

27 – 29 April 2011  
Shangri-La Hotel, Bangkok, Thailand

## Driving Future-proof Media Growth

Presenting:

- CEO Conference
- Newsroom Summit Asia
- Printing Summit Asia
- Advertising Summit Asia
- Learning Workshops
- Asia Media Awards Presentation
- Plant Visit
- Expo

[www.publishasia.com](http://www.publishasia.com)



**Chairman**



Pichai Chuensuksawadi  
Editor-In-Chief,  
The Post Publishing, Thailand

**Co-Chairman**



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MD, APAC & Dy. CEO  
WAN-IFRA, Singapore



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CEO, Kompas Gramedia,  
Indonesia



Azrul Ananda  
COO, Jawa Pos,  
Indonesia



Dai Yuqing  
President, Guangzhou Daily,  
China



Emilio Yap III  
Executive VP-Advertising  
Manila Bulletin, Philippines



Tan Sri Hashim Makaruddin  
Executive Chairman, Utusan,  
Malaysia



Keith Kam  
COO, Ming Pao,  
Hong Kong



Kuok Hui Kwong  
Executive Director, South China  
Morning Post, Hong Kong



Patrick Daniel  
Editor In Chief, Singapore  
Press Holdings, Singapore



Rita Sim  
Executive Director, Sin Chew,  
Malaysia



Sandy Prieto  
President/CEO, Philippine  
Daily Inquirer, Philippines



Dr. TackWhan Kim  
Multimedialab Director,  
Joong Ang Ilbo, Korea



William Adamopoulos  
President, Forbes Asia,  
Singapore

# PUBLISH ASIA 2011

27-29 April 2011, Bangkok, Thailand

## DRIVING FUTURE-PROOF MEDIA GROWTH

With Asian economies steadily picking up, media publishers have good reasons to show optimism as the year begins. It is however crucial to take advantage of these better times not only for improving performances but also for defining and implementing forward-thinking strategies that will help secure our future.

With a showcase of new ideas, concepts and best practices from around the world, Publish Asia 2011 will help you driving a sustainable media growth in today's fast changing media landscape. In its 11th edition, WAN-IFRA's leading event in Asia will include the following activities:

## EVENT SUMMARY

### 1. CEO Conference

This conference for senior management executives, aims to cover business issues, trends and case studies that are current and relevant to Asian publishers. The objective is to provide tangible ideas from around the world that can help position your media company for growth.



### 2. Advertising Summit Asia

Advertising, the lifeblood of newspapers, is under going a radical transformation. This event is meant to provide an understanding of the changes through case studies and to demonstrate how media companies can benefit from these changes.

### 3. Newsroom Summit Asia

The Newsroom Summit 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.

### 4. Printing Summit Asia

The Printing Summit is aimed at technical and production directors, plant managers and IT heads that are tasked with managing the publishing and printing operations.

### 5. Learning Workshops

One day in-depth learning workshops on specific topics that are of interest to Advertising, Newsroom and Printing executives will be offered.

### 6. Expo

Vendors of services and equipments to the media industry will showcase the latest in technological and services offerings.

### 7. Plant Visit

Visit to 'The Bangkok Post' printing plant will be a unique opportunity to see one of the country's most integrated production facility.

### 8. Golf, Welcome Reception and Asia Media Awards Gala Dinner

These social events will be an opportunity to unwind, meet and network with fellow professionals from Asia and the expert speakers from all over the world.

**ASIAN MEDIA GOLF 27 APRIL 2011**

08:30 - 15:00 hrs, The Rose Garden Country Club. Hosted by TCEB.



Thailand Convention and Exhibition Bureau, TCEB, is hosting the Asian Media Golf at Rose Garden Country Club, one of the most prestigious and oldest golf club in Thailand. In 1986 the course was voted to be among the top 25 golf courses in the world by England golf magazine and again in 1990 it was voted to be one of the best golf courses in the world by American golf magazine.

This complimentary golf is open to all Publish Asia 2011 delegates. Transport from Shangri-La hotel, buggy, caddy and lunch will be provided. To register, please download the golf registration form from [www.publishasia.com](http://www.publishasia.com) Since the number of places are limited, registration will be on a first come basis.

