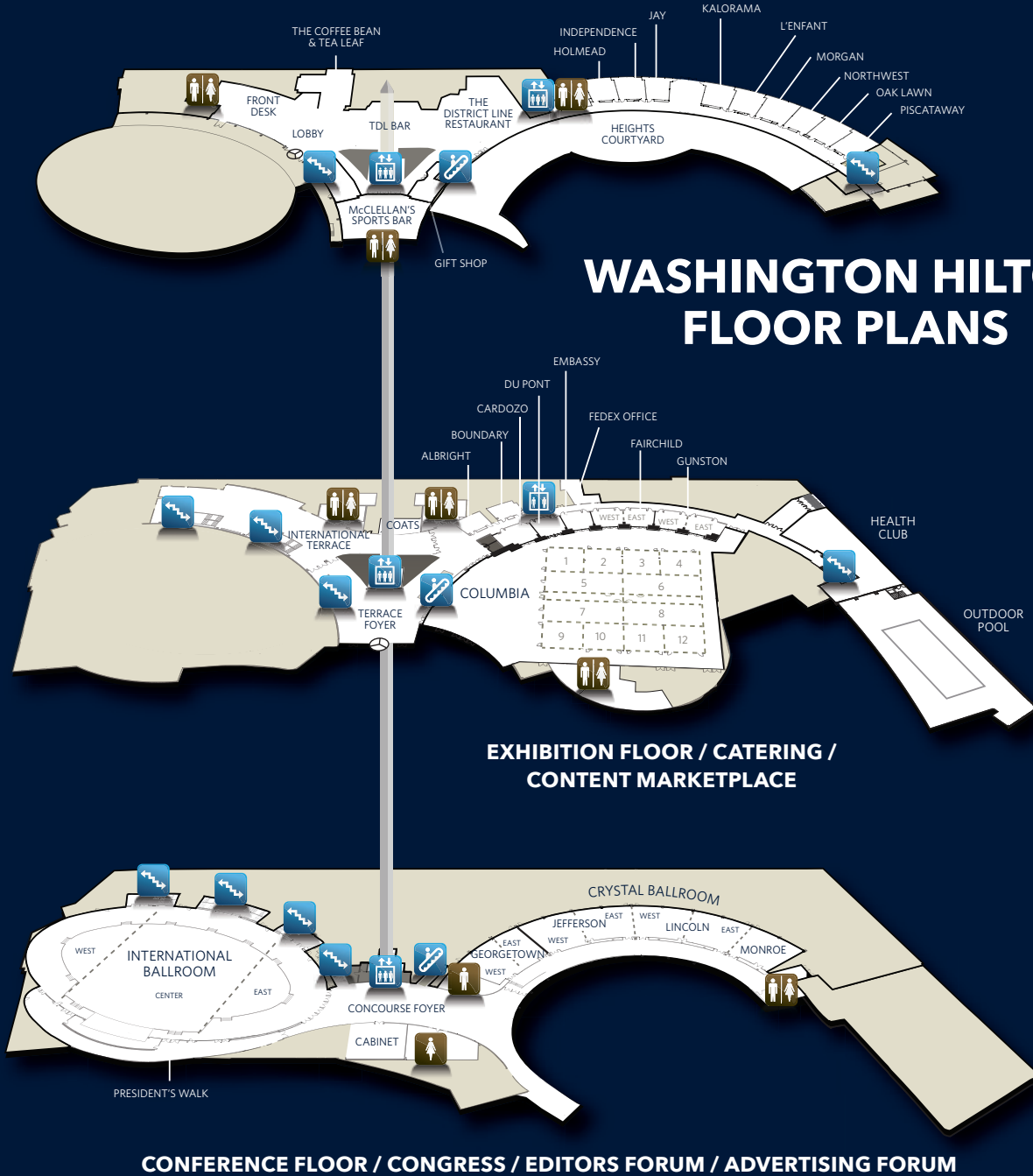




IN COOPERATION WITH



WASHINGTON HILTON FLOOR PLANS



WORLD NEWS MEDIA CONGRESS

WORLD EDITORS FORUM
WORLD ADVERTISING FORUM

DC 2015

WASHINGTON, D.C. · 1-3 JUNE 2015

PROGRAMME



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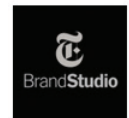
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Content MarketPlace



In Cooperation with



Media Partners



PRE-CONFERENCE WORKSHOPS

Sunday, 31 May 2015

12:30

News Publishing on Wearable Devices

Washington Hilton: Georgetown

The workshop is designed to give newsroom staff and management hands-on experience with both the consumer side of receiving news on wearable devices as well as a chance to learn and experiment with writing and publishing news in different forms onto wearable devices. Organized by the Global Alliance for Media Innovation.

Dr. Mario García, CEO and Founder, García Media, USA
Eduardo Campos Pellanda, Director, Ubilab/PUCRS, Brazil
Deniz Ergürel, R&D Director, Zaman Media Group, Turkey
Anders Kring, Head of lab, Berlinske Media, Denmark
Tamás Szépvölgyi, CEO, Sanoma Mobile Dev. Centre Ltd, Hungary
Ganesh Ram, Master of Science Student, Aarhus University, Denmark
Jonas Skytte, Master of Science Student, Aarhus University, Denmark
Kim Svendsen, Director, Stibo Accelerator, Denmark

15:30

Editors Masterclass

Washington Hilton: Jefferson

This practical workshop will give you tools to increase the power of your online videos. It will also show you how USA Today is using Periscope to live stream.

