

Innovate.  
Inspire.  
Interact.



Bangkok, 2 to 5 June 2013

# 65<sup>th</sup> World Newspaper Congress

20<sup>th</sup> World Editors Forum • 23<sup>rd</sup> World Advertising Forum

[www.wan-ifra.org/bangkok2013](http://www.wan-ifra.org/bangkok2013)



# Innovate. Inspire. Interact.



The annual summit meetings of the world's newspapers and news publishers have a new look in 2013, as the World Newspaper Congress and World Editors Forum will be joined by the World Newspaper Advertising Forum, making Bangkok the centre of the publishing universe come June.

Innovation, inspiration and interaction are the three themes of the events, organised by the World Association of Newspapers and News Publishers (WAN-IFRA).

## OVERVIEW

### 65th World Newspaper Congress

The World Newspaper Congress addresses with management and business issues facing news media and examines emerging new business models and revenue streams.

### 20th World Editors Forum

The World Editors Forum provides newsroom executives with an annual meeting place to examine innovations in journalism and newsroom organisation. Attendees will acquire new skills in data journalism, storytelling tools and techniques and more.

### 23rd World Advertising Forum

The World Newspaper Advertising Forum is the annual venue for publishers and advertising executives to hear about successful strategies for increasing advertising revenues from both digital and print – and to learn how to show advertisers the full value of your audience.

## SPONSORS



## SOCIAL EVENTS

WAN-IFRA's Welcome Reception brings participants together on the eve of the Congress. The prestigious Gala Dinner takes place at an exclusive venue on day one. To conclude, delegates may unwind while discovering the host country's food, culture and traditions during an exciting Folk Night.

### Welcome Reception

**2 June 2013, 18:00-21:00, Centara Grand at CentralWorld**



Thai publishers and the city of Bangkok welcome you to the 65<sup>th</sup> World Newspaper Congress, 20<sup>th</sup> World Editors Forum and 23<sup>rd</sup> World Newspaper Advertising Forum in the heart of Asia. This is an opportunity for an informal meet and greet with friends and

peers from around the globe as the world's news publishing industry gathers for its annual meetings.

### Gala Dinner

**3 June 2013, 19:30-22:00, CentralWorld Live**



This glamorous networking event is always a Congress highlight and definitely not to be missed. Seated within an open atrium you will be captivated by outstanding performances from Bangkok artists and musicians.

While dining on Asian delicacies,

the Gala Dinner will provide the perfect setting to unwind with friends old and new.

### Folk Night

**5 June 2013, 18:00-21:00, Sampran Riverside, Nakorn Pathom**



The Sampran Riverside offers visitors a quick immersion into traditional Thai culture. You'll enjoy Thai customs and cuisine in a classic village setting with hands-on activities and workshops. Ever wonder how to make silk? Want to try your hand

at pottery? Or learn the art of making herbal compresses? From Thai boxing, bamboo and farmer dancing to rice planting, you'll be invited to join these activities and be entertained by local performers during the Congress's Folk Night.

## Sunday, 2 June 2013

### Editors Masterclass: Data revolution in your newsroom

Gain strategic insight to launch or improve data journalism projects: learn about the skills and tools you need to find, analyse and visualise data for improved storytelling. See what others are doing, where the opportunities may lie and how to replicate. Find out what big data means for you.

*Justin Arenstein, Chief Strategist / Knight Fellow / African Media Initiative / International Center for Journalists*

### Digital Media Round Table

Detailed programme is available on page 10.

### 2013 Press Freedom and Media Development Round Table

Detailed programme is available on page 10.

### Welcome Reception

## Monday, 3 June 2013

### CONGRESS OPENING

Welcome: *Pichai Chuensuksawadi, Chairman of Asia Pacific Committee, WAN-IFRA*

Opening Address: *Jacob Mathew, President of WAN-IFRA*

Keynote: *Khun Yingluck Shinawatra, Prime Minister of Thailand*

Golden Pen of Freedom Presentation: *Erik Bjerager, President of World Editors Forum*

### Opening of Info Services Expo

Followed by welcome luncheon

### BUSINESS SESSIONS

#### Opening keynote address

One of the United States largest media and marketing solutions companies, Gannett, publisher of USA TODAY, has launched a new digital strategy to fully leverage its relationships with customers and advertisers.

*Gracia Martore, President and CEO, Gannett Company Inc., USA*

#### Session 1. Global Media Trends

##### World Press Trends 2013

The annual update on trends in news publishing worldwide, from WAN-IFRA's World Press Trends survey, the most authoritative source on industry wide data for circulation, advertising, digital audience and more.

