



30 OCTOBER 2013

08.00 Registration

09.00 Introduction

Vincent Peyrègne, CEO, WAN-IFRA, France

Conference moderator: Diego Carvajal, Information Portals Manager at ICCK, Colombia

SESSION 1. MOVING FORWARD IN TIMES OF TRANSITION

09.15 “VIVE DIGITAL” Plan

Diego Molano Vega, Minister of Information Technologies and Communications of Colombia.

Minister Diego Molano Vega will present the main achievements and results of an ambitious technological project: the massive spread of internet use amongst the population and the development of a national digital ecosystem, springboards for Colombia’s technological leap to achieve democratic prosperity.

09.45 Taking risks to succeed

Jon Ruiz, CEO, Casa Editorial El Tiempo, Colombia. Jon took over Colombia’s largest publishing company in 2010. One of his key missions is to ensure his company, known across the region for being at the forefront of media innovation, will respond to the fast-paced changes of Colombian society.

10.30 Coffee break

11.00 2014: Playing the news crossover

Ken Doctor, President, Newsonomics, USA. Just back from a big tour of major European publishers and with his expertise of North American media industry, Ken Doctor will provide a provocative analysis of the challenges facing publishers in 2014 and the latest strategies to be tested.

11.50 A journey of digital transformation

Ali Rahnema, Vice-President Digital Media, Star Media Group, Canada

Michael Cooke, Editor, Toronto Star, Canada

Navigating the transition from an operation first and foremost focused on the printed-product to one that strives to be platform-agnostic requires focus on the fundamentals and close coordination and collaboration between journalists, technologists and strategists. The complexities are exacerbated by the fact that while an ever increasing number of readers/audiences consume the company’s offerings on digital platforms, the overwhelming majority of its revenues are still derived from their print relationships. Ali Rahnema and Michael Cooke will explain how The Toronto Star focuses on managing the decline in print while investing in both the quality of their journalism and the skills and tools needed for the future.

12.30 Networking lunch

SESSION 2. ENTERING PAID CONTENT 2.0

14.00 **Launching the Metered Model: Successful Digital Subscription Strategies from Over 400 Publishers**

Matt Skibinski, VP, Affiliate Relations, Press +, USA. With more than 400 clients, paid content solution Press+ has a unique overview on paywall results and best practices in North America. Its predominant philosophy in charging for content is built around the metered solution.

14.30 **The next big shift is 'mobile-mainly'**

Rob Grimshaw, Managing Director, FT.com, U.K. The Financial Times has influenced all publishers moving into digital paid content and the company is one of the rare ones that can really claim to be digital first. Rob Grimshaw will explain how the company has always taken bold steps in its digital strategy and on all platforms, and it pays off: digital is now ahead of print in its revenue.

15.10 **Feedback from Brazilian paid content deployments**

Ana Busch, Director, Digital Strategy Committee, ANJ, Brazil. In Brazil, national & regional newspapers are working on ways to monetize their content while retaining their audience. Ana Busch, one of Brazil most recognized digital media experts, will explain the experience of quality and regional newspapers and in implementing the country first metered models and paid-for apps.

16.00 **Coffee break**

16.30 **Digital Audience Pricing Strategy.**

Matt Lindsay, CEO, Mather Economics, USA. Mather Economics specializes in applied economics using econometric analysis on pricing strategy, predictive modeling, analytics, and environmental valuation. The company has worked for major U.S publishers on the effects of paid content deployment on all areas of their digital business. But can their predictive model work everywhere?

SESSION 3. DIGITAL ADVERTISING: LATEST TRENDS AND INNOVATIONS

17.00 **Panel discussion**

Orlando Álvarez, Creative Director, Publicidad Comercial Lowe, El Salvador

Alexandra Salomon, Senior Director, International Interactive Advertising Bureau, USA

Roberto de Celis, Digital Business Manager, Vocento, Spain

Q&A with Felipe Ordóñez, Managing Director, PauteFácil and Founder, Probusiness, Colombia

Where is digital advertising going and how can we measure it? Orlando Álvarez will show us how, as digital ad spend in the region catches up with mature Internet markets, media will soon have to address the same challenge: the growing complexity of the digital marketing landscape. In order to achieve this, more effective and reliable measurement tools are needed, as well as standardised formats: Alexandra Salomon will present the latest ones approved by the IAB!

To meet the needs of digital marketers, media companies have to create advertising formats and products and explore new business territories. Roberto de Celis, will reveal some concrete and successful cases to go home with...

18.30 **Wrap up of the day**

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09.00 Keynote speech - Transforming traditional media: a two-part strategy for change

Clark Gilbert, President & CEO, Deseret News Publishing Company, Deseret Digital Media, USA

While the recent tendency for newspaper publishers has been to integrate their digital efforts into their traditional operations, Clark Gilbert has become known for challenging conventional logic. We will hear how he has turned around his company and made one of the most prosperous newspaper businesses in the US, both in print and digital.