Randy Covington, Director, WAN-IFRA Newsplex Training Centre – South Carolina, USA
Tanya Sichynsky, Social Media Editor, USA TODAY Sports, USA

15:30

How we can – and should – help teach about the news and about freedom

Newseum

More than ever, we in news publishing must help young people learn about what makes professional journalism different from other content, why their freedom of expression is at stake and how they can get involved in both. We will look at best practices and the next global steps. Participation is limited to 20 people and is by invitation only.

Dr. Aralynn McMane, WAN-IFRA's executive director for youth engagement and news literacy



PRE-CONFERENCE WORKSHOPS

Sunday, 31 May 2015

15:30

Punching Above Our Weight: How Small and Mid-Sized Publishers Can Lead the Digital Transformation

Washington Hilton: Cabinet

Moderated by Nancy Lane of the Local Media Association, a superstar panel will discuss case studies on diverse issues such as native advertising, using multi-platform content to gain loyal audiences and how small and mid-sized publishers can succeed in the digital age. Specifically aimed at publishers, editors and media professionals from regional or mid-sized news organizations.

Nancy Lane, President, Local Media Association, USA
Jim Brady, CEO, Sprited Media, USA
Chris Edwards, Vice President of Sales & Marketing, The Gazette Company, USA
J. Tom Shaw, Chief Digital Officer, Shaw Media, USA



SOCIAL NETWORKING EVENTS

Monday, 1 June 2015

18:00

The Content MarketPlace: Opening Cocktail

Washington Hilton: Columbia Hall, Gunston room

The Content MarketPlace is a place to present, discuss, commission and purchase video programs and other forms of visual reporting content.

Opened by Lockhart Steele, Editorial Director, Vox Media, USA



Tuesday, 2 June 2015

19:00

Welcome Cocktail Gala Dinner

Terrace of the Washington Hilton

We welcome you with cocktails and soft drinks at the International Terrace of the Washington Hilton.

20:00

Gala Dinner

Washington Hilton: Ballroom

Don't miss out on the opportunity to meet new colleagues from around the world and to catch up with old acquaintances. Enjoy a multi-course dinner and let yourself be entertained by Jukeboxx Lite, a world-class band that is guaranteed to get the party started.

SOCIAL NETWORKING EVENTS

Sunday, 31 May 2015

19:00

Welcome Reception

Newseum

Hosted by NAA in cooperation with the Knight Foundation.

Find out why the Newseum is called the "must-see" attraction in Washington, D.C. Located between the White House and the U.S. Capitol, the Newseum offers a conversation-inspiring experience you won't find anywhere else. Explore historic artifacts, Pulitzer Prize-winning photographs, interactive exhibits, a 4-D theater and more, to relive significant moments through the eyes of the media. Enjoy an evening with old friends and make new ones – the Welcome Cocktail is the place to mingle with your peers from all over the world. Bus shuttle provided from the Washington Hilton to the Newseum and back.



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WORLD NEWS MEDIA CONGRESS

WORLD EDITORS FORUM

WORLD ADVERTISING FORUM

Monday, 1 June 2015

COMMON SESSIONS FOR ALL THREE CONFERENCE STREAMS

07:30

Registration

Washington Hilton: Terrace Foyer

08:00

Cracking the Digital Code – An exclusive breakfast hosted by the Bloomberg Content Service



Washington Hilton: Cabinet

The digital revolution has transformed traditional journalism and the global media landscape: everything from storytelling platforms to business models and newsroom resources. Bloomberg Politics Managing Editors John Heilemann and Mark Halperin will provide insight on how your organization can leverage these changes across digital, print and video.

John Heilemann, Co-Managing Editor, Bloomberg Politics, USA

Mark Halperin, Co-Managing Editor, Bloomberg Politics, USA

Interact with other delegates:
Download the App to share your
thoughts, ideas and photos,
to comment and to meetup
with your peers!
<http://bit.ly/1F1rYMI>



09:00

Opening Ceremony and Awarding of the Golden Pen of Freedom 2015

Washington Hilton: Ballroom

The 2015 Golden Pen of Freedom has been awarded to Journalists Killed in the Line of Duty. The Golden Pen of Freedom is an annual award, made by WAN-IFRA since 1961, to recognize the outstanding action, in writing or deed, of an individual, a group or an institution in the cause of press freedom. The award is given during the Opening Ceremony.

Donna Barrett, Chairman, NAA, USA

Tomas Brunegård, President, WAN-IFRA, Sweden

Marcelo Rech, Executive Director of Journalism, RBS Group, Brazil

Antony J. Blinken, Deputy Secretary of State, USA

10:25

An Evolving Profession: Global Perspectives

Washington Hilton: Ballroom

A conversation between The Washington Post's Executive Editor, Martin Baron and Maria A. Ressa, the co-founder and Executive Editor of the Filipino news start-up Rappler.

Maria A. Ressa, CEO and Executive Editor, Rappler, Philippines

Martin Baron, Executive Editor, The Washington Post, USA

10:55

Positive Signals from Top U.S. Publishers

Washington Hilton: Ballroom

American newspapers were the first to face the digital transformation and there are many lessons to be learned from their experience of managing it. This panel will share the experiences of top CEOs from leading media houses of what went well and what went wrong. What opportunities do they see now?

