

Hot topics at Digital Media Europe: Paid content & digital ad revenue

PARIS, FRANCE / DARMSTADT, GERMANY: Will 2013 be a watershed year for paid content? Will new digital advertising formats bring in much needed new revenue? With many publishers doubling down on digital, the annual Digital Media Europe conference in London will offer recommendations based on lessons from all over the world.



The conference, organised by the World Association of Newspapers and News Publishers (WAN-IFRA) from 15 to 17 April, will examine cases that include the highly influential metered model at the New York Times and International Herald Tribune, which have seen their digital subscriber base grow from 566,000 to 640,000 in the last quarter of 2012. #DME13 will provide the latest update from Paul Smurl, Vice President of NYTimes.com Paid Products.

At Bild in Germany, a freemium model will be introduced this year, building on the experience of two years of experimentation at Axel Springer's regional titles and Die Welt. Bild will also leverage its purchase of Bundesliga football highlights. Donata Hopfen, Managing Director of Bild Digital, will explain how they intend to build a new base of paid web subscribers.

WAN-IFRA's own Frenemies Consulting team has emerged as a leader in introducing paid content. Stig Nordqvist and his colleagues will share their first hand experiences in developing strategies that work and the complexities of building a business case.

But the focus of #DME13 goes far beyond paid content. Key priorities in 2013 include the accelerating use of new digital advertising formats and practices, and justifying higher ad prices. The conference will feature two experts at the frontline: Pierre Conte, President of FigaroMedias in France and Martin van der Meij, Business Development Manager for Automated Trading at Telegraaf Media in the Netherlands.

They will be joined by a host of top notch speakers, high powered panels on Mobile and Social Monday, and the first WAN-IFRA European Digital Media Awards, www.wan-ifra.org/dme_awards

For more info and the full programme see www.wan-ifra.org/dme13