**FORUM ROUND TABLES 27 APRIL 2011**

17:30 - 19:00 hrs, Meeting Rooms, Shangri-La Hotel



1. Editors Forum Roundtable
2. Digital Media Forum Roundtable
3. Production Forum Roundtable

The three different forum round tables are for media professionals in Asia to meet, network, exchange ideas and debate hot topics. The forum sessions will be followed by a networking cocktail reception hosted by TAT.

**WELCOME RECEPTION 27 APRIL 2011**

19:30 - 21:00 hrs, Chatrium Suites. Hosted by TAT



Publish Asia 2011 delegates are invited to attend a welcome cocktail reception hosted by Tourism Authority of Thailand (TAT), on 27th evening. The reception will be held on the 36th floor of the Chatrium suites with a panoramic view of the Chao Phraya river. Delegates will be transported from Shangri-La to the reception venue by boat.

**ASIAN MEDIA AWARDS GALA DINNER 28 APRIL 2011**

18:30 - 22:00 hrs, Grand Ball Room, Shangri-La Hotel. Hosted by TCEB



The prestigious Asian Media Awards will be presented at this gala awards dinner, which will be graced by the presence of H.E. Abhisit Vejjajiva, Prime Minister of Thailand who has kindly agreed to be the guest of honour. TCEB will host the gala dinner, which will provide delegates with a glimpse of traditional Thai hospitality and culture.

**PRINTING PLANT VISIT 29 APRIL 2011**

17:00 - 20:00 hrs



Participants in Publish Asia 2011 will get an opportunity to visit the 8500 square meter Post Publishing's printing plant and the 1200 square meter distribution center. The facility hosts presses from Koenig & Bauer AG, Germany. The Prisma press is the first double width, single plate around press in Southeast Asia. Schur Packaging Systems a/s Denmark has supplied the mailroom equipment which includes newspaper inserting machines, a gripper conveyor system and compensating counter stackers. Others equipment includes CTP from Agfa and semiautomatic plate bending and punching machines from Nela. Limited seats available on a first come basis. Please download the plant visit registration form from [www.publishasia.com](http://www.publishasia.com).

27 April 2011, 09:00 - 16:30 hrs,  
Meeting Rooms, Shangri-La Hotel

**1. Optimizing Editorial Marketing**

Get readers to rush to the news stands or your website! This workshop will give insights for managing successful editorial marketing projects involving people from different departments (editorial, sales, research, circulation, online etc.) How to build long-lasting relations with new readers? How to promote stories and journalists to sell more copies and drive more traffic to the website? What works and what doesn't? Workshop leader Grzegorz Piechota, Vice President, INMA Europe, and Specials Projects Editor at Agora (Poland) will base his answers on real-life case studies.

**2. Cross Media Advertising**

This workshop will explain with concrete case studies how a Cross media approach can improve the value delivered to the advertiser and increase the sales revenue. It will also present what management, infrastructure and processes are necessary to optimize advertising sales for a portfolio of multimedia products and what are the first steps to implement these changes in a traditional media company.

**3. Turning the Printing Plant into a Profit Centre**

During the recent crisis, many publishing houses came up with innovative ideas to increase revenue and reduce cost in every sphere of activities. In this workshop, Production directors from leading media companies and WAN-IFRA experts will share valuable tips and insights on generating revenue and reducing costs in production. The pros and cons of spinning of the printing operations into a separate company will also be presented.



**Session 1. Global media trends and trend setters***Moderator: Pichai Chuensuksawadi, Editor in Chief, Bangkok Post, Thailand***Opening Keynote address: Managing newspapers as reader-centric brands**

A brand centric approach and innovations such as 'private treaties' to monetize the advertising inventory are some of the key business strategies that converted the Times of India into the largest English daily broadsheet newspaper in the world.

*Ravi Dhariwal, CEO, Bennett, Coleman & Co, India***Hot Trends in news publishing**

WAN-IFRA experts present the latest trends including editorial, production, and digital media.