*Vincent Peyrègne, CEO, WAN-IFRA*

#### Panel: Around the world in 60 minutes

In this fast-paced session, leading news executives from Asia, Europe, Middle East, Africa and the Americas will discuss the key trends that drive their strategies and plans.

*Moderator: Pichai Chuensuksawadi, Editor-in-Chief, Post Publishing, Thailand and Chairman of Asia Pacific Committee, WAN-IFRA*

##### Panelists:

*Patrick Daniel, Editor-in-Chief, English & Malay Newspapers, Singapore Press Holdings, Singapore*

*Tobias Trevisan, CEO, Frankfurter Allgemeine Zeitung (FAZ), Germany*

*Amadou Mhatar Ba, CEO, African Media Initiative, Kenya*

*Michael Chalhoub, CEO, Sport360, UAE*

*Boris Lohzkin, President, UMH Group, Russia*

#### Session 2. Paywalls: To charge or not to charge

More and more publications have been introducing online paywalls, hoping they might revolutionise online business models and bring much needed revenue. Discover a variety of concepts and lessons learned from experiments and implemented strategies worldwide.

*Moderator: Stig Nordqvist, Executive Director, Publishing & Digital, WAN-IFRA*

#### Paid content global strategies

The Norwegian Media Association has published a report about the different ways to charge for content online. What are the best models for small, medium and large media groups? Case studies from around the world.

*Geir Engen, Digital Director, Norwegian Media Businesses' Association - MBL, Norway*

#### Journalism doesn't end with a paywall

The Globe and Mail launched a metered paywall in October 2012, and one positive effect has been the strengthening of The Globe's journalism. From creating premium products to highlighting value-added features, John Stackhouse will showcase how a paid content strategy can invigorate a newsroom.

*John Stackhouse, Editor-in-Chief, The Globe and Mail, Canada*

#### Metered subscription and multi-platform model of FT

Discover how FT's solutions were implemented and the customer insights that followed. Learn of their current situation and results.

*Caspar de Bono, Managing Director, B2B, Financial Times, UK*

#### Gala Dinner

# WORLD NEWSPAPER CONGRESS

## Monday, 3 June 2013 *(Common for all)*

Detailed programme is available on page 3.

## Tuesday, 4 June 2013

### Session 3. New business models for news

Is the traditional media business model dead? Despite the rapid changes sweeping the industry, the core competences of 'content production' and 'advertising sales' haven't changed.

*Moderator: Peter Lamb, Partner, Lamb Consulting, USA*

#### Hurriyet world vision

Preserving its core values in print, online, display and classified, Turkish daily Hurriyet is taking a bold new approach to news, content and value-added services for the benefit of customers and readers' communities.

*Ahmet Dalman, Vice President Executive Committee, Hurriyet Group, Turkey*

#### Audience centric news business

dmg media, DMGT 's consumer media company, encompasses brands such as Metro and Daily Mail that continue to thrive in print while scoring amazing results on digital platforms. Learn how MailOnline.com became the world's number one newspaper website. What is the monetizing strategy underlying this achievement?

*Kevin Beatty, CEO, dmg media, Daily Mail & General Trust (DMGT) UK*

#### Tablet technology and free subscription as keys to transforming the business model

Canada's French-language daily of record has invested 40 million dollars in the development of La Presse+, a digital package which fully leverages the capacities of the iPad by offering users a free intuitive, interactive experience that delivers news and advertising as never before. Vision and strategy behind the creation of this new product and innovative business model.

*Guy Crevier, President, La Presse, Canada*

### Session 4. Learning from the innovators

Despite the sombre mood in the news business, success stories are occurring around the world and are a source of inspiration. What are the reasons? What are these companies doing differently?

*Moderator: Ole Molgaard, Program Director, CBS Executive, Denmark*

### Industry driven pre-competitive collaboration between publishers and research

Finnish media industry has succeeded in something that many consider to be unbelievable. All the major publishers and research organizations prepared a common R&D strategy leading to large scale collaboration in supporting the transformation to digital business. Next aim is to continue this fruitful work on European level.

*Eskoensio Pipatti, Focus Area Director, Next Media, Sanoma News, Finland*

### Leadership in the sea of change

Do you feel the conflict between running your operations effectively and the pressure to innovate? Media executives are facing ever increasing pressures caused by changes in digital technologies and consumer attitudes. Navigating the sea of change requires whole new competencies and attitudes to management.

