

WAN-IFRA India 2017

The 25th Annual Silver Jubilee Conference

Co-sponsored by The Indian Newspaper Society

12 - 14 September 2017 . ITC Grand Chola, Chennai

Programme

- Expo
- World Editors Forum South Asia Summit
- World Printers Forum Conference
- Learning Workshops
- South Asian Digital Media Awards
- Plant Visit

WAN-IFRA India 2017 Conference

WAN-IFRA India conference is back to Chennai after a gap of 6 years. This is also the silver jubilee year of the conference since its inception in 1992 and the event has grown to be the largest news media conference in the sub-continent.

Over the years, technology has helped the publishers to increase the news consumption volume, either through print or digital. Print circulation is still maintaining a positive trend in South Asia and the technology has made it possible to print with high yield, with relatively lesser cost. There is a trend towards print turning to be the profit centre, with operational excellence and innovative initiatives.

Technology has also forced publishers to create user specific content and to look for ways to monetise the content in different platforms. While publishers attempt to harness the advantage of platform publishing, it has also posed the challenges of credibility of news, quality of journalism etc., Fact checking and rechecking that was part of classic journalism has taken a back seat. News publishers are now responding to this challenge with initiatives to protect the credibility of the news they present.

WAN-IFRA India 2017 on 12-14 September in Chennai gives a balanced view of what is trending in the industry and how the future is unfolding. For the first time, World Editors Forum (WEF) South Asia Summit is organised in India.

The two parallel conference tracks -

- a) **World Editors Forum South Asia Summit** for editors and publishers
 - b) **World Printers Forum Conference** for newspaper production managers
- offer ideas, insights and knowledge to drive our business into the future.

The event also features learning workshops on 12 September on

- a) **Investigative Journalism.**
- b) **Business models for print production.**

Google Newslab session, Breakfast session sponsored by CCI and Breakout session sponsored by Facebook add more value to the programme and are available for publishers on pre-registration basis.

Event Venue

The conference will be held at,

ITC Grand Chola

No 63, Mount Road, Guindy
Chennai 600 032,
Tamilnadu, India.

Tel: +91.44.2220 0000

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About WAN-IFRA

WAN-IFRA, based in Paris, France, and Frankfurt, Germany, with subsidiaries in Singapore, India & Mexico City, is the global organisation of the world's newspapers and news publishers. It represents more than 18,000 publications, 15,000 online sites and over 3,000 companies in more than 120 countries. Its core mission is to defend and promote press freedom, quality journalism and editorial integrity and the development of prosperous businesses.

World Editors Forum South Asia Summit



Day One: 13 September 2017

Opening session

09.30 Inauguration and welcome.

09.40 Keynote address: News media organisations and the sustainable future.

David Callaway, CEO, The Street Inc., USA.

10.05 Panel discussion: Future of news media business.

CEOs of leading Indian newspublishing companies discuss the future prospects and challenges.

D D Purkayastha, MD & CEO, ABP Pvt Ltd, India.

Rajiv Lochan, MD & CEO, Kasturi & Sons Ltd, India.

Rajiv Verma, CEO, HT Media, India.

Chaired by Thomas Jacob, COO, WAN-IFRA, Germany.

11.00 Networking break.

Session 1: Journalism in the digital world

11.30 A paying reader vs. promiscuous reader. The Hindu increased the cover price of the newspaper in Chennai and probably the highest in the country. They still maintain the hold over their readers. How it worked and what makes their exercise unique.

Mukund Padmanabhan, Editor, The Hindu, India.

12.00 'Reimagining India's No.1 news magazine'.

Raj Chengappa, Group Editorial Director, India Today Group, India.

12.30 The classic journalism in the digital world is not dead. It is about unlearning and learning again. Network 18 has smartly mastered the art of presenting journalism to the new age reader. How do they do it and what are the results so far?

Sitaram Shankar, Managing Editor, Network 18, India.

13.00 Networking Lunch.

Breakout session sponsored by **facebook**

Session time: 13.45 - 15.00

Facebook for publishers and journalists: An interactive session where you can learn about the platform, insights, new product updates, global case studies and more.

Session 2: Trust and quality of news

14.00 Social media reach and fake news. Experiences protecting the interest of the reader and publisher.

Shadi Rahimi, Al Jazeera, USA.

14.30 Shoe-leather and paper: The importance of field reporting and archival research is more than relevant today. How to adopt it to modern day practices?

Michael Schmidt, Media consultant, South Africa.

15.00 News credibility in the digital age: As news distribution gets democratized and audience habits change rapidly, how are different stakeholders responding?

Unni Balakrishnan, Chief of News, Mathrubhumi TV, India.

15.30 Networking break.

South Asian Digital Media Awards presentation



16.00 Awards presentation.

Presentation of South Asian Digital Media Awards (SDMA) for the outstanding work by newspublishers in South Asia in ten different categories. Two winners present their award winning work.