**Session 2. Driving growth in a fragmented media world***Moderator: Stig Nordqvist, Executive Director, Emerging Digital Platforms, WAN-IFRA, Germany***Growth strategies for the new media landscape**

European media giant Axel Springer is a pioneer in generating new revenue streams from digital. Hear how they designed and unfolded their advertising strategy for mobiles and tablets.

*Gregor Waller, Vice President for Strategy and Innovation at Axel Springer's Welt Group, Germany***Three strategies to overcome the newspaper crisis**

JMnet has implemented three innovative strategies in print, online and on air to turn the current crisis into opportunities: switching from broadsheet to Berliner format, launching of a portal site and of a new cable television channel. A comprehensive integrated newsroom will connect newspaper, web and television.

*Jeongdo Hong, Chief Strategy Officer, JoongAng Media Network, South Korea***From vernacular paper to global multimedia news business**

ABP has built on its leading position in Bengali media to diversify its business in broadcasting, events and new media. An original 360° approach creates multimedia synergies in ad sales and marketing.

*Dipankar Das Purkayastha, Managing Director & CEO, ABP Pte Ltd, India***Session 3. Capitalizing on digital advertising***Moderator: Stig Nordqvist, Executive Director, Emerging Digital Platforms, WAN-IFRA, Germany***Mobile advertising innovations at USA Today and Gannett**

USA Today constantly innovates for making its editorial and advertising content available in an efficient manner on all emerging digital platforms.

*Matt Jones, VP Mobile and Strategy Operations, Gannett, USA***Tickles - Archant's answer to Groupon.**

Groupon re-invented the business model for deal-of-the-day coupons. How can newspapers surf on this trend? UK regional newspaper group Archant chose to acquire an existing coupon company, Tickles, and explains how this move integrates with their overall ad strategy.

*Serge Taborin, Group Business Development Director, Archant Ltd, UK***Session 4. Engaging online audiences***Moderator: Dietmar Schantin, Executive Director, PEGM, WAN-IFRA, Germany***Pay-wall models – How to charge for editorial content online?**

Concepts and lessons learned from experiments and implemented strategies worldwide.

*Frédéric Filloux, Editor, Monday Note, France***Media consumption and advertising: Global trends and forecasts analysis**

Where are the ad dollars migrating? Understanding the global transition to the digital media age will help media publishers to adapt to these changes in order to seize the new opportunities.

*Marcel Fenez, Global Entertainment and Media Leader, PWC, Hong Kong***Increasing traffic and building audience online**

How The Telegraph drove its online traffic from 7m UU per month to 34m UU per month.

*Julian Sambles, Digital Operations Director, Telegraph Media Group (TMG), UK*

## Session 5. The power of print

Moderator: Eamonn Byrne, Managing Director, The Byrne Partnership, UK

### Worldwide innovations in newspaper publishing

A best of some of the most outstanding case studies presented by newspaper publishers at WAN-IFRA conferences Worldwide in 2010.

Larry Kilman, Deputy CEO & Exec. Director, Communications & Public Affairs, WAN-IFRA, France

### Innovations in print advertising

Stunning value-added advertising case studies on print:

Augmented Reality

- Moritz Schwarz, Senior Consultant, WAN-IFRA, Germany

Eye-catching front-page advertisement

- Daniel Faesser, Managing Director, WRH Marketing Asia, Singapore

Geo-targeted and personalised newspaper advertising with Inkjet printing

- Guy Forester, General Manager, Print Division, Cumbrian Newspapers, UK

The talking newspaper: how Volkswagen surprised Indian newspaper readers

- Sanat Hazra, Technical & Production Director, Times of India, India

## Session 6. Driving growth in a fragmented media world

Moderator: Gilles Demptos, Director, Events & Publications, WAN-IFRA Asia Pacific, Singapore

### Strategic outsourcing

Post Publishing has embarked on an ambitious programme to outsource information technology Support for editorial, customer relations, human resources, marketing, advertising, finance and accounting. Can strategic outsourcing help achieve greater efficiencies? What are the challenges and obstacles and how can they be overcome?