*Ole Molgaard, Program Director, CBS Executive, Denmark*

### Start-ups meet publishers

The IT has been very active introducing a fresh air of innovation in the company by fomenting synergy between editorial and advertising and start-ups through a series of initiatives such as the Digital Challenge.

*Johnny Ryan, Chief Innovation Officer, The Irish Times, Ireland*

### Session 5. Diversifying revenue streams

With print advertising revenues stagnating in many markets, finding alternative revenue streams is on the top of most publishers' agendas. Many are venturing into e-commerce, mergers and acquisitions or B2B activities.

*Moderator: Jim Chisholm, Media Consultant & Analyst, France*

### Promote innovation and inspire enthusiasm in a challenged industry

Leading Brazilian regional multimedia group RBS nurtures a culture of innovation and change which places it at the forefront of the transformation that the global news publishing industry is currently undergoing.

*Eduardo Sirotsky Melzer, Chief Executive Officer, Grupo RBS, Brazil*

### Prolonging the Sunset of Print in India

How the Times of India Group has used Innovations in advertising such as Distinctive Advertising Formats + Options, Initiatives such as Brand Capital, MediaNet to grow ad revenues manifold and ensure print advertising remains vibrant and a must-have media buy in India!

*Shrijeet Mishra, COO, Bennett Coleman & Co, India*



Gracia Martore



Kevin Beatty



Ahmet Dalman



Guy Crevier



Frederic Filloux



D.D Purkayastha



Ulbe Jelluma



Robin Hu

### Session 6. Digital compass – Disintermediation and value transfer in digital publishing

Digital media has brought about disruptive changes in the publishing ecosystem. Content aggregators, search engines, social media networks and powerful advanced analytics are impacting the traditional practices of publishers. Is the value creation in news business, moving from publishers to aggregators or to search, etc? In the digital space, the key assets are content and consumer data. How can you master these two assets and monetise them? How do you react as a publisher against the disintermediation of your digital value?

*Moderator: Frederic Filloux, Head of Digital, Les Echos, France*

#### Turn your audience into an asset

Analytics technology is entering a new era. Data management combining advertisers and editors data allows to deliver the right offer to the right profile. Understand the impact of the data revolution for your media business.

*Christophe Camborde, Founder and CEO, Ezakus, France*

*More speakers to be announced*

## Wednesday, 5 June 2013

### Session 7. The resilience of print

Despite the predictions of the impending demise of printed newspapers, print remains central to revenue generation. While much attention is focused on digital, some publishers are quietly investing in new printing plants and launching successful, new print titles. What are the key success factors?

*Moderator: Manfred Werfel, Deputy CEO, WAN-IFRA*

#### The growth of Ebela

In September 2012, ABP Group launched a new daily, Ebela, in Calcutta. The new launch aimed at the youth became a runaway success selling over 300,000 copies but without cannibalizing the group's well established quality daily. Recent research shows an unduplicated readership of 56% with the group's quality daily. This case study presentation will offer insights into how segmentation and targeting can create opportunities in print.

*D.D. Purkayastha, Managing Director & CEO, ABP, India*

#### Innovative advertising in print and beyond

Print advertising remains news publishers' first revenue stream. Creative formats and use of paper, plus new technologies, help in retaining advertisers and increasing yields.

*Ulbe Jelluma, Marketing Manager, PrintPower Europe, Germany*

### Business growth through innovative green product development

De Persgroep has invested in newspapers in Belgium and in the Netherlands and they see a growing market in green newspaper products.

*Christian Van Thillo, CE, De Persgroep, Belgium*

### Session 8. Focus on Asian media

Asia continues to experience robust economic growth and the media industry is thriving in print, in countries such as India or Indonesia, and online in advanced digital markets such as Korea or Japan. The young generation of Asian newspaper CEOs and owners discuss their prospects and strategies for the future of news media. Take inspiration from today's most dynamic media region.

*Moderator: Robin Hu, CEO, South China Morning Post, Hong Kong*

#### Panelists:

*Azrul Ananda, President Director, Jawa POS, Indonesia*

*Jeongdo Hong, Vice President, JoongAng Media Network, South Korea*

*Sandy Prieto, CEO, Philippine Daily Inquirer, Philippines*

*Supakorn Vejajiva, President & COO, Post Publishing, Thailand*

### Common closing session. Shaping the future of news publishing

#### Global report on innovation in newspapers

The annual presentation of the Innovations in Newspapers World report, prepared for WAN-IFRA by the team from Innovation Media Consulting, is always one of the highlights of the Congress. The presentation will be illustrated with case studies from all over the world.

