

# Publish Asia 2015 in Bangkok in April has wonderful line-up

The 2015 annual Publish Asia conference, from the World Association of Newspapers and News Publishers (WAN-IFRA) and the Asian Media Awards 2015, will take place in Bangkok Thailand from 28 to 30 April.

It will focus on case studies showing how media companies across the globe are defining and implementing innovative strategies to consolidate their print operations while building up sound foundations to secure digital growth. Over 400 newspaper executives from Asia Pacific and the Middle East are expected to attend the three-day event.



## Events schedule

Publish Asia 2015 will cover the management, advertising and editorial aspects of the newspaper and news publishing business. It will include the following events:

- The CEO Conference will look at how the media landscape is changing and how publishers can adapt and define their strategies to ensure a successful future.
  - The Newsroom Summit, held in cooperation with the World Editors Forum, will tackle the problems and challenges facing editors, managing editors, news editors, chief reporters and all those who are involved in leading and managing newsrooms in a multiple media environment.
  - The Advertising Summit aims to cover the latest trends that are currently transforming the relationship between media companies, advertisers and agencies.
  - The Printing Summit will present recent innovations in newspaper production that can contribute to reduce costs or generate new revenue streams from print.
  - The Expo will highlight the latest technology and service offerings for optimizing newspaper production on print as well as on new media platforms, while one-day learning seminars will offer in-depth insights on specific topics.
  - Two masterclasses will offer in-depth insights on visual communication and storytelling in the age of the tablet - under the leadership of Mario Garcia - and on how to develop more effective ad sales operations, under the guidance of Eamonn Byrne.
- Winners of the Asian Media Awards 2015 will be presented during the Asian Media Awards Gala Dinner on 29 April.

## Speakers

Confirmed speakers at Publish Asia 2015 include:

- Yves Bougon, President & CEO of Hearst Fujingaho (Japan) and MD, East Asia of *Hearst Magazines*, oversees the activities of this company in China, Taiwan, Hong Kong and Korea. Across their magazines sites and e-commerce portals, they focus on a 'User first' strategy that includes optimising content and campaigns, using data management strategies.
- Nada Tielu, Head of Native at Fairfax Media's mobile unit, will explain how her company grows mobile revenue from two sides - advertising and subscribers' revenue. Tielu will then present in-depth insights into a Sydney Morning Herald's new product case study.
- Helje Solberg, editor and acting CEO of VGTV, Schibsted's web-native TV venture, will describe VGTV, a next-generation business investment that aims at growing substantial audience among video-centric, tablet-using, smartphone-punching millennials.
- Pit Gottschalk, MD of Content Management at Europe's largest newspaper group, Axel Springer, is a former head of the CEO's Office. He will give in his keynote presentation at the opening session some insights on Springer's strategy for growth, including Merger & Acquisitions in the digital sphere and the much debated multimedia revamp of its flagship daily, Bild.
- Mario Garcia, Founder and CEO of Garcia Media, is one of the world's most famous media guru. He has completed close to 700 consulting projects in 120 countries and won over 300 SND Awards. He will present his vision for multimedia storytelling in the age of the tablet.
- Vachara Vacharaphol is CEO of TrendVG3, the broadcasting and digital arm of Thairath, Thailand's largest daily newspaper. Khun Junior will explain TrendVG3's journey for launching a new TV channel from scratch in 'From newspaper to broadcaster' session.
- Frédérique Lancien is Digital and New Business Director at Groupe L'Equipe. In this position, she developed new digital businesses and products for France's leading sports newspaper. She will present her group's latest achievements at the CEO conference, as part of the "Diversifying Revenue Streams" session.
- Helena Phua, EVP Asia/Pacific for the International New York Times, will outline INYT's approach to growing its business in Asia and share some of the exciting new print and digital initiatives being launched in the region throughout 2015.
- Jeongdo Hong, CEO of Joongang Ilbo Media Network (JMNet), a leading multimedia company in South Korea, will discuss the challenges of launching a TV channel and the synergy found with his group's other media. He will speak at the session 'From newspaper to broadcaster' on 30 April.
- Pedro Monteiro, Product Manager for Digital Paid Content at Impresa Publishing specialises in developing new digital media products for various publishing brands, will present the new tablet edition of Portugal's daily of reference Expresso and share its cross-media paid content strategy.

For more information, go to [www.publishasia.com](http://www.publishasia.com).

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