Pichai Chuensuksawadi, Editor in Chief, The Bangkok Post, Thailand & Anthony Arundell, Director, EasternTechService Co., Ltd. Thailand

### From print weekly to daily online: Business model change case study

Turning a printed weekly into a daily newspaper online only. Story of a successful business model conversion in the digital age.

Paul Hamra, Publisher & Managing Director, Solstice Media, Australia

### Bridging the media development capitalisation gap

Expanding operations, developing new products, and investing in new staff and printing facilities are the areas where capital is needed the most in developing countries.

Mirjana Milosevic, Programme Director for Social investment in Media, WAN-IFRA, France

Catherine McKinley, Media Consultant, Vietnam

## Session 7. Shaping the future of news publishing

Moderator: Thomas Jacob, Deputy CEO & Managing Director, APAC, WAN-IFRA, Singapore

### The future looks good - for print!

Global media and advertising trends and their impact on advertising in Asia.

Eamonn Byrne, Managing Director, The Byrne Partnership, UK

### Advertising on newspapers and news sites - what works?

What does it take to make an ad get noticed? Based on extensive analysis of more than 3,000 ads from the Norwegian online and print newspapers, this presentation will provide insights on good brand-building and sales-generating ads..

Pål Børresen, Vice President of Advertising Insight, Schibsted ASA, Norway

### Closing keynote: Tomorrow's media

How to anticipate user's expectations, integrate technological boundaries and re invent news design? Learning lessons from 'The Daily' for creating a new media experience on mobile devices.

Alfredo Triviño, Director of Creative Projects, News International, UK

End of conference.



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CEO, Bennett, Coleman & Co  
India



Gregor Waller  
VP Strategy & Innovation  
Axel Springer, Germany



Jeongdo Hong  
Chief Strategy Officer,  
JoongAng Media, South Korea



D.D. Purkayastha  
CEO & Managing Director  
ABP, Pte Ltd, India



Matt Jones  
VP Mobile & Strategy  
Operations, Gannett, USA



Serge Taborin  
Group Business Dev. Director,  
Archant, UK



Julian Sambles  
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*Ravi Dhariwal, CEO, Bennett, Coleman & Co, India*

**Hot Trends in news publishing**

WAN-IFRA experts present the latest trends including editorial, production, and digital media.

**Session 2. Re thinking print and online advertising**

*Moderator: Dietmar Schantin, Executive Director, PEGM, WAN-IFRA, Germany*

**How you can increase print and online revenues and how we do it at Aftonbladet**

A world-class example of how to maximize revenue from print and online, involving readers and advertisers. Aftonbladet have a history of developing new and clever digital products and on the way they have created a strong sales force. This case study reveals how it is done.

*Anders Berglund, Sales Director, Aftonbladet, Sweden*

**Cross-media advertising best practices**

Case studies from some of the World's most innovative media houses for generating new revenue streams thanks to cross-media advertising.

*Dietmar Schantin, Executive Director, Publishing Editorial and General Management, WAN-IFRA, Germany*

**The future of print advertising in a multi-platform environment**

Panel discussion with leading advertising solution & system vendors

**Session 3. Capitalizing on digital advertising** *(Common session with CEO Conference)*

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- Sanat Hazra, Technical & Production Director, Times of India, India

**Session 6. Show me the money!**

Moderator: Stig Nordqvist, Executive Director, Emerging Digital Platforms, WAN-IFRA, Germany

**Tablet & mobile advertising: Results beyond the hype and future strategies**

Best practices from early adopters of tablet advertising and overview of worldwide trends.

Stig Nordqvist, Executive Director, Emerging Digital Platforms, WAN-IFRA, Germany

**Media metrics: The right currency to sell mobile, online and print ads**

How to monetize the online audience? How to efficiently sum it up to the print circulation? The Telegraph shares some of its successful recipes.

