in Singapore, India & Mexico City, is the global organisation of the world’s news publishers. It represents more than 18,000 publications, 15,000 online sites and over 3,000 companies in more than 120 countries. Its core mission is to defend and promote press freedom, quality journalism and editorial integrity and the development of prosperous businesses.