Jointly presented by

17.00 Summary and conference closing for the day.

19.15 25th year Silver Jubilee Gala dinner

Sponsored by



David Callaway
CEO, The Street Inc.,
USA



Thomas Jacob
COO, WAN-IFRA
Germany



Mukund Padmanabhan
Editor, The Hindu,
Chennai, India



Raj Chengappa
Group Editorial
Director,
India Today Group,
India



Sitaram Shankar
Managing Editor,
Network 18, India



Shadi Rahimi
Senior Producer,
Al Jazeera, USA



Michael Schmidt
Media consultant,
South Africa



Unni Balakrishnan
Chief of News,
Mathrubhumi
Television, India

Day Two: 14 September 2017

Breakfast session sponsored by CCI

08.00 WELT's digital-first newsroom

A first-hand presentation of Axel Springer's journey to become a digital publishing house and how the newsroom of WELT adopted a digital-first approach and they redefined their workflow - enabling digital growth - and reduced print-production cost.

Torsten Stolz, Senior Duty Editor-Technology, DIE WELT, Germany.

Session 3: Big data & reader engagement

09.30 Machine learning and artificial intelligence - What does the latest technology developments teach us about the future of news.

Speaker Invited.

10.00 The power of data visualisation. BBC News won Gold at WAN-IFRA's European Digital Media Awards for its project "Life and death in Syria" which aims to bring the conflict's toll to life with a mix of data visualisation and simple, stark facts. A case study.

Bella Hurrell, Assistant Editor, BBC News, UK.

10.30 The use of social media bots is taking journalism to a new high. How? A case study from The Daily Star, Bangladesh.

Tajdin Hassan, Head of Marketing, The Daily Star, Bangladesh.

11.00 Networking break.

11.30 Audience development and big data.

Edward Walker, Editor (Digital), Trinity Mirror Regionals, UK.

12.10 'No more going to jungle' is the award-winning campaign from Dainik Jagran and is an example of fine reader engagement program which won them award in WAN-IFRA's Asian Media Awards.

Basanth Rathore, Sr. VP, Strategic Planning, Brand and Business Development, Jagran Group.

13.00 Networking lunch.

14.00 Reader engagement initiative: A case study of sub-brand adding value to the main title, Times of India.

Vinita Nangia, Director, Write India, The Times of India.

14.30 Young Reader Initiatives and unique exercises at Fun Times - A case study.

Hiranthi Fernando, Editor, Fun Times, Wijeya Newspapers, Sri Lanka.

15.00 Networking break.

Common closing session: Shaping the future of news publishing

15.30 The ultimate paper guide - OPHAL. A look into the international cross-industry collaborative project on paper handling and logistics.

Manfred Werfel, Deputy CEO, WAN-IFRA, Germany.

16.00 Transforming legacy company to a digital conglomerate. What are the challenges and the experiences from Times Internet Ltd.

Gautam Sinha, COO, Times Internet Ltd, India.

16.30 Vote of thanks and conference closing.



Torsten Stolz
Senior Duty
Editor-Technology
DIE-WELT,
Germany



Bella Hurrell
Assistant Editor,
BBC News, UK



Tajdin Hassan
Head of
Marketing,
The Daily Star,
Bangladesh



Edward Walker
Editor (Digital)
Trinity Mirror
Regionals, UK



Basant Rathore
Sr. VP, Strategic plan-
ning, Jagran Group,
India



Hiranthi Fernando
Editor, Wijeya
Newspapers
Sri Lanka



Manfred Werfel
Deputy CEO, WAN-
IFRA
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World Printers Forum Conference

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Rajiv Lochan, MD & CEO, Kasturi & Sons Ltd, India.

Rajiv Verma, CEO, HT Media, India.

Moderated by Thomas Jacob, COO, WAN-IFRA, Germany.

11.00 Networking break.

Session 1: Print, the profit centre

11.30 Print - Online Performance gap: A look into the reality of printed newspaper today and in the future.

Manfred Werfel, Deputy CEO, WAN-IFRA, Germany.

11.50 Newspaper printing in a digital world.

Knud Kraft, Head of Production, Axel Springer, Berlin, Germany.

12.10 Learning from book publishing industry, how in spite of digital reach, printed book publishing is flourishing. What are the structural changes book publishing went through and how successful publisher turned it to their advantage.

Bimal Mehta, Executive Director, Vakil & Sons Pvt. Ltd, India.

12.30 Networking lunch.

Session 2: Quality and cost optimisation

14.00 Hindustan Times has changed the format of their business daily "Mint" from Berliner to Broadsheet. How this strategic move helped them to improve quality and save cost - A case study.

Anjan Mazumdar, VP, Quality and EHS, HT media, India.