*Juan Señor and Team, Innovation Media Consulting, UK*

#### Folk Night

Congress sessions are held in English. Simultaneous interpretation will be provided in Thai, French and Spanish. Additional languages can be arranged on prior request.



Azrul Ananda

Jeongdo Hong

Supakorn Vejajiva

Pichai C.

Tobias Trevisan

Amadou Mhatar

Jack Stackhouse

Shrijeet Mishra

# WORLD EDITORS FORUM

## Monday, 3 June 2013 *(Common for all)*

Detailed programme is available on page 3.

## Tuesday, 4 June 2013

### Session 3. Tomorrow's journalism today

Moderator: *Cherilyn Ireton, Executive Director, WEF, France*

#### Opening keynote

##### What technology is doing to journalism and how to save it

Old editorial models are being disrupted through technology, not only by lower barriers to entry but also by new mobile delivery channels and new forms of automation that challenge the role of human editors. So how can we add value to the digital network in ways that enhance our businesses?

*David Rowan, Editor, WIRED, UK*

##### The Super Newsroom: a catalyst for success

Cadena Capriles' state-of-the-art newsroom is setting new standards for multimedia integration and 360° content delivery. See why their journalists love going to work and why community-based journalism is driving success.

*Nathalie Alvaray, Editorial Director, Cadena Capriles, Venezuela*

##### Data and the storytelling revolution

Investigative reporting and storytelling has been transformed by those who can access, work with and visualise data. Celebrate some of the best examples of this new journalism.

*Justin Arenstein, Chief Strategist, Knight Fellow, African Media Initiative, International Center for Journalists, South Africa*

### Session 4. Leadership lessons to survive and thrive

There is no template for managing a newsroom through fundamental and unpredictable change. We will share some survival strategies and inspirational case studies of reinvention.

Moderator: *Randy Covington, Director, Newsplex, US*

##### How to foster innovation in your newsroom

Traditional mindsets may need rebooting to encourage adaptive newsrooms where innovation and new products are the norm, and editorial staff thrive despite an uncertain future.

*Jonathan Halls, Adjunct Prof, George Washington University, US*

##### When disaster hits

How do you manage your editorial teams and the story when a disaster happens? Andrew Holden was editor of The Press in Christchurch when a devastating earthquake hit, with tragic consequences for many on his staff.

*Andrew Holden, Editor-in-Chief, The Age, Australia*

##### Leading in challenging times

El Pais has had a difficult year with internal and external pressures forcing a change in the way its newsroom operates. But reorganisation, good journalism and expansion into new markets is helping maintain focus.

*Javier Moreno, Editor, El Pais, Spain*

##### Personal brand building

Suthichai Yoon is a name indelibly linked to new media content in Thailand. From his social media News Junkies network, to his blog, twitter stream and facebook postings, Suthichai has built a pioneering personal brand.

*Suthichai Yoon, Chairman Nation Multimedia Group, Thailand*

### Session 5. Innovation in the newsroom

There has never been a more receptive time to experiment with new tools, content packages and processes. This session will focus on newsroom innovation that adds value.

Moderator: *Dr. Stig Nordqvist, Executive Director, Emerging Digital Platforms, WAN-IFRA*

##### Augmented reality: bringing Malaysia's Star to life

A determination to stay at the forefront of digital innovation has seen the Star introduce tools and technologies to improve readers' experience.

*Wong Chun Wai, Group Chief Editor, The Star, Malaysia*

##### Moving to digital first

The Financial Times marked its 125th anniversary by announcing a switch to digital first. How is it reshaping its newsrooms and how is FT Labs helping its digital transformation?

*Lisa MacLeod, Head of Operations, ft.com, UK*

##### Start-ups and apps you can't ignore

An interactive speed session where you can share new online services, apps and tools with your peers.

*Anette Novak, WEF board member, Sweden*

### Session 6. The hidden cost of free comment

The information under an editor's control has increased at a time when pressure to regulate newspapers and the internet is growing. Can standards be upheld without sacrificing freedom of expression?

Moderator: *Marcelo Rech, Director of Journalism, RBS Group, Brazil*

##### Life after Leveson

The clash of the right to privacy and the right to free expression stretches beyond the UK with widespread pressure to change the way media is regulated. What does this mean for press freedom?

