Day One
14 October 2014 (Tuesday)

7:50 AM – 8:50 AM
Registration and coffee at pre-foyer

Start of Conference
8:50 AM – 9:00 AM
Welcome to all speakers, sponsors, delegates & partners

Defining the native advertising format and model:
How are top publishers & content owners offering native ad products on their sites?

9:00 AM – 9:10 AM
CHAIRMAN’S WELCOME ADDRESS
Setting the scene in a content marketing world - Establishing a framework for native advertising as the future model for digital advertising. Some key predictions & a look at the current state of industry

- Establishing a framework and understanding of native advertising as it is to be practiced
- Defining branded content, advertorials, brand-storytelling, brand journalism
- When brands are lacking content strategy, how can publishers and broadcasters fill in the gap with their content rich assets?
- Opportunities for sharing content, content marketing, engagement and what this means for native ads

James Neufeld, Founder & CEO, SAM

9:10 AM – 9:50 AM
KEYNOTE ADDRESS ONE
Native advertising: Content and context on mobile
Mobile has a great advantage for native advertising because it is intrinsically built for a more personalized user experience and great contextual fit. Especially in Asia, where the consumers' mobile media diet has been on the rise, mobile in app native ads will grow in greater importance. As mobile advertising spend continues to rise, native ads will become a great channel for brands to distinguish themselves from the crowded mobile content space.

This presentation will expound on how mobile advertising has the ability to influence decisions during a purchase. As more and more ads deliver in-depth editorial content, in line with consumers' online behaviour, native ads have become much more engaging than visual ads.

Mark Howard, Chief Revenue Officer, Forbes Media
9:50 AM – 10:30 AM
KEYNOTE ADDRESS TWO
The power of real-time marketing
There are many different moments on Twitter that are lived every day. These include cultural, business, seasonal and personal moments that are important to the digital consumer. Real-time moments on Twitter present a canvas of real-time opportunities, and owning these moments require brands and marketers to understand how the digital consumer responds to great native content. Through local research insights and case studies, this session dives into the impact of how Twitter is changing ways that brands connect to consumers and how they can own the moment on Twitter.

Parry Singh, Managing Director, SEA, India & MENA, Twitter

10:30 AM – 11:00 AM
Morning refreshments and networking

KEYNOTE PANEL
Addressing the fundamental strategic issues and laying the foundation for sponsored content and native ad campaigns

11:00 AM – 11:45 AM
KEYNOTE PANEL - Reviewing the fundamental issues in native ads
- How should publishers & broadcasters offer native ads?
- How do you see broadcasters, premium content and video owners getting into native ad?
- Maintaining your brand integrity and success as a news brand while offering native ads
- What do you think are the true driving force and potential of native ads?
- What are the key ingredients for a successful native ad product in your opinion?
- Are native ads better for the bigger brands only?
- What kind of brands or businesses would stand to benefit the most from native ad campaigns?
- What some of the most effective ways to implement native ads in the short term?
- Would a “native ads only” be a good strategy?
- Views on how consumers perceive in-feed native ads at publishers, broadcasters & content owners’ sites
- How can brands make native ads that feel more “natural” to consumers?
- What are consumers actually looking when viewing native ads?
- How do you best create the native experience?
- What would you do to increase engagement with your native ads?
- How do you price native ads? Explain how data helps us with this
- Would you say that native advertising is the future of advertising for brands?

Panellists:
- Mark Howard, Chief Revenue Officer, Forbes Media
- Keith Hernandez, VP of Global Advertising, Buzzfeed
- Parry Singh, Managing Director, SEA, India & MENA, Twitter
- Joy Robins, Vice President Advertising & Strategy, Quartz (Publisher of Atlantic Media)

Chairman & Moderator:
- James Neufeld, Founder & CEO, SAM

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Native coming to a TV near you soon!

Session Sponsor:

**Mirriad**

11:45 AM – 12:20 PM
Native in video advertising strategy – Reinventing the video experience for native campaigns

Co-presented by:
- Michael Rees, Vice President – APAC, Mirriad
- Matt Wilkinson, Head of Brands, Mirriad

12:20 PM – 1:30 PM
Networking buffet lunch

Marketplace updates

1:30 PM – 2:15 PM
MARKETPLACE ADDRESS
What brands are doing well on native ads?
A review of what has worked successfully for brands, advertisers and publishers with the right stories that resonate with the audience. How did these brands manage to bring their audience on a journey in the context of the brand where the audience is the hero and not the brand?

Keith Hernandez, VP of Global Advertising, Buzzfeed

Success with greater engagement –
Choices & decisions to make for native ads to drive up success;
How best to label sponsored content?