14.30 How various initiatives such as web break reduction, downtime reduction helps newspapers to improve the operational efficiency and reduce the cost of production.

Tonyraj R, Dy chief Manager, BCCL, India.

Arvind Mallya, Chief Manager, BCCL, India.

15.00 Production benchmarking using environmental key performance indicators. This presentation on WAN-IFRA's latest research project will look into how the major Indian newspaper printing plants are ranked on these indicators and what is the take for the industry.

Prabhu Natrajan, Research Engineer, WAN-IFRA, India.

15.30 Networking break.

Session 3: Managing newsprint cost

16.00 Managing newsprint cost is a critical factor for a newspaper printing company as newsprint accounts for major chunk of opex. Experiences from Malayala Manorama.

P P Prakash, Vice President - Materials, Malayala Manorama, India.

16.30 GST and its impact on Newsprint procurement and logistics.

Nambi Rajan Narayanan, CFO & Company secretary, Kasturi & Sons Ltd, India.

17.00 Summary and conference closing for the day.

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Vice President -
Materials
Malayala Manorama
India



Anjan Mazumdar
VP Quality & EHS,
HT Media, India



Prabhu Natrajan
Research Engineer,
WAN-IFRA, India



**Nambi Rajan
Narayanan**
CFO, Kasturi & Sons,
India

World Printers Forum Conference

Day Two: 14 September 2017

Session 4: Improved print products and distribution models

09.30 Paper - Improved newsprint for high-value products.

Anu Ahola, Senior Vice President, UPM, Germany.

10.10 How (special) inks can help to attract new business for newspaper printers?

S S Kulkarni, General Manager-Technical, Huber Group, India.

10.30 Networking break.

11.00 Greenolution as sustainable solution for eco-friendly printing technology in plates, chemicals, and consumables, helping to offer improved print products. How does it help the industry?

Amit Khurana, COO - Newspaper Group, TechNova, India.

11.20 How is the distribution of newspaper worldwide organised? In spite of the latest technologies in printing, the delivery of the printed newspaper on time early in the morning to the reader still remains a challenge. How are the advanced newspaper operations worldwide manage newspaper distribution? An overview.

Manfred Werfel, Deputy CEO, WAN-IFRA, Germany.

11.35 Rheinische Post handles the newspaper delivery of not just their copies, but also their competitive titles. Automated MIS and systematic planning approach has helped them to reach the newspaper to the reader on time. A case study.

Michael Kiesswetter, Managing Director, Rheinische Post AdLog GmbH, Germany.

12.15 Networking lunch.

Session 5: New revenue streams

14.00 How newspaper printing press could be used to produce magazines, books etc., What are all the additional investments needed in printing press and mailroom systems.

Narayanan V S, General Manager, Dinamalar, India.

14.30 Innovative mailroom products for Indian market. Presentation from mailroom suppliers.

Kurt Naef, Regional Sales Director, Muller Martini, Switzerland.

Per Hallendorff, Executive Project Director, Schur packaging, Sweden.

Marcel Binder, Sales Director, WRH Global, Switzerland.

Common closing session: Shaping the future of news publishing

15.30 The ultimate paper guide - OPHAL. A look into the international cross industry project on paper handling and logistics.

Manfred Werfel, Deputy CEO, WAN-IFRA, Germany.

16.00 Transforming legacy company to a digital conglomerate. What are the challenges and the experiences from Times Internet Ltd.

Gautam Sinha, COO, Times Internet Ltd, India.

16.30 Vote of thanks and Conference Closing.

16.45 Visit to a printing plant.

See conference web page for details.

Sponsored by 



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Senior VP, UPM,
Germany



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General Manager
Technical,
Huber Group, India



Manfred Werfel
Deputy CEO,
WAN-IFRA Germany



Michael Kiesswetter
Managing Director,
Rheinische Post AdLog
GmbH, Germany



Kurt Naef
Regional Sales Director
Muller martini,
Switzerland



Per Hallendorff
Executive Project
Director,
Schur Packaging,
Sweden



Marcel Binder
Sales Director,
Ferag AG, Switzerland.

Workshops



Workshop 1: Investigative Journalism

12 Sep 2017, ITC Grand Chola, Chennai.

Session time: 09.30 hr to 16.00 hr

Workshop leader: Michael Schmidt, Media Consultant, South Africa.

Investigative journalism deeply investigates a single topic of interest and spending several months for researching and preparing a report. But the basics of investigative journalism is having multiple building blocks such as journalism safety, conflicts dynamics theory, field preparation and gear etc., This workshop will touch all the basic and advance elements of Investigative journalism.



Workshop 2: Business models for print production

12 Sep 2017, ITC Grand Chola, Chennai.

Session time: 09.30 hr to 17.00 hr

Workshop leader: Manfred Werfel, Deputy CEO, WAN-IFRA, Germany.