Thomas A. Silvestri, President and Publisher, Richmond Times-Dispatch – Vice President, Richmond Group, BH Media Group, USA

Larry Kramer, President and Publisher, USA Today, USA

Terry J. Kroeger, President and Chief Executive Officer, BH Media Group, USA

Stephen P. Hills, President and General Manager, The Washington Post, USA

12:00

LATAM Lunch



Washington Hilton: Fairchild Room

2015 is an important year for WAN-IFRA in Latin America as we plan to open our first regional representation in Mexico City. We are also organising the 3rd edition of the prestigious Digital Media LATAM. Join WAN-IFRA's LATAM lunch and meet some of the region's top publishers and media executives. The lunch will be a unique opportunity to hear about WAN-IFRA's exciting projects in this dynamic region and to meet the Latin American members of WAN-IFRA's Board and LATAM committee.

12:00

Networking lunch / Official Opening of the Congress Exhibition

Washington Hilton: Columbia Hall

13:30

Media Trends from Around the World: An Update

Washington Hilton: Ballroom

WAN-IFRA collects data from more than 70 countries thanks to the very positive support of national newspaper and media associations and its data partners: Zenith Optimedia, IPSOS, ComScore and RAM. The 2015 World Press Trends report is a unique snapshot of the global newspaper industry.

Larry Kilman, Secretary General, WAN-IFRA, France

14:00

A Most Influential Generation

Washington Hilton: Ballroom

Brands spend enormous amounts of time and money trying to understand and appeal to the millennial audience.

Larry Kilman, Secretary General, WAN-IFRA, France

Robert Picard, Director of Research, Reuters Institute, Oxford University, UK

Anders Nyland, Editor-in-Chief, Bergensavisen, Norway

Amy Mitchell, Director of Journalism Research, Pew Research Center, USA

Leo Prieto, Founder, FayerWayer, Betazeta Networks, Aardvark Labs, and ImageMaker Studios, Chile

WORLD NEWS MEDIA CONGRESS

WORLD EDITORS FORUM

WORLD ADVERTISING FORUM

Monday, 1 June 2015

COMMON SESSIONS FOR ALL THREE CONFERENCE STREAMS

15:00

Since We Last Met: A Year in News

Washington Hilton: Ballroom

A short video highlighting news events since our last World News Media Congress in Torino, which will underpin insights from Agence France-Presse's Global Editor-in-Chief Phil Chetwynd on some of the difficult decisions that lie behind global news coverage.

Phil Chetwynd, Global Editor-in-Chief, AFP, France

15:30

Coffee break / Congress exhibition / Networking

Washington Hilton: Columbia Hall

16:00

Who runs the news agenda in a tech-hungry world?

Washington Hilton: Ballroom

Publishers and editors have a common responsibility to face the challenges posed by tech companies and cooperate in order to compete with engineered news and algorithms.

Marcelo Rech, Executive Director of Journalism, RBS Group, Brazil

Vivian Schiller, Media Executive, USA

Emily Bell, Director, Tow Center for Digital Journalism, Columbia's Graduate School of Journalism, USA

Tom Rosenstiel, Executive Director, The American Press Institute, USA

Liam Corcoran, Social Media Editor, NewsWhip, Ireland

17:00

Killing the Messenger: What the Media Should Do to Protect Itself and Fight Back

Washington Hilton: Ballroom

From the internet-broadcast beheadings of journalists to the deadly assault on Charlie Hebdo, our profession has become a prime target of extremists and terrorists. What steps should journalists take to ensure their own safety? panel discussion among frontline journalists and editors sponsored by WAN-IFRA and The Associated Press.

Elisa Lees Muñoz, Executive Director, International Women's Media Foundation (IWMF), USA

Zaffar Abbas, Editor, Dawn, Pakistan

Vivian Salama, Baghdad bureau chief for The Associated Press, USA

Douglas Jehl, Foreign Editor, The Washington Post, USA

PREMIERE ON MONDAY: THE CONTENT MARKETPLACE

18:00

The Content MarketPlace: Opening Cocktail

Washington Hilton: Columbia Hall, Gunston room

The Content MarketPlace is a place to present, discuss, commission and purchase video programs and other forms of visual reporting content.

Opened by Lockhart Steele, Editorial Director, Vox Media, USA

The Content MarketPlace will host presentations by:

Agence France-Presse (AFP)

AFP is a global news agency delivering fast, accurate, in-depth coverage of the events shaping our world from conflicts to politics, sports, entertainment and the latest breakthroughs in health, science and technology. With 2,260 journalists spread across almost every country, AFP covers the world 24 hours a day in 6 languages. AFP delivers the news in video, text, photos, multimedia and graphics to a wired range of customers including newspapers and magazines, radio and TV channels, web sites and portals, mobile operators, corporate clients as well as public institutions.



T Brand Studio

T Brand Studio is the custom content team that sits within the advertising department of The New York Times. Independently from The Times' news and editorial staffs, T Brand Studio produces native advertising projects that are poised to generate significant audience engagement on par with some editorial content on NYTimes.com and other publisher sites. From January 2014, when it launched its first piece - a series of simple news articles for Dell - T Brand Studio has grown ten fold, from 3 to 33, and has produced more than 60 projects all built around a common commitment to intelligent content, great design, and cutting edge digital interactivity.