*George Brock, Head of Journalism, City University, UK*



David Rowan



Nathalie Alvaray



Justin Arenstein



Jonathan Halls



Andrew Holden



Javier Moreno



Suthichai Yoon



Anette Novak

### Tapping new voices in Thailand

Thailand has one of the world's youngest online markets, with an active blogging community and successful online forums. How are traditional media harnessing new media conversations?

*Chavarong Limpattamapanee, Web Editor, Thairath Daily, Thailand*

### Sponsored content

The drive for new revenue has seen an increasing number of news brands introduce sponsored content. Is this our new reality and what does it mean for product integrity?

*Speaker to be confirmed*

### Best practice for comment moderation

Interactive news platforms have seen a rise in the volume of reader comments – and hate speech. New research highlights emerging best practice for content management and moderation.

*Larry Kilman, Deputy CEO, WAN-IFRA, France*

## Wednesday, 5 June 2013

### Session 7. Being there ... and staying safe

It is becoming harder to keep staff safe in dangerous environments. What happens to the media's role as witness when a report from a veteran journalist is traded for a citizen's tweet?

#### Why being there is like gold

Foreign correspondents are an endangered species, placing increased importance on news agencies to record and make sense of events. How do they ensure safety of their teams in hostile spots?

*Philippe Massonnet, Global News Director, AFP, France*

#### Do news organisations share blame for journalists' deaths?

Pakistan is one of the most dangerous and competitive countries in the world to be a journalist. Is a hunger to report the news first fuelling deaths?

*Zaffar Abbas, Editor, Dawn, Pakistan*

#### When the world's media has moved on

When issues and inconvenient truths around conflict found little expression in Sri Lanka's mainstream media – an award-winning citizen journalism platform was launched. Today Groundviews is one of the most followed, quoted and respected platforms.

*Sanjana Hattotuwa, Citizen Journalist, Digital Activist, Sri Lanka*

#### Newsroom protocols to protect staff

Mexican newsrooms are a frequent target of bombs and kidnappings. How practical steps are increasing the safety of staff.

*Javier Garza, Editorial Director, El Siglo, Mexico*

### Session 8. Audience engagement from the newsroom

Draw ideas and solutions on how to connect to, and keep, the audience you want. What role will social media play in your newsroom in the medium to long term?

*Moderator: Kylie Davis, News Ltd, Australia*

#### The value of sharing

BuzzFeed has built a global social news platform and young audience by sharing of popular content. Now it is tackling more cerebral content. Is it a prototype for future news organisations?

*Scott Lamb, Managing Editor, BuzzFeed.com, US*

#### 3 steps to finding, building and measuring your audience

Making decisions based on your audience is crucial for success in digital times. Using lessons learnt at The Globe and Mail and Yahoo!, Anjali Kapoor will share ideas on how to identify your audience, connect with them and increase their loyalty.

*Anjali Kapoor, Director, Digital News Strategy, The Globe and Mail, Canada*

#### Repackaging for mobile

Stampen Group is targeting younger audiences by using and reusing editorial material for mobile consumption.

*Markus Pettersson, Project Manager, Stampen, Sweden*

#### The success factor

New research pinpoints three common drivers behind viable news media, including audience engagement. Have you got the success factor?

*Mira Milosevic, Director Media Development, WAN-IFRA*

### Common closing session. Shaping the future of news publishing

#### Global report on innovation in newspapers

The annual presentation of the Innovations in Newspapers World Report, prepared for WAN-IFRA by the team from Innovation Media Consulting, is always one of the highlights of the Congress. The presentation will be illustrated with case studies from all over the world.

*Juan Señor and Team, Innovation Media Consulting, UK*



World Editors Forum is held in English. Simultaneous interpretation will be provided in Thai, French and Spanish. Additional languages can be arranged on prior request.



Wong Chun Wai



Lisa MacLeod



George Brock



Chavarong L.



Philippe Massonnet



Zaffar Abbas



Sanjana Hattotuwa



Anjali Kapoor

# WORLD ADVERTISING FORUM

## Monday, 3 June 2013 *(Common for all)*

Detailed programme is available on page 3.

## Tuesday, 4 June 2013

### Session 3. Innovations in advertising

The increased competition for eyeballs has led to several innovations – augmented reality, QR codes, 3D printing, scented ads, translucent wraps etc. What is next?

#### Latest research and creative innovation in advertising

A showcase of some of the most innovative ads launched in the past year by newspaper companies from around the world.

*Suzanne Raitt, VP Marketing & Innovation, Newspaper Canada, Canada*

#### From a single product into a multi-platform company

Star Publications has implemented technology innovations (such as the Augmented Reality iSnap app) and a wide asset diversification strategy in order to increase its advertising yields across various media platforms.