This seminar will discuss about World Press Trends, various business models for print, best practices, innovations & tools, status of inkjet printing and new technology available in the market for print growth.



Innovative storytelling through Google News Lab tools.

12 Sep 2017, ITC Grand Chola, Chennai.

Session time: 16.15 hr to 17.30 hr

Learn time-saving tools to fight misinformation online, unlock the powerful world of data journalism to tell insightful stories, take your audience to the heart of the story with dynamic, interactive and exciting visuals that you create - all this and more in this workshop by Google News Lab.

Accommodation

A limited number of rooms are reserved in the official hotel - ITC Grand Chola, Chennai for delegates at a special price.

Single occupancy: INR 7500 + taxes.

Double occupancy: INR 8500 + taxes.

Above rate includes complimentary breakfast.

To reserve your room write with subject line "WAN-IFRA India 2017" to:

Email: conferences.itcgrandchola@itchotels.in

Tel: +91.44.2220 0000

Note: Rooms will be allocated on a first-come first-serve basis against credit card guarantee.

Enquiry


WAN-IFRA South Asia Pvt. Ltd.

54 K B Dasan Road, III Floor, SIET Admin. Building, Chennai 600 018, Tamilnadu, India.

Tel: +91.44.4211 2893. Fax: +91.44.2435 9744.

E-mail: infoindia@wan-ifra.org

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WAN-IFRA India 2017 features an expo on all the conference days.

Exhibitors

Delegates will have the opportunity to meet and discuss different offerings from the following suppliers:

4C Plus (Internet) Company Ltd.
 Aarushi Agencies Pvt. Ltd.
 ABB Group
 Adwonce
 Anygraf
 APL Machinery Pvt. Ltd
 Bombay Wellprint Inks Pvt Ltd
 Cadgraf
 DC
 EAE Q.I. Press Controls India Pvt. Ltd.
 Harland Simon
 Kapoor Imaging Pvt. Ltd.
 Krause Biagosch India Pvt. Ltd.
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 S L Kulkarni Cyril Graphics Pvt Ltd
 Seiken Graphics Inc.
 Summit Information Technologies Pvt. Ltd.
 Techniweb
 Trelleborg
 The Printers House Pvt. Ltd.
 Toyo Ink Arets India Pvt. Ltd
 WRH Global India Pvt. Ltd

General information

Venue & session time

Venue

ITC Grand Chola

No 63, Mount Road, Guindy,

Chennai 600 032,

Tamilnadu, India.

Tel: +91.44.2220 0000

www.itchotels.in/hotels/chennai/itcgrandchola.html

Workshop time:

September 12: 09.30 hr to 17.30 hr

Conference time:

September 13: 09:30 hr to 17:00 hr

September 14: 09:30 hr to 17:00 hr

Registration Fee

Registrations received before 11th August 2017

WAN-IFRA / INS Members: INR 20,000 / EUR 300

Non-Members: INR 30,000 / EUR 450

Registrations received after 11th August 2017

WAN-IFRA / INS Members: INR 27,000 / EUR 400

Non-Members: INR 36,000 / EUR 520

Learning workshop registration fee

Participation in any one workshop

Stand-alone fee: INR 15,000 / EUR 225

Add on fee: INR 10,000 / EUR 150

(When already registered for the conference)

Note: Please add 18% GST to all the above fee. Overseas delegates have to pay in EUR.

Fee includes participation in the event, buffet lunch and tea breaks.

WAN-IFRA India 2017

12 - 14 September, Chennai, India

Registration Form

Please complete the form and send, e-mail or fax to:

WAN-IFRA South Asia Pvt. Ltd. 3rd Floor, SIET Admin Building,

54 K B Dasan Road, Chennai, India, 600 018

Tel: +91.44.4211 2893. Fax: +91.44.2435 9744.

Email: infoindia@wan-ifra.org

Company information

Company _____

Address _____

City _____ Postal Code _____

Country _____

Company E-mail _____

Phone _____ Fax _____

WAN-IFRA Member INS Member Non-member

Please register the following persons:

Name _____

Position _____

E-Mail _____

Conference:

Workshop: Investigative journalism

Business models for print production

Please use separate sheet to include additional delegates.

Important Note:

Payment is required with registration and must be received prior to the event to confirm your registration. Confirmation will only be sent via e-mail upon receipt of payment. WAN-IFRA South Asia reserves the right to make any amendments that it deems to be in the interests of the event without any notice.

Cancellation & Replacement

Any cancellation or replacement must be sent in writing via e-mail or fax. A 50% refund will be given if cancellation is received 2 weeks before the event. Regrettably, no refund can be made for cancellation received less than 2 weeks before the event. A replacement is welcome if you are unable to attend. Written notice should be given to WAN IFRA South Asia not later than 2 weeks before the event.