2:15 PM – 3:00 PM
How to think about your native product (from visual demarcation, shading vs. colour, to font choices) and how each of these decisions can affect success
Approaches on visually arresting native product. How to effectively display sponsored content? How do you increase engagement with content? According to statistics, a review of what works and what doesn’t. A review of user interface & user experience methods and approaches.

Lindsay Nelson, VP of Integrated Programs, Slate Custom

3:00 PM – 3:45 PM
8 obstacles you need to overcome to make native advertising work
The first native advertising was launched in Spring 2013. Despite the fact that pilot campaign was well received by audiences, it was criticized as "polluting news" internally. Project members were distressed. By Spring 2014, native advertising already become the fastest growing revenue segment. Our content team has expanded from 4 to 21 staff, working closely with business team to expand product offers from text to videos on multiple digital platforms. This is just the beginning. New challenges arise continuously -- glory and agony are twins.

Co-presented by:
- Mo Chung, GM - Digital Sales, Next Mobile, Next Media
- Carl Craig Cheung, Associate Creative Director, Apple Daily, Next Media

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3:45 PM – 4:00 PM  
Afternoon break and networking

Unlocking the true potential of native advertising

4:00 PM – 4:30 PM  
Native Advertising: Potential, opportunities and pitfalls  
Native advertising offers a meaningful and fresh opportunity to brands to connect with consumers but how does it stack up against other digital advertising platforms. Here is an agency's perspective on native advertising, what it offers to brands and publishers and how each of the stake-holder can make the most of it.

Vishnu Mohan, CEO, Havas Media Group Asia Pacific

Leveraging audience data for native ad campaigns

Session Sponsor:

CXENSE

4:30 PM – 5:00 PM  
Case study: Using audience data to power the ultimate native ad campaign  
Mediagene, a leading online media group in Japan, introduced a native advertising program that has been a break-away success. How did they do it? They put the right technology in place to analyse their audience and target both content and advertising on their sites. The result? A phenomenally successful native advertising program, an increase in user engagement and higher overall ad revenues.

Motoko Imada, CEO, Mediagene, Japan

Technology Session Sponsor:

Knowlarity

5:00 PM – 5:10 PM  
Crossing the digital divide: The last mile

Vikas Kakkar, Head - International Sales Strategy, Knowlarity

INDUSTRY PANEL DISCUSSION  
Managing sponsored content, native advertising in practice

5:10 PM – 5:45 PM  
PANEL DISCUSSION ISSUES AND TOPICS

- Editorial vs. advertorial in practice: Separating church & state – How should we manage editorial and advertorial content teams? One department or separate?
- Business model: How native ad can fit in with your business model – making it work for you. A review of native advertising possible models against the backdrop of banner blindness, fragmented consumer attention, skipped pre-roll ads, downward spiral of display advertising revenues for publishers.
- Risks – what are the risks involved in native ads and how to avoid these?
- Banner ads - Are rich banners being used as native ads?
How to effectively label sponsored content?

Returns & ROI: In practice, how effective are native ads compared to banner ads? What do industry stats and figures demonstrate for us? Are we seeing a positive return on the dollars being spent on native advertising?

Measuring native ads: Do we measure native ads by impressions or should we measure by content engagement? How do we deal with non-standardization in native ads and how to incorporate this into the marketing KPIs?

Regulation: As brand's content move into editorial content, one of the main key issues is how native advertising should be regulated. How should native advertising be regulated or self-regulated?

Who ideally should set up the guidelines on how native ads are presented? How to preserve high quality native ads and quality editorial content? How can the industry ensure that as native ads evolve, it will not eventually become so blended that it is no longer distinct from usual ads.

Scaling: The scale issue - Can native advertising and programmatic ad buys co-exist?

Future: How do you view the future digital ad industry? Will it be divided in terms of publisher/broadcaster driven ad format (as in native ads) and premium formats as well as ad banners (which are programmatically purchased)?

Panellists:

- Adam Ostrow, Chief Strategy Officer, Mashable
- Keith Hernandez, VP of Global Advertising, Buzzfeed
- Alan Soon, Country Manager, Yahoo! Singapore, Head of Audience & Managing Editor, Yahoo! South East Asia
- Jason Scott, CEO, Allure Media (Australian publisher of Business Insider)
- Lindsay Nelson, VP of Integrated Programs, Slate Custom

Chairman & Moderator:

- James Neufeld, Founder & CEO, SAM

5:45 PM – 5:50 PM
Chairman’s summary and key thoughts for day one

5:50 PM – 6:00 PM
Closing and housekeeping notes

Close of Day One program

6:00 PM – 7:30 PM
Casual drinks cocktail reception session – RSVP required (please inform our staff at registration counter).