The Financial Times

The Financial Times, one of the world's leading business news organizations, is recognized internationally for its authority, integrity and accuracy. Providing essential news, comment, data and analysis for the global business community, the FT has a combined paid print and digital circulation of 720,000 (Deloitte assured, Q4 2014). Mobile is an increasingly important channel for the FT, driving almost 50 per cent of total traffic. FT education products now serve two thirds of the world's top 50 business schools. For news about the FT follow @FTPressOffice.



Univision

The #1 place to reach Hispanic America
There is a new reality in America. What was once niche has become the norm - from assimilation to a multicultural nation, from minority to mainstream. We're bigger, bolder and more influential than ever before - the spice of daily life. There is a new definition of being Hispanic in America. We celebrate our culture and connect America. It's a declaration and a lofty ambition. It challenges us to connect the dots as one UCI - to think 360° and integrate our internal structure in order to better serve our evolving external audiences and their emerging needs.



USA Today

USA TODAY is a multi-platform news and information media company. Founded in 1982, USA TODAY's mission is to serve as a forum for better understanding and unity to help make the USA truly one nation. Through its unique visual storytelling, USA TODAY delivers high-quality and engaging content across print, digital, social, and video platforms. An innovator of news and information, USA TODAY reflects the pulse of the nation and serves as the host of the American conversation - today, tomorrow, and for decades to follow.



WORLD NEWS MEDIA CONGRESS

Tuesday, 2 June 2015

07:30

Registration

Washington Hilton: Terrace Foyer

08:00

Targeting: The Key to Digital Publishing – Breakfast session hosted by Cxense

Washington Hilton: Fairchild

Learn how to use audience data to target the right editorial – and branded – content to increase engagement and digital revenue. The session will include a customer case study presentation by Eric Bright, Vice President of Ecommerce, at Deseret Digital Media (DDM), who will share DDM's vision of using data to drive engagement and improve their business.

08:00

Coffee/Tea with the Exhibitors

Washington Hilton: Columbia Hall

09:00

The New York Times Innovation Report: The Next Chapter

Washington Hilton: Ballroom

09:30

Can mainstream media buy its way to growth?

Washington Hilton: Ballroom Central

Big and mid-sized companies face the same need to supplement their core activity with additional growth drivers. This session looks at different strategies for growth and will show how to be active without the spending power of a big tech company or an investment fund. *Raju Nariseti, Senior Vice President & Deputy Head of Strategy, News Corp, USA*
Perrine Albrieux, Marketing and digital development Director, Groupe Télégramme, France
Christian Hendricks, Corporate Vice President, Interactive Media, The McClatchy Company, USA
Miriam Grut Norrby, Investment Manager, Schibsted Growth, Schibsted Media Group, Sweden



WORLD EDITORS FORUM

Tuesday, 2 June 2015

08:55

World Editors Forum: President's Welcome

Washington Hilton: Ballroom West

09:00

The New York Times Innovation Report: The Next Chapter

Washington Hilton: Ballroom

The New York Times Innovation Report, produced by an internal newsroom team and published in May of last year, identified major issues and challenges facing the newspaper in the digital world. After reading the recommendations in the report, many news publishers around the world interrogated their own newsrooms. So what has happened since its publication? Has The New York Times followed its own advice?

Alex MacCallum, Assistant Editor, The New York Times, USA
Arthur O. Sulzberger, Jr., Chairman, The New York Times Company, and Publisher, The New York Times, USA

09:30

A New Strategy for News

Washington Hilton: Ballroom West

Jeff Jarvis, Professor and Director, Tow-Knight Center for Entrepreneurial Journalism, CUNY Graduate School of Journalism, USA

10:00

Rising Above the Tide

Washington Hilton: Ballroom West

We call attention to editors who are making a difference and have overcome social, political and legal obstacles. *Peter Bale, Chief Executive Officer, Center for Public Integrity, USA*
Pichai Chuensuksawadi, Editor-in-Chief, Bangkok Post, Thailand
Oluwatoyosi Ogunseye, Editor, Sunday Punch, Nigeria

10:30

WEF AGM Coffee break

Washington Hilton: Ballroom West

WORLD ADVERTISING FORUM

Tuesday, 2 June 2015

09:30

Digesting Programmatic and its Impact on Sales Teams

Washington Hilton: Ballroom East

Programmatic ad buying has changed online advertising profoundly, and nowhere has the impact been greater than on advertising sales teams and human resources in news media companies. Does it allow sales teams to focus on more important matters, such as improving creativity and storytelling to accomplish the goals of a campaign? Does it affect sales prices?

Alanna Gombert, CEO of Gombert Consulting, USA
Marcel Udo, Director Automated Trading, TMG (Telegraaf Media Groep), Netherlands
Robert Johansson, Head of RTB and Programmatic, Schibsted, Sweden

10:30

Coffee break / Congress exhibition / Networking

Washington Hilton: Columbia Hall



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WORLD NEWS MEDIA CONGRESS

Tuesday, 2 June 2015

11:00

Good.Better.Best?

Washington Hilton: Ballroom Central

Media companies are aware that they need to adapt their organization, but it often takes an outsider to accelerate the tempo. Transform and position a media company for success in the digital age.

Troy Young, President, Hearst Magazines Digital Media, USA
Shailesh Prakash, Chief Information Officer, The Washington Post, USA

12:00

Open Forum with Fadi Chehadé, President of ICANN

Washington Hilton: Ballroom Central

No one should be concerned more about keeping the internet open and free than news publishers, yet until now they have not engaged in a discussion that lies at the heart of their ability to do their jobs.

