

Speakers announced for Asia digital conference

WAN-IFRA is gathering media experts on the latest innovations in tablets, social media, online and mobile for Digital Media Asia 2011, the region's premier digital event to be held from 23-25 November 2011 in Hong Kong. The event, which will present case studies and best practices from Asia and beyond, covers the three digital topics of tablets, social & online media, and mobile.



Digital Media Asia will once again be held in conjunction with the Asian Digital Media Awards, which recognises publishers who have best adopted digital media to meet the major changes in how people consume news and information today.

First confirmed speakers include:

- Anders Berglund, sales director of *Aftonbladet*, the Schibsted-owned largest daily in Sweden, which has been a leader in "second wave" digital media - tablets and mobile - and now gets half its advertising revenue from digital products.
- Cheryl Goh, head of E Media at Malaysia's *New Straits Times Press*, who is responsible for spearheading the company's growth into new media via new product development, strategic partnerships and acquisitions.
- Chris Watt, MD of Australia-based Tigerspike, which offers media solutions for mobile and other personal devices for clients that include *The Economist*, Vodafone, Woolworths, Pepsi, Diageo, SBS, Telstra, News International and the World Wildlife Fund.
- Christine Brendle, the MD for the Asia Pacific for Dow Jones, who is responsible for strategic development for Dow Jones in the region. Providing consumers with high quality, differentiated content and delivering it to consumers and businesses in innovative ways across all platforms is the company's core business, she says.
- Greg Hywood, the CEO of Australia's Fairfax Media, whose major titles include *The Sydney Morning Herald*, *The Melbourne Age* and *The Australian Financial Review*. Hywood is the first former journalist to be chief executive of Fairfax in two decades.
- Gregor Waller, founder and CEO of Germany-based Digital Age Consulting and former head of strategy for Axel Springer's Welt Group, one of the most respected and innovative publishers in Europe.
- Olivier Legrand, GM for the Asia Pacific for The Wall Street Journal Digital Network, which includes asia.WSJ.com, Chinese-language cn.WSJ.com and Japanese-language jp.WSJ.com.
- Mattias Miksche, co-founder and CEO of Stardoll.com, an international fashion and entertainment community for teenage and tween girls that attracts over 18 million unique users every month.

More speakers will be announced. For more on the conference, to be held at the Hyatt Regency Hong Kong, go to <http://www.wan-ifra.org/dma>.

Digital Media Asia 2011, organised by the World Association of Newspapers and News Publishers (WAN-IFRA), will also feature the Digital Media Asia Expo, where suppliers and providers of technology to the newspaper and news publishing industry will present their latest offerings.

For more information on the expo, contact Jen Teo, jen.teo@wan-ifra.org.