

Guardian News & Media's Publisher Network hosts workshop at Digital Media Asia

The Guardian News & Media's Publisher Network will host a workshop as part of the WAN-IFRA Digital Media Asia (DMA), taking place in Hong Kong from 17-19 November 2015. The workshop will offer unique insights on how The Guardian is tackling partnerships with digital pure-players and technology suppliers, such as Facebook, Google, Samsung or Apple.



Since its launch in 2009, DMA has become the largest new media conference dedicated to the publishing industry in Asia. Media experts and executives from Asia will join colleagues from all over the world will discuss the issues that are reshaping the online news media business. The winners of the 6th Asian Digital Media Awards, organised by WAN-IFRA and Google, will also be presented at DMA.

Case studies at conference

Speakers from leading media organisations, including The Guardian, Bloomberg, Google and the Wall Street Journal, will share case studies and best practices on the following topics:

- Media for Millennials, which will focus on attracting and building a business around a younger demographic. Millennials, those roughly between 15- and 32-years old, are always-on, digital natives and video consumers. What lessons can be learned from BuzzFeed, Vox, Vice and other successful digital pure-players?
 - Programmatic & Native Advertising, which will focus on developing ad strategies for a mobile-first media environment, developing premium pricing and staying safe from market fraud
 - Data Strategy, which will examine data-enabled diversification strategies such as e-commerce and e-marketing, and how to deal with data privacy issues
 - Audience Intelligence, which will help participants increase revenues by understanding and building audiences, increasing referrals from social media platforms and turning social readers into subscribers
 - Top five digital priorities, in which leading media executives will present their digital strategies and discuss where they plan to focus their efforts in the coming months
 - Content optimisation, which will examine the triggers that prompt customers to pay for digital content, as well as how to market digital content outside of traditional media platforms and audiences
 - Cultivating a culture of innovation, which will present inspiring lessons from start-ups and innovative pure players and show how to inject new decision-making processes and workflows
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- Web TV - Video, which will provide strategies to create (ad friendly) quality content, help publishers choose the right distribution platforms, and disclose the real monetisation opportunities.

DMA will also offer in-depth sessions on mobile video and online classifieds conducted by recognised international experts with a deep understanding of Asian markets.

Speakers

Confirmed speakers include:

- Anjali Kapoor, Head of Digital, Asia Pacific, Bloomberg, HK
 - Ben Shaw, Director of Global Advisory, WAN-IFRA, Germany
 - Eugene Leow, Digital Editor, The Straits Times, Singapore
 - Henrik Eklund, CEO and Founder, NewsStag, Sweden
 - Iain Martin, Asia Editor, Storyful, HK
 - Jeremy Butteriss, MD, Partner Business Solutions - APAC, Google, Singapore
 - Joey Chung, CEO, The News Lens, Taiwan
 - John Pullman, Global Editor of Video and Pictures, Reuters, UK
 - Peter Lamb, President Lamb Consulting, USA
 - Peter Zollman, CEO, AIM, USA
 - Suzy Hay, Global Director, Content Partnerships, The Guardian, UK
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- Yumiko Ono, Asia Audience Engagement Editor, Wall Street Journal, HK

In addition to the conference sessions, vendors of business solutions, services and equipment will present their latest offerings at the Digital Media Asia Expo, which will showcase the latest tools for optimising editorial and advertising operations and boosting your digital business.

For more information, go to dma.wan-ifra.org.

For more, visit: <https://www.bizcommunity.com>