*Roshan Thiran, Director of Operations, STAR Media Group, Malaysia*

#### 2016: Beyond the horizon

A thought provoking presentation on the digital and mobile revolution and how it will change the way we live and consume media - much more than most of us could ever imagine.

*Andreas Vogiatzakis, CEO, Omnicom Media Group, Malaysia*

### Session 4. 360° advertising sales strategy

360° selling approach focuses on effective multiple media packages. Most newspapers no longer sell single products. The sales structure has to be revamped to bring in digital experts as well as co-operation with editorial. Media houses with internal marketing agencies can effectively cater to small and medium businesses.

*Moderator: Geoff Tan, Head of Strategic Marketing, Singapore Press Holdings, Singapore*

#### Increasing traffic and building audience online

Sport360 started as an English print publication but rapidly gained momentum online thanks to its community-based website which engages with sports enthusiasts from across the MENA region. Its speedy growth in advertising revenue has been eased by an expansion of its digital portfolio, with the launch of a new Arabic website and the creation of innovative events in its field.

*Michael Chalhoub, CEO, Sport360, UAE*

#### Answering the call of today's advertisers!

Marketing an extensive suite of media touchpoints does not only entail piecing together flighting plans comprising print ads, radio/TV spots, banners/leaderboards and the like. It also encompasses well thought-through strategies that answer advertisers' briefs in terms of both consumer engagement and involvement. Publishers need to bring a whole new level of consultative selling, fuelled to a major extent by ideation, imagination, invention, and consultation, to the table.

*Geoff Tan, Head of Strategic Marketing, SPH, Singapore*

#### Best practices in 360° sales team organisation

Showcase of various case studies from newspapers across the globe, demonstrating how a revamping of the structure of the sales organisation, the sales rep commission plan and the workflow can really improve revenues in print and digital.

*Peter Lamb, Strategic Marketing Consultant, USA*

### Session 5. Audience insight, analytics and big data

Understanding the audience and measuring the engagement is key to monetizing this asset. How to create touch points across your content portfolio to gain customer insight and increase ARPU?

How can publishers aggregate, leverage and control their data? A 101 on how data collections work and how to turn this gold mine of information into increased advertising revenues.

*Moderator: Jim Chisholm, Newspaper Consultant, Chisholm, France*

#### How Big Data can accelerate news media's imminent recovery?

This presentation will review the encouraging trends that are emerging in news media consumption and revenue generation and demonstrate how the use of big data make publishers more successful, richer and faster.

*Jim Chisholm, Newspaper Consultant, Chisholm, France*

#### Towards Big Data

Big scale project from day one or small steps towards Big Data? Nordjyske Medier has chosen the latter and reaps the fruits from many smaller projects where data is used in new ways. From new dialogues with customers to context based campaigns - there are many benefits on the way to Big Data.

*Henrik Bruun, Head of Circulation, Nordjyske Medier, Denmark*

#### Integrating print and online metrics

The transformation of publishers from print media into multiplatform distributors of quality content has set a new challenge for global audience measurement. A look at what is being done globally, from fusing readership samples with on-line measurement samples to passive mobile measurement

*Andrew Green, Chief Marketing Officer, Ipsos, UK*



Vincent Lee



Suzanne Raitt



Andreas Vogiatzakis



Geoff Tan



Martin van der Meij



Eskoensio Pipatti



Boris Lozhkin



Peter M. Zollman

## Session 6. Trends in Classified Advertising

The advent of digital classifieds and competition from pure players has had a huge impact on print classifieds. However through organic growth or through acquisitions, smart media companies have played the game correctly to build a strong position in digital space. Panelists will discuss the current "state of the art" in classified advertising: the role of print in the future of classifieds; the trends shaping both print and online classifieds; the way mobile platforms are transforming the classified landscape and what are the opportunities for news publishers in the future.

*Moderator: Peter Zollman, Founding Principal, AIM Group, USA*

*Panelists:*

*Eugen Russ, CEO, Russ Media, Austria.*

*Shaun di Gregorio, CEO, iProperty, Malaysia*

*Sanjeev Bikhchandani, Founder and Executive Vice Chairman, Naukri, India*

## Wednesday, 5 June 2013

### Session 7. From dimes to digital dollars?

Monetising mobile platforms through techniques ranging from contextual advertising, location-based advertising, in-app advertising and sponsorship models will be addressed in this session.

