

Digital Media Strategies **USA**

Program

September 9, 2015

8:00 – 9:00 Breakfast and refreshments

9:00 – 9:10 Welcome and introduction from chair

Ken Doctor, President, **Newsonomics**

9:10 – 10:20 Fireside discussion

How to build a sustainable, profitable media business today

- What does it take to build a great digital media brand?
- Is the true value of scale?
- How to build value in vertical niches
- How to work effectively with distribution platforms and avoid vulnerability to change
- Adapting to mobile consumption habits and mobile monetization
- How to capitalise on subscription- and ad-funded-digital video opportunities
- New revenue opportunities: ecommerce, data monetisation, marketing services and paid content
- How to capitalize on the changing relationship between brands, publishers and agencies
- What is the role of data and technology within a media organisation
- How to build a productive, sustainable and flexible editorial, technology and business culture

Jim Bankoff, Chief Executive Officer & Chairman, **Vox Media**

Pete Cashmore, Chief Executive Officer & Founder, **Mashable**

Chris Altchek, Chief Executive Officer & Co-Founder, **Mic**

Moderated by: **Mathew Ingram**, Senior Writer, **Fortune**

10:20 – 10:40 Spotlight

10:40 – 11:10 Coffee

11:10 – 11:40 Analysis

Mobile eats the world

Topic details tbc

Benedict Evans, Partner, **Andreessen Horowitz**

11:40 – 12:10 Keynote

The distribution dilemma: How to build and monetize social audiences without becoming dangerously dependent on platforms

- How to maximise reach and engagement across the huge range of social and messaging platforms
- How to effectively monetise content in an increasingly distributed world
- How to choose in which platforms to invest and how to test and grow on new media
- How to safeguard against distribution dependencies and differentiate your brand from the social competition

Rory Brown, Chief Content Officer, **Bleacher Report**

Dorth Raphaely, General Manager, **Bleacher Report**

12:10 – 12:55 Round table discussions

12:55 – 1:50 Lunch

1:50 – 2:20 Keynote

Putting technology at the heart of your business: How to invest intelligently in technology to drive innovation, engagement and revenue

- To what extent can a media business become a technology business?
- How to effectively bridge the cultural differences between editorial and technology cultures
- How to use technology to drive advertising revenue, audience development, content and product innovation and personalization
- Knowing when to experiment, when to fail and when to choose investment before monetization

Shailesh Prakash, Chief Information Officer, **The Washington Post**

2:20 – 2:50 Keynote

How to leverage your audience, brand, technology and talent to capitalize on new revenue opportunities

- Understanding what your business is and isn't well suited for
- Scoping out the possibilities: ecommerce, live events, books, podcasts, marketing and data services, membership and subscription services, technology licencing and education products
- Ensuring that you have the right talent, structures and processes in place to tackle unfamiliar business areas

Evelyn Webster, Executive Vice President, **Time Inc**

2:50 – 3:10 Spotlight

3:10 – 3:50 Coffee

3:50 – 4:25 Fireside discussion

Transforming a 100 year old business for today's consumers and advertisers

In this fireside discussion, Vivian Schiller speaks to Guy Vidra, Chief Executive Officer of The New Republic. The session will explore the magazine's current digital transformation as well as looking into previous turbulence at the organisation. The session will address how to deliver innovation in content development, advertising services and culture while retaining the core values of a well-respected historic brand

Guy Vidra, Chief Executive Officer, **The New Republic**

Moderated by: **Vivian Schiller**, Executive Committee Chair, **Vocativ**

4:25 – 5:00 Keynote

How to reinvent your business model for the smartphone age

- How to restructure your organization and build a culture which can adapt efficiently to new devices and behaviors
- How to create, compile and distribute content that suits mobile form factors and consumption habits
- Cracking mobile monetization: how to drive subscriptions revenue, retain high CPMs, maximize branded content opportunities, succeed in mobile video and uncover new monetization opportunities in new mobile products

Robert Thomson, Chief Executive, **News Corp**

5:00 – 5:10 Chair's closing remarks

Ken Doctor, President, **Newsonomics**

5:10 Evening drinks reception

September 10, 2015

8:00 – 9:00 Breakfast and refreshments

9:00 – 9:10 Welcome and introduction from chair

Ken Doctor, President, **Newsonomics**

9:10 – 9:45 Keynote

How to transform a large media organisation to meet changing consumption habits and a shifting media marketplace

- How to transform the structure, culture and focus of a large organisation
- How to unlock vast new revenue opportunities from existing brands
- Attracting and retaining the right talent for innovation and change
- When to make a step change, rather than a gradual change

- What kind of culture and leadership does a media business require?