Followed by a debate with:

Ken Doctor, President, Newsonomics, USA

Gastón Roitberg, Multimedia Newsroom Managing Editor, La Nación, Argentina

Marcelo Rech, Executive Director of Journalism, Grupo RBS, Brazil

10.30 Coffee break

SESSION 4. LATEST TOOLS TO FOSTER DIGITAL ENGAGEMENT

11.00 Keeping pace with the new digital consumer

Sergio María, Business Development Manager, Google LATAM, Brazil. Google and YouTube are at the forefront of new trends in digital consumer behaviours, on all platforms. The user engagement factor, who produces content, the crucial role of Youtube in redefining the video distribution, what is the impact of recent technology developments from the company and how Latin America is evolving in the digital landscape: this presentation will provide the vision of the biggest player in the digital world.

11.30 Clarín WebTV

Darío D'Atri, Chief Editor of Strategies and New Platforms, Clarín, Argentina. Such channels are key tools to attract traffic and engage audience on digital platforms. Darío D'Atri will present one of the region's most inspiring cases.

12.00 New ways to engage with your audience

Matthew Sanders, General Manager, Publisher Solutions Deseret Digital Media, USA. Finding ways to strengthen the bond with your audience, your community and digital natives is one of the most important priorities in tomorrow's news organisations. Matthew Sanders will reveal his latest projects to achieve this goal at Deseret Digital Media.

12.30 Networking lunch

14.00 The value of sharing

Doree Shafir, Executive Editor, BuzzFeed, USA. BuzzFeed has built a global social news platform and young audience by sharing of popular content. Now it is tackling more traditional news content. Is it a prototype for future news organisations? Doree Shafir will tell us more...

14.40 Social media: new tools, same mission

Roberto Dias, Digital Platforms Manager, Folha de S.Paulo, Brazil. The June protests that struck Brazil's largest cities revealed the increasing role that social media platforms are playing in giving voice to the citizens to denounce corruption or abuse. Many criticised the large media companies' coverage of the protests, accusing them of being part of the "establishment", and opposing 'new media' to 'traditional media'. But does this dichotomy really exist or are they complementary channels that lead to a same fundamental mission: be a watchdog of democracy at the service of citizens and keep governments accountable? Roberto Dias will present how one of Brazil's major newspapers covered the events.

15.15 Innovative (digital) storytelling

Gastón Roitberg, Multimedia Newsroom Managing Editor, La Nación, Argentina. Through data and open journalism initiatives, extensive use of infographics, hiring of developers and even hackers, many newsrooms are embracing innovative projects in order to deliver relevant, attractive, quality content. One of the region's best examples is Gastón Roitberg's team at lanacion.com.

16.00 Coffee break

SESSION 5. GOOGLE, FACEBOOK AND INTELLECTUAL PROPERTY

16.30 How do we move forward?

Ana Busch, Director, Digital Strategy Committee, ANJ, Brazil

Florian Nehm, Corporate Sustainability Officer at Axel Springer AG and EU government affairs, Germany (video-conference- TBC)

During the 65th World Newspaper Congress, WAN-IFRA replied to one of its members' most pressing concerns by launching a discussion forum to share experiences and concerns on how content aggregators and search engines affect, in a positive or negative way, their business. Latin American publishers have seen their Brazilian counter-parts take strong stances against Google News, and more recently, Facebook. Ana Busch will share with the audience the recent measures taken by Brazilian publishers on these key issues for the future of the press. Florian Nehm will provide his insight on this matter from Europe's largest media groups.

17.30 Final remarks

Vincent Peyrègne, CEO, WAN-IFRA, France

SOCIAL EVENTS

WELCOME COCKTAIL



Don't miss this welcome event organised in collaboration with the **Bogotá Convention Bureau**, during which you will be able to exchange and mingle with delegates from more than 24 countries.

Place: Restaurant Agata, Hotel Cosmos Insignia.

Date and time: 29 October, 20:00 hrs

WINE TASTING



The **"VIP del Vino Club"** and the **"Vivamos El Tiempo Club"** invite you to participate in a wine tasting session. Gonzalo de Berceo, Crux Blend and Condado de Haza wines, with more than 90 Parker Points, paired with Colombian-made cheese and chocolates, presented by Mario Sánchez, Sommelier of VIP del Vino Club. **Enreach Solutions and clicLogix Americas** will be co-hosting the event.