Fadi Chehadé, President and Chief Executive Officer, ICANN, USA

12:30

General Assembly of Members

Washington Hilton: Ballroom Central

12:30

Lunch / Congress exhibition / Networking

Washington Hilton: Columbia Hall

12:30

Lunch for African Delegates

Washington Hilton: Columbia Hall, room Cardozo

Ralf Ressmann, Director of Europe, Middle East and Africa (EMEA), WAN-IFRA

WORLD EDITORS FORUM

Tuesday, 2 June 2015

11:00

Trends in Newsrooms

Washington Hilton: Ballroom West

Presentation of the 2015 Trends in Newsrooms report compiled by the World Editors Forum.

Julie Posetti, Research Fellow, WAN-IFRA/Journalism Lecturer, University of Wollongong, Australia

11:10

The POLITICO Story

Washington Hilton: Ballroom West

Is the Washington start-up coming soon to a city near you?

Bill Nichols, Editor-at-Large, POLITICO, USA

11:25

The multi-platform newsroom

Washington Hilton: Ballroom West

Doing more with fewer resources is a constant challenge for newsroom evolving towards a mobile future. Innovative editors share their strategies.

Andrew Nachison, Founder, We Media

David Callaway, Editor-in-Chief, USA Today, USA

Marta Gleich, Executive Editor, Zero Hora, Brazil

12:30

Working Lunch with the Ethical Journalism Network

Washington Hilton: Fairchild

Is paid-for content overwhelming journalism? How do we protect editorial independence and retain public trust?

Aidan White, Director, The Ethical Journalism Network

Tom Kent, Standards Editor and Deputy Managing Editor,

Associated Press, USA

WORLD ADVERTISING FORUM

Tuesday, 2 June 2015

11:00

A Data-deep Dive into Digital Business Models

Washington Hilton: Ballroom East

What is the Attention Economy? Does this affect how ad inventories are positioned, sold and priced? Are there differences in how people around the world engage with content? What is the real impact of unattributed traffic (a bucket of traffic referred to as dark social) and are there solutions for it? The responses are provided by a data scientist and will therefore be based on data analysis.

Alexis Johann, Managing Director, Styria digital one, Austria

Josh Schwartz, Chief Data Scientist, Chartbeat, USA

11:30

Brands and Media: Different Perspectives

Washington Hilton: Ballroom East

In this session, the Advertising Forum questions what does and does not work for brands in terms of relationships with the media, digital marketing and responding to evolving business needs.

Alexis Johann, Managing Director, Styria digital one, Austria

Henk Rijks, Digital Strategy Director, Made.For.Digital, Netherlands

12:00

Strategies for Making Video Valuable

Washington Hilton: Ballroom East

Digital video is today's go-to for consumers looking not only for innovative programming, but for all content – long form or short," says Anna Bager, Senior Vice President Mobile and Video, IAB. Marketers see great value in tapping into highly-engaged video audiences but they are also aware of the customers' demand of the experiences offered to them.

Alexis Johann, Managing Director, Styria digital one, Austria

Sorosh Tavakoli, Senior Vice-President, Ooyala, USA

12:30

Lunch / Congress exhibition / Networking

Washington Hilton: Columbia Hall

WORLD NEWS MEDIA CONGRESS

Tuesday, 2 June 2015

14:00

Live from the Lab (Part 1)

Washington Hilton: Ballroom Central

- Mobile reloaded at Alpha Media Holdings
 - What projects were born out of the 60 million euro French Digital Press Fund? A joint initiative between Google and the French Association of Political and General Information from 2013
- Tom Negrete, Director of Innovation and News Operations for The Sacramento Bee, USA*
Rita Chinyoka, Publisher/CEO, Alpha Media Holdings, Zimbabwe
Tamás Szépvölgyi, CEO, Sanoma Mobile Development Centre Ltd, Hungary

15:00

Coffee break / Congress exhibition / Networking

Washington Hilton: Columbia Hall

15:30 (ends 17:00)

Live from the Lab (Part 2)

Washington Hilton: Ballroom Central

- Major media companies share how they integrate innovation into their working process.
- Tom Negrete, Director of Innovation and News Operations for The Sacramento Bee, USA*
Matt Boggie, Executive Director, R&D Lab, The New York Times, USA
Leo Prieto, Founder, FayerWayer, Betazeta Networks, Aardvark Labs, and ImageMaker Studios, Chile
Nick Tjaardstra, Executive Programmes Manager, Global Advisory, WAN-IFRA, Germany

19:00

Welcome Cocktail Gala Dinner

Terrace of the Washington Hilton

20:00

Gala Dinner

Washington Hilton: Ballroom

WORLD EDITORS FORUM

Tuesday, 2 June 2015

14:00

Storytelling Rebooted

Washington Hilton: Ballroom West

- A session highlighting the pioneers who are using algorithms, explanatory journalism and new formats for enhanced storytelling.
- Jennifer Preston, VP for Journalism, John S. and James L. Knight Foundation, USA*
Melissa Bell, Senior Product Manager and Executive Editor, Vox.com, USA
Lou Ferrara, Vice President for Sports, Business, Interactive and Entertainment News, The Associated Press, USA
David Biderman, Director of Business Intelligence, Dow Jones, USA

15:00

Coffee break / Congress exhibition / Networking

Washington Hilton: Columbia Hall

15:30 (ends 17:00)

