



# **DIGITAL MEDIA LATINOAMÉRICA**

19 - 20 SEPTEMBER 2014 · LIMA · PERU

[www.wan-ifra.org](http://www.wan-ifra.org)

# WHAT SHOULD YOU EXPECT FROM #DML14?



Latin America's news industry is undergoing a rapid transition and this event provides the tools and insight for those executives wanting to lead that change.

**Digital Media Latinoamérica** has become the unmissable meeting point for Latin American newspapers striving for that essential added edge in today's hyper-competitive publishing environment. Through groundbreaking, provocative and highly-innovative cases at both a global and a regional level, this conference will spur creativity and innovation within our industry.

New this year:

- **Interactive break-out sessions** to identify and exchange on the industry's most innovative and successful case studies"

#DML14 will address the following topics:

## Session 1: Your digital revenue boosters

- Finding a sustainable business model in the digital age
- Paid-content
- Programmatic & native advertising

## Session 2: A peak into the future of digital publishing

- Multiplatform journalism
- Aligning newsroom forces, finding the right tempo
- Focus on data/analytics improving content strategy

## Session 3: Matching the explosion of new platform demands

- Embracing mobile strategies
- Matching the explosion video & visual storytelling demands
- Video & visual storytelling demands

## Session 4: Being a watchdog in the digital age

- New tools for a better journalism
- Digital investigative journalism
- The safety challenges a media company needs to be aware of

## DML2013 IN BRIEF

"Incredible event. I have been in many events focusing on digital in the US but this was better."

Matthew Sanders, General Manager,  
Deseret Digital Media, USA

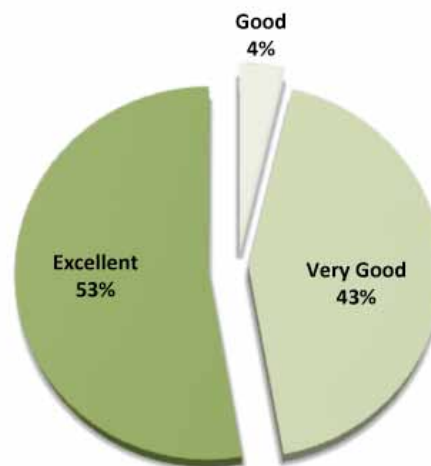
"It is indeed an event of great importance that is becoming increasingly necessary. This conference helps media companies to revolutionise our processes to face the immense digital challenges."

Gabriel Trillos, Editorial Director,  
Grupo Dutriz, El Salvador

"I would like to thank you for the fantastic conference in Bogota. It was magnified by the quality of presentations and the good organization. Honestly it was one of the best WAN-IFRA events that I have attended so far."

Roberto de Celis, Digital Business Manager,  
Vocento, Spain

## #DML13 Overall rating



## DML14 CONFIRMED SPEAKERS



**Jim Moroney**  
Publisher & CEO  
The Dallas Morning News, EE.UU.

Jim is Publisher and Chief Executive Officer of The Dallas Morning News, a position he has held since June 2001. Moroney presently serves on the boards of the Associated Press, the Board of Directors of International News Media Association among others.

In April 2004, Editor & Publisher selected Moroney as Publisher of the Year for his accomplishments at The Dallas Morning News. In 2012, he received the Frank W. Mayborn Award for Community Leadership from The Texas Daily Newspaper Association.



**Marcos Foglia**  
Digital Content Manager  
Artear, Argentina

Marcos is a specialist in digital content management. He currently hold the position of Digital Content Manager at Artear, the television media company for Grupo Clarin. He previously worked at Clarin.com, CNNenEspañol, ESPN, Business Group

(Spain) and Grupo Ferre Rangel (Puerto Rico). He holds a BA and MA in Journalism and a Masters in Business Administration.



**Carlos Guyot**  
Editor-in-Chief  
La Nación, Argentina

Carlos Guyot, is La Nación's newly appointed Editor-in-Chief. In 2008 he became the company's first Innovation Director, a position that allowed him to develop and deploy a series of processes meant to update La Nación products and the newsroom. In

2011, Guyot was promoted to News Editor and joined the paper's exec leadership; he was a key member of the team behind the daily's new print layout, which came out in 2012 with great approval from readers and advertisers.



**Caio Tulio Costa**  
Socio de MLV Comunications, Brasil

Caio Tulio Costa is Partner at MVL Comunicação. Journalist, PhD in Communication, Professor (ESPM), Digital Media expert, Visiting Research Fellow at Columbia University Journalism Graduate School in New York. Former Managing Editor of Folha de S. Paulo (largest Brazilian daily

newspaper), founder of UOL - Universo Online and former CEO of iG. He recently published a research paper titled "A Business Model for Digital Journalism: How Newspapers should Embrace Technology, Social and Value Added Services".



**Rosental Alves**  
Founder and Director, Knight Center for Journalism in the Americas, USA

Rosental Calmon Alves is a professor of journalism at the University of Texas at Austin, where he holds the Knight Chair in Journalism and the UNESCO Chair in Communication and is also the founder and director of the Knight Center for Journalism in the Americas. Created in 2002, the center

has benefited thousands of journalists around the world with training programs.

In Latin America and the Caribbean, the center has helped journalists to create a new generation of organizations dedicated to elevating the professional and ethical standards of journalism in their countries.



