

# Digital Media Asia: Get social, smart and mobile

Asia's largest conference on new media, Digital Media Asia 2012, will be held from 27 to 29 November 2012 in Kuala Lumpur, Malaysia, and will offer three one-day sessions on social media, digital business innovations and mobile and tablet publishing - the main transformative issues facing publishers in the region and beyond.



The event, organised by the World Association of Newspapers and News Publishers (WAN-IFRA), has become an annual meeting for news publishers and media experts to exchange ideas and best practices for making the most of multimedia.

"Digital Media Asia answers a need expressed by many publishers for an efficient way to keep abreast of digital developments in an industry that is changing more rapidly than ever," said Thomas Jacob, Deputy CEO and Managing Director of WAN-IFRA Asia Pacific.

## Tailor events to your needs

"The unique format - three, one-day conferences and several workshops - allows participants to tailor the event to their needs, and to gain strategic ideas and advice on a wide variety of subjects, from paid content to revenue diversification to reaching new audiences," he said.

Online and social media will be examined on 27 November. Smart media and digital business innovations are the subjects on the 28th. Mobile and tablet publishing will be examined on the conference's closing day, followed by one workshop on paid for content strategies. A pre-conference workshop on implementing web-responsive design will take place on 26 November.

Full details, the evolving conference programme, can be found at [www.wan-ifra.org/dma](http://www.wan-ifra.org/dma).

Digital Media Asia is also the venue for the gala Asian Digital Media Awards, which recognise publishers who have adopted digital media as part of their total product offer. Awards are given for the best in online media, cross media, online infographics, video, mobile media, tablet and social media.

**Confirmed speakers include:**

- Joe Nguyen, VP Asia Pacific for ComScore, on "Digital media trends, metrics and consumer behavior".
- Sambit Bal, editor, ESPNCricinfo.com, India, on "Creating the largest news portal for cricket."
- Robert Picard, director, Reuters Media Institute, on "To charge or not to charge - The art of pricing".
- Stig Nordqvist, executive director Emerging Digital Platforms, WAN-IFRA, on "Paid for content - International business models."
- Premesh Chandran, CEO & founder, Malaysiakini, Malaysia, on "Driving subscriptions at an online only news portal".
- Paul Lewis, special projects editor, The Guardian, U, on "The power of social media and crowdsourcing in journalism at the Guardian."
- Vincent Sider, VP, Social Media, BBC Worldwide, on "Social media strategy of the BBC."
- Grig Davidovitz, CEO, RGB Media Inc, Romania, on "Web responsive design to increase audience engagement and retention."
- Jon Slade, commercial director, Digital Advertising, Financial Times, on "Audience targeted solutions for digital and mobile advertising."
- Janny Paul, founder & CEO, Zertopia and Chairman of Mobile Monday Malaysia, on "Malaysia Interactive digital marketing - Taking your brand one step beyond."
- Lars Cosh-Ishii, director, Mobikyo, Japan, on "Mobile services, advertising and technology: is Japan still leading the way?"
- Tomas Bella, co-founder and CEO, Piano Media, Slovak Republic, on "Cable TV subscription model adapted to news media."
- Kalle Jungkvist, senior consultant, Digital Frenemies, WAN-IFRA, on "Schibsted 360° reorganisation for boosting mobile advertising across all business units."
- Hanna Konyi, CEO, mktmedia in Sweden, on "Leveraging on mobile apps to grow your business."
- Mario Garcia, CEO, Garcia Media, USA on "App design and story-telling on tablets".

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