The New Age of Censorship and Intimidation

Washington Hilton: Ballroom West

- Despite an increased focus on violence and physical attacks against the profession, journalists are facing new and different pressures that influence their work, silence their voices and create a chilling effect throughout news media globally. The sustainability of quality journalism is at stake.
- Don Podesta, Manager and Editor, Center for International Media Assistance, National Endowment for Democracy, USA*
Cathrin Kahlweit, Correspondent for Central Eastern Europe, Süddeutsche Zeitung, Germany
Ekrem Dumanlı, Editor-in-Chief, Zaman Daily, Turkey
Zaffar Abbas, Editor, Dawn, Pakistan
Ferial Haffajee, Editor-in-Chief, City Press, South Africa
Daniel Dessein, President, DYN news agency and Vice President, ADEPA (Argentina's Press Association), Argentina

19:00

Welcome Cocktail Gala Dinner

20:00

Gala Dinner

WORLD ADVERTISING FORUM

Tuesday, 2 June 2015

14:00

Innovations in Advertising

Washington Hilton: Ballroom East

- Branded content guidelines and realisations at NewsMaster, Rossel Group (Belgium); 3D ads and other creative efforts to improve the impact of advertising at Amedia (Norway).
- Fred Hurkmans, Commercial and Marketing Director, NewsMaster, Belgium*
Lars Hordnes, Head of Digital Sales and VP Digital, Amedia, Norway
Zohar Dayan, Co-founder & CEO Wibbitz, USA

15:00

Coffee break / Congress exhibition / Networking

Washington Hilton: Columbia Hall

15:30 (ends 17:00)

Creative Ideas: Mobile and Local Advertising – the ideal match?

Washington Hilton: Ballroom East

- Christopher M. Lee, President, Deseret Digital Media, USA*
Gordon Borrell, CEO, Borrell Associates, USA
Gilles Raymond, CEO, News Republic, USA

19:00

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Terrace of the Washington Hilton

20:00

Gala Dinner

Washington Hilton: Ballroom

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WORLD NEWS MEDIA CONGRESS

Wednesday, 3 June 2015

08:00

Coffee/Tee with the Exhibitors

Washington Hilton: Columbia Hall

08:00

**Using Data and Analytics –
Breakfast session hosted by Mather Economics**

mather:

Washington Hilton: Fairchild

A session about using data and analytics to develop strategies and increase newspaper revenue and profitability.

Matt Lindsay, President, Mather Economics, USA

09:00

**Global Report on Innovation in Newspapers –
The annual presentation of the
Innovation in Newspapers World Report 2015**

Washington Hilton: Ballroom

Juan Señor, Partner, Innovation International Media Consulting Group, UK

09:45

**Create Addiction and Daily Use, Generate Usefulness
and Loyalty – Monetization follows! Part 1**

Washington Hilton: Ballroom

What do the Norwegian daily VG, The New York Times, The Guardian US, and the photo messaging application Snapchat have in common? They all have high levels of user loyalty. This session looks at how news publishers encourage and increase user visits and audience loyalty, and how this leads to revenue.

Ken Doctor, Author, US-based media analyst

Torry Pedersen, CEO/Editor in Chief, Verdens Gang AS, Norway

Paul Smurl, COO & President at Some Spider LLC

11:00

Coffee break / Congress exhibition / Networking

Washington Hilton: Columbia Hall

WORLD EDITORS FORUM

Wednesday, 3 June 2015

08:00

**Breakfast: Source Protection
in the Digital Age** 

Washington Hilton: Monroe

Sponsored by the Pew Research Center.

Julie Posetti, Research Fellow, WAN-IFRA/Journalism Lecturer,

University of Wollongong, Australia

Amy Mitchell, Director of Journalism Research, Pew Research Center, USA

Charles D. Tobin, Partner, Holland & Knight's, USA

Gerald Ryle, Director, International Consortium of Investigative Journalists, USA

Guy Berger, Director for Freedom of Expression and Media Development, UNESCO, Paris, France

09:45

Harnessing the Power of the Audience

Washington Hilton: Lincoln

What we can learn from The New York Times and The Washington Post about involving your audience in what you do, and how to navigate the ethics of it all.

Fergus Bell, UGC and digital news gathering expert, UK

Greg Barber, Director Digital News Projects, Washington Post, USA

Claire Wardle, Research Director, Tow Center for Digital Journalism, Columbia University, USA

James G. Robinson, Director of Analytics Innovation, The New York Times, USA

11:00

Coffee break / Congress exhibition / Networking

Washington Hilton: Columbia Hall

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<http://bit.ly/1F1rYMI>



WORLD ADVERTISING FORUM

Wednesday, 3 June 2015

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Coffee/Tee with the Exhibitors

Washington Hilton: Columbia Hall

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mather:

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Coffee break / Congress exhibition / Networking

Washington Hilton: Columbia Hall

WORLD NEWS MEDIA CONGRESS

Wednesday, 3 June 2015

11:30 (ends 13:00)

Create Addiction and Daily Use, Generate Usefulness and Loyalty – Monetization follows! Part 2

Washington Hilton: Ballroom

Ken Doctor, Author, US-based media analyst

Eamonn Store, CEO, Guardian US, USA

Nick Bell, Head of media division, Snapchat, USA

Jon Steinberg, CEO, DailyMail.com North America, USA

14:00

World Media Policy Forum

Washington Hilton: Cabinet, Concourse Level

Intellectual property is a global priority for publishers. Likewise, net neutrality has sparked heated debates in the U.S. and throughout the world, and the right to be forgotten promises to become an issue across the Atlantic.

