

## New Straits Times joins Digital Media Asia

HONG KONG, CHINA: Cheryl Goh, head of e-media at Malaysia's *New Straits Times*, has joined the programme for Digital Media Asia, which will be held in Hong Kong from 23 to 25 November next. The *New Straits Times*, which has increased its profits 100% between 2009 and 2011, has been undergoing a radical transformation, and Goh's presentation will look at the goals and outcomes of the change.



Digital Media Asia, organised by the World Association of Newspapers and News Publishers (WAN-IFRA), has become the premier digital publishing conference in the region, bringing together hundreds of editors and publishers to examine the latest digital publishing innovations. There is still time to join them; full details can be found [here](#).

### Strong focus

Goh is in charge of spearheading the *New Straits Times*' growth into new media via new product development, strategic partnership and acquisitions. She will talk about how the e-media division has become a lynchpin of the company's reorganisation and growth, with a strategy that incorporates a strong focus on online and social media as potential new revenue streams. The *New Straits Times* app, launched earlier this year, is Malaysia's number one news portal app. And the e-media team also offers social media services for companies, which has been generating new revenues.

The Digital Media Asia conference, to be held at the Hyatt Regency Hong Kong, is three conferences in one, with each day devoted to a different topic: online and social media, tablet publishing and mobile. The conference will be accompanied by the sought-after Asian Digital Media Awards, which recognise the best examples of how individuals and organisations in the Asia Pacific and Middle East have embraced new technology, innovative thinking and creativity in digital media.

### Other Digital Media Asia speakers include:

- **Anders Berglund**, sales director at *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.
- **Greg Hywood**, the CEO of Australia's Fairfax Media, whose major titles include *The Sydney Morning Herald* and *The Melbourne Age*.
- **Mariam Mammen Mathew**, the chief operating officer of Manorama Online, the new media group of *Malayala*

*Manorama*, India's third largest daily newspaper. India has more than 519 million mobile subscribers - most of whom will experience the internet via their mobile rather than via PCs - offering great opportunities to publishers who know how to reach those news consumers.

- **Emily Wu**, production manager for Taiwan-based *Next Media Animation*, which brings animated news and satire to international audiences. Its funny, viral animations generate more than 14 million views monthly and demonstrate creative thinking for the presentation of news in the digital age.
- **Budiman Tanuredjo**, the managing editor of the *Kompas Daily* in Indonesia, where he is responsible for the company's media convergence and coordinates cross media coverage involving newspaper, online, mobile, tablet and television.
- **Le Quoc Minh**, editor-in-chief of the Vietnam News Agency's *VietnamPlus*, where he is the person behind VNA's new media technologies development including a unique news application that runs on 500 different mobile phones and many other projects that aim to make the most use of social media and user-generated content.
- **Michael Yung**, chief technology officer-digital platforms at Next Media Group, the publisher of *Apple Daily* and *Sharp Daily*.
- **Khun Torboon Puangmaha**, chief executive officer of *Sanook Online*, Thailand's number one website and a leader in its market, ahead of Google, Yahoo and other international players.
- **Hiroko Hoshino**, regional online director and corporate representative in Japan for *The Financial Times*, where she heads the *FT* office and oversees *FT.com* advertising sales and online business activities across Asia.
- Plus many more! Full details at <http://www.wan-ifra.org/dma>.

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