Julian Sambles, Digital Operations Director, Telegraph Media Group (TMG), UK

**Session 7. Shaping the future of news publishing** (Common closing session)

Moderator: Thomas Jacob, Deputy CEO & Managing Director, APAC, WAN-IFRA, Singapore

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Alfredo Triviño, Director of Creative Projects, News International, UK

**End of conference.**



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*Ravi Dhariwal, CEO, Bennett, Coleman & Co, India***Hot Trends in news publishing**

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**Session 2. Entrepreneurship in the newsroom***Moderator: Magdooom Mohamed, Managing Director, WAN-IFRA South Asia, India***What can newspapers learn from magazines?**

The Outlook group from India publishes 11 magazines spread around various niches. What lessons can newspaper publishers draw from this model for creating successful niche products?.

*Maheshwer Peri, President & Publisher, The Outlook Group, India***Innovative editorial product development for generating new revenue streams**

How to make people from different departments (editorial, sales, circulation, online) work together to rush readers to newsstands or your website? What works and what doesn't?.

*Grzegorz Piechota, Head of Public Awareness & Social Campaigns, Agora, Poland***Optimizing content monetization**

System vendors present their latest innovations for increasing revenues from content monetization

**Session 3. Reaching out to young readers!***Moderator: Dr. Aralynn A. McMane, Exec Director, Young Readership Programme, WAN-IFRA, France***World's best practices for getting the 15-24 yrs old to read news**

A review of the World's 2010 most successful initiatives for driving the 15-24 yrs old to read newspapers.

*Dr. Aralynn A. McMane, Executive Director, Young Readership Programme, WAN-IFRA, France***Winning strategies for engaging Asian young readers**

A winner of the World Young Reader Prize 2010, the Straits Times newspapers in education initiatives embrace new marketing branding and editorial aspects for engaging young readers.

*Bertha Henson, Associate Editor, The Straits Times, Singapore***Beefing up English language teen readership in Hong Kong**

How to build and maintain teen readership with ongoing projects and the support of a committed team.

*Susan Ramsay, Editor, Young Post, SCMP, Hong Kong***Session 4. Engaging online audiences** *(Common session with CEO Conference)**Moderator: Dietmar Schantin, Executive Director, PEGM, WAN-IFRA, Germany***Pay-wall models – How to charge for editorial content online?**

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## Session 5. Managing the newsroom in the social media era

Moderator: *Dr. Dietmar Schantin, Executive Director PEGM, WAN-IFRA, Germany*

### Challenges of publishing independent multimedia business news in Asia

*Almar Latour, Editor in chief Asia, Wall Street Journal, Hong Kong (tbc)*

### Newspapers get a new life on facebook

The Jakarta Globe developed a strategy to engage young readers via social media. They currently have over 140,000 facebook friends. How did they reach this result? What are the monetisation prospects?

*Lin Neumann, Chief Editorial Adviser, Jakarta Globe, Indonesia*

### A newsroom caught on digital perfect storm

Social media is currently booming in most South East Asian countries. Thailand is no exception. The Nation is highly active on these new platforms and reinvents the relationship with its readers.

*Sutichai Yoon, Co Founder & Group Editor-in-chief, Nation Multimedia Group, Thailand*

## Session 6. New business models for news (Common session with CEO Conference)

Moderator: *Gilles Demptos, Director, Events & Publications, WAN-IFRA Asia Pacific, Singapore*

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*Dr. Aralynn A. McMane  
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*Grzegorz Piechota  
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*Ravi Dhariwal, CEO, Bennett, Coleman & Co, India***Hot Trends in news publishing**

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**Session 2. Industrial strategies for newspaper production***Moderator: Sanat Hazra, Technical & Production Director, Times of India, India***The changing newspaper production business models**

Spinning off printing activities to an independent company or outsourcing are amongst several valid options for modern media houses. Understanding the evolution of newspaper printing business models will help production directors to make the right strategic decisions.

*Manfred Werfel, Deputy CEO & Executive Director, Newspaper Production, WAN-IFRA, Germany***Newspaper project management strategy for excellence in print**

Times of India has implemented efficient management techniques for leading print quality projects across over 20 printing sites. A skillful human resources management appears to be a key factor for success.