In 2015 publishers, internet giants and private citizens often find themselves engaging more and more passionately in debates around media policy, with alliances changing dramatically depending on the topic.

WAN-IFRA brings this debate to the 2015 World Newspaper Congress where legal experts, international institutions and practitioners will contribute to help clarify where we stand, and where we are headed. *Courtney C. Radsch, Middle East, Digital Activism & Media Specialist, CPJ Committee to Protect Journalists*

Lee Rainie, Director internet, science and technology, Pew Research Center, USA

Carolina Rossini, Vice President for International Policy and Strategy, Public Knowledge, Brazil

Brad White, Director of Global Media Affairs at ICANN, USA

Robert M. McDowell, Partner, Wiley Rein LLP, USA

Javier Fernández-Samaniego, Managing Partner of Bird & Bird LLP, Spain

Caroline H. Little, President and CEO, Newspaper Association of America, USA

16:30

End of the 67th World News Media Congress

WORLD EDITORS FORUM

Wednesday, 3 June 2015

11:30 (ends 13:00)

Into the Future

Washington Hilton: Lincoln

Share the successes of the newsroom pioneers tackling 3-D journalism, virtual-reality storytelling, the use of drones and mobile scanners by journalists. Hear what's next.

Joyce Barnathan, President, International Center for Journalists (ICFJ), USA

Dickens Olewe, JSK Journalism Fellow, Stanford University and founder, African skyCAM, Kenya

Ray Soto, Creative Lead and Game Developer, Gannett, USA

Anders Kring, Head of Lab, Berlinske Media, Denmark

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WORLD ADVERTISING FORUM

Wednesday, 3 June 2015

11:30 (ends 13:00)

Create Addiction and Daily Use, Generate Usefulness and Loyalty – Monetization follows! Part 2

Washington Hilton: Ballroom

Ken Doctor, Author, US-based media analyst

Eamonn Store, CEO, Guardian US, USA

Nick Bell, Head of media division, Snapchat, USA

Jon Steinberg, CEO, DailyMail.com North America, USA

THE CONTENT MARKETPLACE SCHEDULE

Monday, 1 June, 18:00

The Content MarketPlace: Opening Cocktail

Washington Hilton: Gunston, Columbia Hall

Tuesday, 2 June 2015

08:00 - 08:30	Videos
08:30 - 09:00	AFP
10:30 - 11:00	Financial Times
12:30 - 13:00	Univision
13:00 - 13:30	USA today
13:30 - 14:00	Videos
15:00 - 15:30	tBrand

Wednesday, 3 June 2015

08:00 - 08:30	Video
08:30 - 09:00	USA today
09:30 - 10:00	tBrand
10:30 - 11:00	Univision
11:00 - 11:30	Video
11:30 - 12:00	Financial Times
12:00 - 12:30	AFP

CONGRESS EXHIBITION IN COLUMBIA HALL

adwonce

Instant DIY ads in your media / Ads by anyone. Anywhere adwonce is a Copenhagen based group of developers, designers and creative thinkers devoted to create technological solutions for modern customers and media. adwonce has developed a strong tool for the modern media. In less than four years adwonce has proved strong and flexible in the Danish market it was invented for. In Denmark 80 per cent of all DIY ads are now powered by adwonce, and almost all death notices are created in adwonce.



Crowdynews

Crowdynews offers a social content curation platform that gathers and filters relevant social media content and posts them in real-time next to topical, popular stories in a safe and automated but controlled way. Crowdynews' platform pulls from social media sites like Facebook, Instagram, Twitter, YouTube, Vimeo and more and posts only relevant commentary next to news articles.



Cxense

Targeting – the key to digital publishing
Learn how to use audience data to target the right editorial – and branded – content to the right reader at the right time. Create a personalized experience for your audience, leading to increased engagement, higher advertising revenue and increased digital subscribership. Cxense works with leading media companies such as Dow Jones / Wall Street Journal, South China Morning Post, Polaris Media, AEON, Rakuten, and Globo; and this session will include customer case studies on how a DMP can be used to slice and dice your data across any dimension and on any device, in real time.



Klangoo Inc.

Klangoo is the developer of Magnet, a cross-lingual and contextual-based Audience Engagement Solution that is based on 10+ years of R&D in NLP and artificial intelligence. Wherever applied, magnet has proven to enrich the website/mobile app visitors' user experience which translated into indirect increase in content monetization. In addition to the fact that 20% of the website/app visitors became registered users, our clients are experiencing a surge of more than 30% in pageviews, more than 32% increase in the time spent on site, around 70% decrease in bounce rate, and a 42% increase in search engine driven visits.



Local Media Association

Local Media Association is a thriving and innovative association that serves over 2,400 local media companies (newspapers, TV, radio, directories, pure plays, and more) as well as research & development partners in the industry. We are intensely focused on helping local media companies discover new and sustainable business models. LMA assists local media companies with the digital transition via cutting-edge programs, conferences, webinars, research and training. Our motto is "innovation, education, inspiration." Visit www.localmedia.org for more details.



Mediaspectrum

Mediaspectrum is one of the fastest growing cloud companies in the world and the premier technology for media companies seeking to increase revenues, manage content, streamline processes and improve customer experience. Our 100% cloud-based platform provides a unique environment to consolidate and achieve these objectives.