*Moderator: Stig Nordqvist, Executive Director, Publishing & Digital, WAN-IFRA*

#### Monetising mobile the Motown way

For fulfilling content and advertising opportunities, the critical factor is the means of production. With insight from 1930s Detroit - plus examples from the best of today's mobile and tablet innovators - Matt Kelly presents the essential checklist for any publisher looking to create a powerful and sustainable mobile commercial strategy.

*Matt Kelly, Former Publisher Mirror Digital and Publishing Consultant, Cases i Associats, UK*

#### The evolution of AR within community newspapers

Glacier Media made 40 newspaper and B2B titles interactive with augmented reality. It increased engagement and created a new revenue stream through upselling ads.

*Peter Kvarnstrom, President of BC Community Media at Glacier Media*

### Session 8. Datawalls: prevent leakage and increase revenue

For publishers, the two most valuable assets are content and audience data. The digital ecosystem is full of players who mine this data and resell the premium inventory. How can publishers retake

control? Publishers' networks like the Danish Publishers Network, La Place, PPN etc. are collaborating to erect datawalls to prevent data leakage and cut out the middleman. With real time bidding, some of these networks are able to realize far superior yields. Can this model work in other regions?

#### Powerful cross-media campaigns with "second wave" digital media

Schibsted has gained a unique and insightful experience in selling efficient cross-media campaigns which integrate tablets, mobiles and web TV. Schibsted now receives half its advertising revenue from digital products.

*Anders Berglund, Head of Sales, Aftonbladet, Sweden*

#### The power of publisher partnerships

Nearly a year ago, four major media groups joined forces to create LA PLACE MEDIA the 1st Premium Media Adexchange in France. What are the key factors of success? What are the benefits of the alliance model? How to monitor sales channel conflicts? How to fight data leakage?

*Gilles Guillou, Chief revenue Officer, LaPlace Media, France*

#### Advanced ad inventory yield management

De Telegraaf has changed its sales organisation and implemented an innovative technology for improving workflow efficiency and display advertising performance.

*Martin van der Meij, Head of Revenue Development, De Telegraaf, Netherlands*

### Common closing session. Shaping the future of news publishing

#### Global report on innovation in newspapers

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*Juan Señor and Team, Innovation Media Group, UK*

#### Folk Night

World Advertising Forum sessions are held in English. Simultaneous interpretation can be arranged on prior request.



Eugene Russ



Anders Berglund



George Nimeh



Matt Kelly



Geir Engen



Caspar de Bono



Gilles Guillou



Michael Chalhou

# Innovate. Inspire. Interact.

## THEMED EVENTS

### Sunday, 2 June 2013

#### Digital Media Round Table

(14:00 - 15:30)

Technological innovations are transforming the digital advertising landscape. The round table will discuss the consequences of these disruptive changes brought about by advertising networks and real time bidding and the role of publishers in this new ecosystem.

#### 2013 Press Freedom and Media Development Round Table

(16:00 - 18:00)

The New Media Landscape and its Press Freedom Challenges. The evolving media landscape gives rise to new challenges for press freedom, particularly around the issues of soft censorship, media and internet regulation and the locking up of information. How should the media entrench its watchdog role in the face of these new challenges?

*Moderated by:*

*Kavi Chongkittavorn, Advisor, National Press Council of Thailand*

### Tuesday, 4 June 2013

#### The IP and Copyright Debate

(08:00 - 09:00)

A unique international perspective and discussion on the intellectual property debate following the recent settlement in France and ruling in Germany, plus networking session. What does it mean for you? Where do we go from here?

*Intro: Vincent Peyrègne, CEO, WAN-IFRA*

*Guest speakers:*

*Frédéric Filloux, Founder and Editor, Monday Note*

*Andrew Moger, Executive Director, News Media Coalition*

#### Media in Myanmar - latest developments and the road ahead

(12:30 - 13:30)

The profound political and social changes implemented by the current Myanmar government are generating fantastic opportunities and great challenges for the news media industry. Burmese journalists and media experts will discuss the present situation and the road ahead. Lunch break out session hosted by the Konrad-Adenauer-Stiftung (KAS).

*Moderated by:*

*Paul Linnarz, Director, Media Programme Asia, Konrad-Adenauer-Stiftung, Singapore*

### Wednesday, 5 June 2013

#### The League of Medium Sized and Family Owned Businesses

(08:00 - 09:00)

The health of small, medium and independent publishers is critical to the future of the news industry. If you are part of this sector, share opportunities and challenges and learn how your peers from across the globe operate at this special networking breakfast.