*Sanat Hazra, Technical & Production Director, Times of India, India***Enhancing industrial strategies with technology innovations**

*Technology update session by leading suppliers of the newspaper industry*

**Session 3. Cost control in newspaper production***Moderator: Manfred Werfel, Deputy CEO & Exec. Director, Newspaper Production, WAN-IFRA, Germany***Newsprint price trends – Forecast for 2011 and beyond**

Newsprint accounts for 30-40% of the costs. What will be the price trends in the fore coming months? When is it wise to buy? Solid facts and serious analysis allow for a better planning.

*Ilkka Kuusisto, Vice President, Pöry Management Consulting, Singapore***Giving a second life to old presses or invest in latest technology?**

Today's production needs can be met by either new investments or refurbishments of existing equipment. The presentation will give an insight into decision points and success factors

*Peter Kuisle, Executive Vice President sales, manroland AG, Germany***The printing plant of the future**

The Integrated Production Automation Control (IPAC) concept sees the printing plant as a compact and integrated production unit.

*Horst-Walter Hauer, General Manager, Büro Hauer, Germany***ROI from closed-loop colour control system**

One year after the device installation, feedback from a newspaper company running a closed loop colour control system on four web offset presses.

*Kentaro Kanouya, Responsible for quality and colour management, Sankei Shimbun, Japan***Newsink standardisation as per ISO 2846-2**

Outcomes of a research project at RMTc lab in Chennai.

*Anand Srinivasan, Research Engineer, WAN-IFRA South Asia, India*

**Session 5. The power of print** (Common session with CEO Conference)

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The talking newspaper: how Volkswagen surprised Indian newspaper readers

- Sanat Hazra, Technical & Production Director, Times of India, India

**Session 6. Optimizing print quality for generating new revenues**

Moderator: Manfred Werfel, Deputy CEO & Exec Dir, Newspaper Production, WAN-IFRA, Germany

**Certified print quality for acquiring external customers**

Al Yaum's printing activities are carried out by an independent company which has invested in state-of-the-art equipments and obtained a record number of ISO certifications.

Saleh Al-Humaidan, Managing Director, Al Yaum Media House, Saudi Arabia

**Quality in printing: Striving to improve**

New York Daily News' new printing facility became a member of the INCQC 5 months after starting the presses. Quality management is not just about controlling the dots. It is about creating a culture within the company where quality management and control are part of everyone's job.

Christopher Baker, Vice President, Manufacturing, New York Daily News, USA

**The pursuit of high quality printing – ISO 12647-3 certification**

Usual problems encountered in a certification process and how to overcome them. Examples from recent certification projects from Asia and around the World.

Moritz Schwarz, Senior Consultant, WAN-IFRA, Germany

**Session 7. Shaping the future of news publishing** (Common closing session)

Moderator: Thomas Jacob, Deputy CEO & Managing Director, APAC, WAN-IFRA, Singapore

**The future looks good - for print!**

Global media and advertising trends and their impact on advertising in Asia.

Eamonn Byrne, Managing Director at The Byrne Partnership, UK

**Advertising on newspapers and news sites - what works?**

What does it take to make an ad get noticed? Based on extensive analysis of more than 3,000 ads from the Norwegian online and print newspapers, this presentation will provide insights on good brand-building and sales-generating ads..

Pål Børresen, Vice President of Advertising Insight, Schibsted ASA, Norway

**Closing keynote: Tomorrow's media**

How to anticipate user's expectations, integrate technological boundaries and re invent news design? Learning lessons from 'The Daily' for creating a new media experience on mobile devices.

Alfredo Triviño, Director of Creative Projects, News International, UK



Manfred Werfel  
Dy. CEO & Exec Dir, Newspaper  
Production, WAN-IFRA  
Germany



Saleh Al-Humaidan  
Managing Director, Al Yaum  
Media House, Saudi Arabia



Chris Baker  
VP Manufacturing  
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Senior Consultant  
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Horst-Walter Hauer  
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## EXPO SHOWCASE 28-29 APRIL 2011

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## ASIA MEDIA AWARDS

### PRESENTATION 28 APRIL 2011



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## FOR MORE INFORMATION

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