Mikz

With Mikz on the mobile, it's easy for users to find and follow their favorites. With just a few clicks, they can create a personal feed of celebrities, news sources, blogs and brands – always accessible when one has a few spare moments.



NewsWhip

NewsWhip's technology tracks the spread of millions of stories, videos, and other content attracting engagement and driving activity on social networks, showing editors, reporters, and audience development teams exactly what matters now. Our Spike and Insights platforms are used by some of the world's leading digital newsrooms, including the Guardian, BBC, the Washington Post, and the Huffington Post.



Newzulu

Newzulu is a crowd-sourced media company that allows anybody, anywhere, with a smart phone and a story, to share news, get published and get paid. Headquartered in Paris, Newzulu operates bureaus in London, New York, Los Angeles, Toronto, Montreal, Sydney and Perth. In February 2015 Newzulu completed the acquisition of leading Toronto based user-generated content marketing software company Filemobile Inc., Newzulu operates in partnership with Agence France-Presse (AFP) in France, Press Association (PA) in the UK & Ireland, Canadian Press (CP) in Canada, Australian Associated Press (AAP) in Australia, Czech News Agency (CTK) in the Czech Republic and Aflo Co., Ltd in Japan. Further information can be found on www.newzululimited.com



OwnLocal

OwnLocal is the automated digital ad agency for local media. We help more than 1,500 local publishers make money online through automating the digital sales process, creating millions of dollars in brand new recurring revenue. We do everything from technical implementation, training, and customer support. Stop by our booth for more information!



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ProColombia is the official entity in charge of promoting non-Traditional Exports, Foreign Direct Investment, International Tourism and Colombia Country Brand.



red.web

red.web offers web based publishing system solutions: The layout tool Print Publisher allows reporters to edit the print product online. In the Publishing Organizer, data is saved and edited in a media-neutral way and published on any channel. Photos, articles, videos, print pages, online or mobile article variants, interlinked elements and complete theme packages are stored in the Atlas Asset Manager. Despite the great possibilities publishers gain using red.web tools, the red.web team view themselves as partners in change management: No matter how fast clients want to evolve, red.web supports them with a custom-fit solution as well as training assistance.



Tansa

Tansa provides error-free text in seconds. Utilized by some of the world's largest news producers, Tansa's server-based proofing engine is tested daily in some of the most rigorous editing environments. Through its advanced text analysis, Tansa ensures correct AP and local style, while also checking for correct spelling, word usage, phrases and proper names. Print and digital publishers rely on Tansa to reduce errors and streamline their editing cycles.



The Financial Times

The Financial Times, one of the world's leading business news organizations, is recognized internationally for its authority, integrity and accuracy. Providing essential news, comment, data and analysis for the global business community, the FT has a combined paid print and digital circulation of 720,000 (Deloitte assured, Q4 2014). Mobile is an increasingly important channel for the FT, driving almost 50 per cent of total traffic. FT education products now serve two thirds of the world's top 50 business schools.



The Newspaper Association of America

The Newspaper Association of America (NAA) is hosting the 2015 World Media Congress in the capitol of the United States of America; Washington D.C. NAA is a nonprofit organization representing nearly 2,000 newspapers and their multiplatform business in the United States and Canada. The association focuses on the major issues that affect today's newspaper industry: public policy/legal matters, advertising revenue growth and audience development across the medium's broad portfolio of products and digital platforms.



The New York Times News Service and Syndicate

The New York Times News Service and Syndicate develops multiplatform content solutions for media companies, corporations and brands using material and best journalistic practices from its agenda-setting flagship title and other globally-recognized media leaders. It syndicates articles, images and multimedia, licenses stand-alone print magazines and works with publishers to create bespoke print and digital publications.



The Washington Post

The Washington Post is expanding rapidly, adding news staff and many new innovative news features. Already world-famous for its journalism, the Post is becoming much more than a traditional news source. We are creating the next-generation news experience for readers and will be sharing these ideas at WAN-IFRA's World News Media Congress.



The Zaman Daily

The Zaman daily began its publishing life in 1986, and works to serve as an accurate, trustworthy and objective source of news in Turkey that meets international standards. Since May 2011 Zaman has been selling over 1 million papers a day, making it the highest-circulation daily in Turkey. Zaman's circulation is monitored according to international circulation auditing standards by the England-based independent circulation tracking firm BPA Worldwide. Zaman has signed off on important successes in the field of design, winning a total of 130 awards of the world-famous Society for News Design (SND) over the past nine years. In 2008 in particular, Zaman became the fourth newspaper in the world to earn the most awards, coming in with 28 awards, behind the Los Angeles Times, The New York Times and the National Post.



USA Today

USA TODAY is a multi-platform news and information media company. Founded in 1982, USA TODAY's mission is to serve as a forum for better understanding and unity to help make the USA truly one nation. Through its unique visual storytelling, USA TODAY delivers high-quality and engaging content across print, digital, social, and video platforms. USA TODAY reflects the pulse of the nation and serves as the host of the American conversation – today, tomorrow, and for decades to follow. USA TODAY, the nation's number one newspaper in print circulation with an average of nearly 4 million daily, and award-winning USATODAY.com, reach a combined 6.6 million readers daily. USA TODAY is a leader in mobile applications with more than 16 million downloads on mobile devices. USA TODAY is owned by Gannett Co., Inc. (NYSE: GCI).





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