*Intro: Vincent Peyrègne, CEO, WAN-IFRA*

#### Engaging the Young: Winners Tell All

(12:30 - 13:30)

No matter what business model we devise or platform we choose, it will all be for naught if we do not pay smart attention, right now, to youth. This session explores how to do that, starting with what you can begin doing the day you get home based on transferable strategies on all platforms that have won WAN-IFRA's coveted World Young Reader Prize.

*Moderated by:*

*Marcelo Rech, Director of Journalism, RBS Group, Brazil*

## INFO SERVICES EXPO 2013



Alongside the 65th World Newspaper Congress, 20th World Editors Forum and 23rd World Advertising Forum, the Info Services Expo will present innovative solutions from the international suppliers community and will give an overview of the technical solutions that drive the news publishing business today.

From showing the latest trends in tablet publishing, editorial systems, digital services, the offerings from content providers as well as news agencies up to the latest developments in printing technology, Info Services Expo will add great value to your participation in the event.

The Info Services Expo concurrent to the Congress/ Forum will showcase approximately 30 vendors and service providers.

## MEDIA PARTNERS & SUPPORTING ORGANISATIONS



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## PRACTICAL INFORMATION

### VENUE

The World Newspaper Congress, World Editors Forum, World Advertising Forum and the Info Services Expo will take place at the Bangkok Convention Centre located on the 22nd floor of the Centara Grand Hotel at CentralWorld. It has covered access from both Siam and Chitlom BTS Skytrain stations.

#### Bangkok Convention Centre

22 Floor, Centara Grand at CentralWorld  
999/99 Rama 1 Road, Pathumwan  
Bangkok 10330, Thailand

### OFFICIAL AIRLINE



THAI Airways International, the official airline provides attractive fares to delegates and exhibitors attending the 65<sup>th</sup> World Newspaper Congress, 20<sup>th</sup> World Editors Forum and 23<sup>rd</sup> World Newspaper Advertising Forum.

Please quote the **Event Number TG1306002** when making your flight booking at your respective THAI offices across the world.

[www.wan-ifra.org/bangkok2013\\_airline](http://www.wan-ifra.org/bangkok2013_airline)

### TOURS

#### Post-Conference Tours

A variety of tours ranging from one day to three days have been arranged for the convenience of the delegates. Please contact the travel agency for more information or to reserve your place.

#### World Travel Service Limited

Tel: +66.2.2335954

Reservation: [tours@wts-thailand.com](mailto:tours@wts-thailand.com)

[www.wan-ifra.org/bangkok2013\\_tours](http://www.wan-ifra.org/bangkok2013_tours)

#### Accompanying Persons (Spouse) Programme

The accompanying persons (spouse) programme provides a deeper immersion into Thai culture, history and food. Besides the social functions – welcome cocktail, folk night and gala dinner – several exciting activities have been arranged for you to enjoy the traditional Thai hospitality.

Kindly visit the website for more information,

[www.wan-ifra.org/bangkok2013\\_spouses](http://www.wan-ifra.org/bangkok2013_spouses)



### ACCOMMODATION

We have identified some of the best hotels in Bangkok to offer very competitive rates to delegates. Besides close proximity to the Congress venue, these official hotels offer complimentary high speed internet access and breakfast.

Delegates staying in the hotels along the Bangkok Sky Train route are also provided with a complimentary BTS day ticket, giving fast and quick access to the venue. Shuttle services are also provided between the hotels and the venue.

[www.wan-ifra.org/bangkok2013\\_venue](http://www.wan-ifra.org/bangkok2013_venue)

### REGISTRATION

**WAN-IFRA Member:** EUR 1,190

**Non-Member:** EUR 1,890

**Accompanying Person** EUR 650

(Spouse Programme)

Please visit the website and register online under

[www.wan-ifra.org/bangkok2013](http://www.wan-ifra.org/bangkok2013)

### FOR MORE INFORMATION

For speakers and content related matters

**Gilles Demptos**

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For registration and Info Services Expo

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WAN-IFRA

**BANGKOK** JUNE 2-5  
2013

- 65<sup>TH</sup> WORLD NEWSPAPER CONGRESS
- 20<sup>TH</sup> WORLD EDITORS FORUM • 23<sup>RD</sup> WORLD ADVERTISING FORUM

A central graphic with a blue and white color scheme. It features a stylized silhouette of Bangkok's skyline, including the Prang of Wat Arun. The text 'WAN-IFRA' is at the top, and 'BANGKOK JUNE 2-5 2013' is prominently displayed in the middle. Below this, the event details are listed.