Place: Room Pacífico

Date and time: 30 October 20:00 hrs

VISIT TO EL TIEMPO HEADQUARTERS



Join us on November 1 to an exclusive visit to the headquarters of EL TIEMPO. This centenary newspaper was the first one to have an integrated newsroom in Latin América. Limited spaces

Place: El Tiempo Headquarters

Date and time: 1 November 20:00 hrs

SILVER SPONSOR



Enreach provides premium publishers with the ability to refine and apply the data they possess on their online readers. Using Enreach allows publishers to turn this raw data into audience insights valuable for both editorial and advertising sales teams. Editorial teams benefit from being able to track the reading habits of the various audiences attracted to their pages, allowing them to build readership by ensuring exposure of the most relevant stories.

Ad sales teams are able offer their clients (be they agencies or direct advertisers) online space selected to ensure that the right message reaches the right audience at the right time and within the right context. Our ability to define audiences by interest group as well as by demographics turns each campaign into a mini-market survey, providing the advertiser with insights on copy and placement effectiveness.

EXHIBITORS



CCI provide the platform to support the evolving needs of the world's leading news organizations, and our scalable solutions help growing media brands optimize their business strategies. Constant innovation and strong customer commitment remain the cornerstones of CCI's business model..



Digital Publishing Suite is the leading multi platform solution in the industry being used by top publishers around the world with millions of apps published and more than 125 million editions delivered for iPads, Kindle Fire, iPhone and Android since April 2011. Currently more than 2 million downloads are made every week – including magazines, newspapers, corporate publications and apps, all created with DPS. The downloads rate has grown 290% in the last 12 months and Adobe keeps investing in platform development to follow the dynamic needs of the industry and support the most relevant screens and OS.



One Latam, Inc. headquartered in Miami, Florida and with offices in Mexico City is a consulting firm offering products and services to a vast array of companies and organizations with publishing needs. Their goal is to help customers with their current systems and processes to improve their production with the ideal products and system integrations. Always looking into the future, they are constantly searching for future advances in technology that will push their clients to be leaders and innovators in their field.



Founded in 2006, Virtual Paper assists publishers ease their operations and increase profitability by providing seamless migration to an easy-to-use, high-performance digital format that is compatible with all computers, tablets and smartphones. We really care about and are driven by our shared values! We are composed of a strong team that focuses on results and works closely together, day-in, and day-out. Our 1,000+ titles and 100,000+ active publications make Virtual Paper an industry leader.



GSI Media Group delivers comprehensive business solutions ranging from custom publishing design to development of complex editorial systems. We base our offerings on an understanding of clients' business requirements and providing dependable solutions. We combine business domain knowledge with technology competence and proven methodologies to deliver high quality results in a cost-effective manner to maximize your competitive advantage and productivity.



S2i is a leading company in providing standard and multimedia solutions for the Media sector in Spain with over 15 years of experience. We have solutions tailored to each client that completely cover the entire sales cycle for their business, enabling our customers to more effective management of their companies but with a controlled cost of your investment.

OneVision

An established leader with more than 15 years of experience, OneVision is a global provider of innovative and cost-effective software solutions designed to secure, optimise, and simplify complex production workflows for the printing, publishing and media industries. OneVision's software saves printers and publishers time and reduces costs in numerous data- and image-intense pre-press operations and also enables publishers to repurpose static print-optimised pages for online use, while adding related and relevant multimedia content such as videos, animations and HTML5.

SPONSOR



Protecmedia is an international company which since 1979 has focused exclusively on software development and the provision of services for news companies. From the outset, its watchword has been its ability to adapt to the advances taking place in media companies in terms of computerisation and digitalisation. Newspapers, magazines and news publications are experiencing seismic changes in their businesses, as a result of new technologies and social habits.



AGILE CONTENTS provides technology solutions for Media and Brands, so that they can establish digital relationships with their customers through the production, management and distribution of content through digital devices. With emphasis on publishing agility – adaptation to demand, flexibility of formats and content segmentation- we help digital revenue generation.



EidosMedia is an international organization headquartered in Milan, Italy. Founded in 1999, it is now the leading supplier of cross-media publishing solutions, with customers in the media and the financial sector. For news media companies making the transition from a business model based on traditional print publications to a fully-fledged multi-platform portfolio, Eidos Media's Méthode is a key enabling technology that combines the powerful graphical functions and workflow controls of conventional news publishing with a constantly evolving repertoire of features focused on digital distribution to emerging reader platforms.



Innovative product technology and the highest degree of operating comfort: that is what the red.web publishing system stands for. From every corner of this earth on which an internet access is available, the application user can obtain access to the flexible system world and its complete functionality. Thanks to red.web, journalists are independent in terms of location and always at the heart of what is happening: editorial content is processed in a media-neutral way and is more up-to-the-minute than ever, published in a cross-media and media-specific way – publications are only a mouse-click away.



At Conmio we excel at integrating different design methods, technologies and third-party technologies and solutions into smooth-running platforms for delivering valuable user experiences. We believe that tuning these three elements – business, users and technology – is the formula for monetization and profitable services. As a mobile services partner to the media, broadcasting and retail industries, Conmio helps you reach consumers who are constantly on the move.