

IFRA

CONFERENCE

Empowering the news publishing industry

IFRA Local Media Conference

24 – 25 September 2008, Stockholm

A Nordic meeting point for digital media

In focus 2008: How can local and regional media companies maximize their digital revenues?

In collaboration with:



DDPFF
Pressens Hus i København



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For more information and to register, please visit:
www.ifra.com/lmc



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Wednesday, 24 September 2008

09.00 Registration and coffee

10.00 Opening comments

Session 1: Maximizing the revenues from online and mobile

An overall successful digital media strategy

Budstikka Multimedia has created a number of innovative digital features. Their local "action maps" is just one example. What is their recipe for success? Hear about their digital media strategy and how their services have been well received by their readers.

Dag Otter Johansen, Editor, Budstikka Multimedia, Norway

Mobile case studies: after boycott/ negotiations – this is what we offer!

Two countries – two different approaches. The conditions for publishers working with mobile have been tough. Projects to improve the situation have been initiated in Scandinavia. Hear how these projects have affected two publishers, and what they offer in mobile today!

Speakers to be confirmed, Norway & Sweden

12.00 Lunch

13.30 Mobile journalism: enabling contextual co-creation

In research collaboration with Reuters, Nokia has created a toolkit for mobile journalism that is now on trial by Reuters' journalists. We will hear the learnings from this project so far. We will also hear Nokia's ideas on how to boost creativity and contributions by the long-tail of users.

Timo Koskinen, Project Manager, NRC Media Lab, Nokia, Finland

Creating a user friendly mobile website

It is high time for publishers to claim their place in the mobile arena by creating appealing mobile sites. Get important tips and inspiration that will help your publishing company create your own successful mobile website: what do the users want and how?

Andrea Rosengren, Interaction Designer, Ocean Observations, Sweden

14.40 Coffee

Session 2: Can hyper local features become a profitable business?

15.10 Giving the audience what they want – features we believe in

Hyper local sub sites are a growing phenomenon in the Nordic region. Bergens Tidende is one of the publishers who have launched hyper local sub sites. Hear what they have learned from this and what features have been well received by the readers. How are the hyper local features financed, and what is needed for this venture to become profitable?

Tor Arne Fanghol, Development Editor, Bergens Tidende, Norway

From focused "small town newspaper" – to presence in the villages

A decade ago, Västerbottens-Kuriren closed their local editorial offices and became a newspaper for the largest city in the region, leaving some of the villagers disappointed. With the launch of super local sites they now return to the villages, gaining the readers' trust and improving their reputation. Hear how they work today and what they have learnt so far.

Västerbottens-Kuriren, Sweden

Combining a local directory service with a hyper local community

It all began with a local directory service by Helsingin Sanomat called "Your own town". The directory was combined with local news stories and event information from the newspaper. Soon they launched a community so that the readers can contribute to the directory themselves. Hear more about the features that have turned this service into a great success.

Lassi Kurkijärvi, Business Development Manager, Helsingin Sanomat, Finland

Panel discussion: Can "hyper local" become a profitable business?

17.30 End of first day and Get-together

18.30 Dinner

Thursday, 25 September 2008

09.00 Welcome back!

Session 3: Broadening the digital business to reach tomorrow's readers

09.10 Is there profit to be made from search?

Search is growing rapidly, and search advertising is now a significant piece of the internet ad pie. However, the newspapers' market share is barely visible in the statistics. Svenska Dagbladet has recently developed an internal search tool. What are their lessons learned, and what are their hopes for the future?

Ola Henriksson, Project manager and web editor, Svenska Dagbladet, Sweden

The digital future for media and marketing

Find out how to stay in the game for the marketing money! Get hands-on tips and inspiration. What does the digital future look like for online media companies? How is media consumption changing, and how do we drive traffic to our sites?

Sami Salmenkivi, Strategic Planner – Visionaire, Dagmar, Finland

10.40 Coffee

11.10 Redesigning Sydsvenskan.se with focus on interaction and user involvement

Sydsvenskan.se is going through a major redesign of the news site. The goal is to encourage visitors to stay longer, read more, and come again more often. They have chosen a unique program for user involvement and interaction to affect the design process.

Jessica Göransson, Project manager, Sydsvenskan, Sweden

Ingrid Thulin, Project manager, Sydsvenskan Digital Media, Sweden

11.50 How niche sites can become profitable

Now that many newspapers are creating hyper local sub sites and targeted niche sites to a larger extent, we need to answer the question: How do we make our sub sites profitable? In this presentation we get hands-on tips of what kind of sub sites are attractive in the eyes of the advertisers.

Alexandra Braniff Callius, Maxus, Sweden

12.30 Conference close

12.30-14.00 Lunch

Chair

Jörgen Bengtsson, Head of product and business development, Östgöta Correspondenten, Sweden
Trine Tvetbråten, Research and Marketing Manager, DB Medialab, Norway

Evening Event

In the evening of September 24, we arrange a get-together in the lobby followed by dinner for all participants. The dinner is held at Salén Konferens & Matsalar.

Conference Venue

Salén Konferens & Matsalar
Norrländsgatan 15, Stockholm
Sweden

Conference Schedule

Day 1

24 September 2008, from 09.00 to 17.30 h

Get-together and dinner in the evening

Day 2

25 September 2008, from 9.00 to 14.00 h

Price

Member SEK 5 900

Non-Member SEK 8 900

Early bird price for the conference until

22 August 2008:

Member SEK 4 900

Non-Member SEK 7 900

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Registration Form

Last name _____

First name _____

Company _____

Position _____

Street _____

Postal code, city _____

Country _____

E-mail _____

Telephone _____

Fax _____

Last name (2. participant) _____

First name _____

Position _____

E-mail _____

*Member yes no

*) Tick "Yes" if member of IFRA, Tidningsutgivarna, Mediebedriftenes Landsforening, Tidningarnas förbund or Pressens Hus.

Please copy and complete the form and send or fax to:

IFRA · Box 22 500
104 22 Stockholm
Sweden
Fax +46.8.692 46 38

Yes, we would also like to attend the Dinner on the first day. No. of people: _____

No, we cannot attend the Dinner

Cancellation: Should you register but are unable to attend, you may send a colleague. However, we would appreciate being informed of this in advance. Cancellations are accepted (less 10% handling charge) if made before 22 August 2008. Any cancellations received hereafter will not be refunded.