Troy Young, President, **Hearst Digital Media**

9:45 – 10:20 Fireside discussion

How to build value in a media business today

In this fireside discussion, leaders from a diverse set of media businesses will talk about how a media organisation creates value today. Using real-life examples from their own businesses, they will explore how media organisations can unlock new revenue streams and how to build a business that can thrive in a continuously shifting ecosystem. The session will also explore the value and role of technology and data in media today, and how best to put both to use.

Rafat Ali, Chief Executive Officer, **Skift**

Kevin Delaney, Editor-in-Chief & Co-President, **Quartz**

Moderated by: **Tom McGeeveran**, Co-Founder & Co-Editor, **Capital New York**

10:20 – 10:40 Spotlight

10:40 – 11:10 Coffee and refreshments

11:10 – 11:45 Panel discussion

What do advertisers really want?

In this fireside discussion, three senior advertising and agency executives will share honest perspectives on their relationship with digital media owners, exploring in-depth where they are encountering friction, where they are seeing value and what they would like to see change. The discussion will touch on some of the following areas:

- The challenges of defining quality metrics and demonstrating ROI
- The shifting roles of publishers, agencies and brands in content creation and distribution – and the progressive blurring of paid, owned and earned media
- What is and isn't working in mobile, programmatic and native advertising
- How publishers can best offer value in an ecosystem dominated by social and communications giants

Amanda Rubin, Global Co-Head, Brand & Content Strategy, **Goldman Sachs**

Sarah Hofstetter, Chief Executive Officer, **360i**

Linda Boff, Executive Director, Global Brand Marketing, **GE**

Moderated by: **Lisa Granatstein**, Editor, **Adweek**

11:45 – 12:10 Panel discussion

Fixing online advertising: Viewability, new metrics, ad blocking, non-human traffic and ROI

- How to offer viewability across different devices without losing revenues or damaging user experience
- How to innovate in advertising metrics and more effectively demonstrate and prove ROI to clients
- What steps can media owners take to tackle ad blocking and non-human traffic?
- How to manage the changing relationship with both agencies and brands

Nick Blunden, Global Managing Director, Client Services, **The Economist**

Sharon O'Sullivan, Executive Vice President, Ad Sales, **Discovery Communications**

Joe Purzycki, Head of Partnerships, **Medium**

12:10 – 12:30 Spotlight

12:30 – 2:00 Lunch

2:00 – 3:00 Two keynotes and a fireside discussion

2:00 – 2:20 Keynote

Publisher perspective: How to set up, develop and optimize your programmatic operation to maximize both your yields and client base

- Where should programmatic fit within your broader sales operation, and what kind of talent, skills and structure are required?
- How to work with intelligently vendors, brands and agencies to win some of the benefits of programmatic's efficiencies
- Incorporating multiple device portfolios, viewability and measurement complexities into your process
- How to optimally price and package your inventory to maximize revenue

Peter Spande, Chief Revenue Officer, **Business Insider**

2:20 – 2:40 Keynote

Brand perspective: Why we use programmatic trading

- The benefits and shortcomings of programmatic buying
- How we assess value and make decisions when looking at programmatic opportunities
- What is the value of context, transparency and efficiency?

2:40 – 3:00 Fireside discussion

Speaking the same language: how can publishers, brands, agencies and vendors work together to improve the programmatic landscape?



September 8-10, 2015

Millennium Broadway Hotel | New York

3:00 – 3:20 Spotlight

3:20 – 3:50 Coffee

3:50 – 4:25 Keynote

How to build a powerful and profitable online video business

- How to cost-effectively develop the right content different audiences, platforms and devices
- How to work consultatively with brands to effectively monetize digital video
- How to structure your video operation and ensure the right talent is in place
- How to meet audience and advertiser demand for quality and accountability

Alex Wellen, Chief Product Officer, **CNN**

4:25 – 5:00 Keynote

Kinsey Wilson, Executive Vice President, Product & Technology; Editor, Innovation and Strategy, **The New York Times**

5:00 – 5:10 Chair's closing remarks

Ken Doctor, President, **Newsonomics**