**Adriana Garcia**  
Cofundadora  
OrbitaLAB, Brazil

Adriana connects media and Design Thinking for innovation, creativity and entrepreneurship. Journalist and editorial manager. Stanford Knight Fellow'13. D.School catalyst. Co-founder of OrbitaLAB, a digital innovation lab in Brazil. Focuses on

applying Design Thinking for digital business transformation and editorial operations.



**Fabio Gusmão**  
Digital Editor  
Jornal EXTRA, Brazil

Fábio has headed several innovative and award-winning projects as Digital editor of Rio de Janeiro daily Jornal EXTRA. His projects have contributed greatly to the strong online and mobile audiences of the newspaper and their high engagement levels. EXTRA's

website has 19 million unique visits a month.



**Juan Carlos Simo**  
Editor Digital  
La Voz del Interior, Argentina

Juan Carlos works for the digital and print versions of Argentine regional daily, La Voz del Interior. He's worked in several award-winning investigative and multimedia journalism projects. One of the most recent ones, is "Córdoba bajo Fuego", an

interactive web documentary that narrates the tragic fires that struck the province of Córdoba in September 2013.



**Mark Little**  
CEO & Co-founder  
Storyful, Ireland

Mark Little has been a journalist for more than 20 years. In December 2009 he set up the social news agency Storyful. Storyful discovers, verifies, acquires and distributes timely and relevant video and user-generated content to its partners. In 2013, verified

user-generated videos managed by Storyful generated 750 million views for its partners.



**Nathalie Malinarich**  
Editor, Mobile and New Formats  
BBC News online, UK

Nathalie Malinarich is the editor for mobile and new formats for BBC News. Until recently she was the world executive editor of the BBC's award-winning news website, with responsibility for its international editions on all platforms.



**Tony Haile**  
CEO  
Chartbeat, USA

Chartbeat is the leading real-time data service. Over the last three years, Tony has lead Chartbeat from two guys around one desk to a 40+ person company with more than 4,000 paying clients, including companies such as CNN, the New York

Times, Gilt Groupe, and Starbucks. Prior to entering the startup world Tony competed in a round the world yacht race and led and managed polar expeditions in the high Arctic. Startups are apparently similarly exciting with less chance of losing a limb.



**Leo Prieto**  
Co-Founder  
Beateza, Chile

Leo Prieto pioneered the internet industry in Latin America with ImageMaker a company that became an award-winning web development agency working with some of the biggest clients in the region. He co-founded Betazeta to realize the dream

of revolutionizing the way mass media works, by disrupting the editorial process, developing unique technology and creating new ways of monetizing beyond advertising. Today Betazeta is largest network of independent content communities in Latin America, gathering over 10 million users each month.



**Amanda Zamora**  
Senior Engagement Editor  
Propublica, USA

Amanda has been instrumental in launching several innovative journalism projects. She defends the concept of "participation metrics", which focuses on discussion participation, shared stories and subscriptions to their networks. ProPublica has successfully

optimised the use of social media tools like Facebook, LinkedIn and Twitter, and actively involved their digital audience at the heart of their journalistic work.



**Ezequiel Arbusti**  
CEO  
VIDA Producciones, Argentina

Arbusti is in charge of the brands TKM and Psicología Positiva. TKM is the largest entertainment Spanish-speaking community. It includes different channels and communication sites such as the news site MundoTKM, the app TKM Play, the magazine

TKM and other editorial products like calendars, biographies, books, and official profiles in the main social networks. The brand was created in Argentina in 2005 by VI-DA Producciones and has recently initiated its regional expansion with the launch in Brazil of the news portal [www.mundotkm.br](http://www.mundotkm.br) in Portuguese.



**Diego Carvajal**  
Content Manager  
ICCKNet, Colombia

Diego is a digital communicator with vast experience in design, Creation and leadership of content and operations teams for media and advertising companies. As information portal's manager at ICCK he is responsible for the digital enhancement of content coming

from the different media outlets owned by GSD.

## WELCOME COCKTAIL

Do not miss this pre-conference evening **sponsored for EL COMERCIO** tailored to mingle and network.

**Place:** Terraza del Mar, JW Marriott, Lima.

**Time:** 18 September 20:00hrs.

## STRATEGIC PARTNER



## SCHEDULE

**19-20 September 2014**

**8.00-8.30 Registration**

**8.30 Welcome**

**First coffee break 10.00hrs - 10.30hrs**

**Networking lunch 12.30hrs - 14.00hrs**

**Second coffee break 16.00hrs - 16.30hrs**

**Last session ends at 18:30hrs approximately**

## VENUE & ACCOMMODATION



### JW MARRIOTT LIMA

Rocío Hoyos - Group Coordinator

e-mail: [reservations.lima@marriott.com](mailto:reservations.lima@marriott.com)

Phone +511 2177171

**DELEGATE RATES: 230 USD (excl. TAX).**

Includes: Breakfast & WIFI

## CONFERENCE FEES

**Early bird rates (until 18 August 2014)**

\* 550 EUR WAN-IFRA Members

\* 750 EUR Non members

**Regular rates**

\* 650 EUR WAN-IFRA Members

\* 850 EUR Non members

Register at:

<http://www.wan-ifra.org/dml14>

Special rates for groups. Contact **raquel.gonzalez@wan-ifra.org** for more info.

## SILVER SPONSOR



## SPONSORS