Cocktail Sponsor:

*Please meet at the Conference Foyer immediately after day 1 ends at 6:00 PM to adjourn to The Beacon for a casual drink get-together among friends in industry.

Evening Talk Show:
What makes a good story? Hear from our panel of journalists.

14 October 2014, 6:00pm to 7.30pm
The Beacon, 6 Raffles Boulevard #01-01/02/03 Marina Square Singapore 039594

Continue to chat and network with fellow speakers and delegates to continue conversation beyond the formal event.

7:30 PM….Good evening and have a good rest…see you in the morning at 9:10 AM.
Day Two
15 October 2014 (Wednesday)

8:15 AM – 9:10 AM
Morning coffee at pre-foyer

Start of Day 2
9:10 AM – 9:15 AM
Welcome back to Day 2
Brief overview and what is on for today

Native advertising and social content

9:15 AM – 9:30 AM
CHAIRMAN’S MORNING ADDRESS
Key ingredients for a successful native ad product

James Neufeld, Founder & CEO, SAM

9:30 AM – 10:15 AM
KEYNOTE ADDRESS ONE
Immersive editorial with social content
  • Mashable's approach to native advertising
  • Immersive editorial and social content
  • Custom sponsored editorial content
  • Thematic approach
  • Managing social assets
  • Providing numerous approaches and opportunities and why and how this works

Adam Ostrow, Chief Strategy Officer, Mashable

10:15 AM – 10:45 AM
KEYNOTE ADDRESS TWO
The future of native advertising

Nitin Mathur, Senior Director, Marketing, Yahoo APAC
10:45 AM – 11:15 AM

Morning refreshments and networking

11:15 AM – 12:00 PM

Mobile first approach for native ad

11:15 AM – 12:00 PM

Native advertising for the C-suite audience

Engaging the world's smartest and busiest people with native content requires an understanding of how they consume content, source and share industry intelligence and what they want to see from brands. More importantly, an executive's time is their most precious commodity, and getting their attention can be a challenge. Earlier this year, Quartz conducted a survey of the global business elite. The study's findings have influenced and reinforced how we speak to this audience both editorially and through our ad product. We'll review how we did it, what we learned and best practices when it comes to effective marketing to this target audience.

Joy Robins, Vice President Advertising & Strategy, Quartz (Publisher of Atlantic Media)

12:00 PM – 12:30 PM

Revenue maximisation for native implementation

Session Sponsor: InMobi

12:00 PM – 12:30 PM

Case study: Best practices in native Implementation for revenue maximisation

• Why native is not just an ad unit, it's an experience powered through a platform
• How do you break up with banners and go native?
• Getting it right: over 5-6 actual ads (with case studies)
• The future of native via programmatic

Jayesh Easwaramony, Vice President & General Manager, APAC, Middle East and Africa, InMobi

12:30 PM – 1:45 PM

Networking buffet lunch

1:45 PM – 2:30 PM

Demonstrating ROI on sponsored content, Returns on dollars spent in native ads

1:45 PM – 2:30 PM

Native advertising in relation to brand lift & social lift for brands

The question brands must ask is: are we getting a positive return on the dollars being spent on native advertising? Case studies of when native ad registered positive returns and when it was highly effective in brand lift.

Jason Scott, CEO, Allure Media (Australian Publisher of Business Insider)

2:30 PM – 3:00 PM

Social media and native advertising

Chris Wee, Head of Strategy Rev Asia
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Details</th>
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<tbody>
<tr>
<td>3:00 PM – 3:45 PM</td>
<td>Case Study by Coconuts Media in Asia – Ways we are implementing sponsored content</td>
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<td><strong>Part 1 - The Engagement Economy</strong></td>
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<td>▪ The page-view is dead. In a post-page-view world, how do you demonstrate ROI to</td>
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<td>marketers on sponsored content /native ad campaigns? What metrics do you use? A</td>
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<td>discussion on some measurements and calculations our media is using to keep our</td>
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<td>clients happy.</td>
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<td><strong>Part 2 - Keeping it real</strong></td>
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<td>▪ Maintaining your unique identity and style as a media outlet while performing</td>
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<td>sponsored content campaigns is crucial to not only the success of that campaign,</td>
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<td>but your success as a publisher. Our take is - if you bend at every client whim,</td>
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<td>you'll compromise your storytelling integrity won't be giving to your audience</td>
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<td>what they came to you for in the first place.</td>
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<td><strong>Byron Perry, Founder, Coconuts Media</strong></td>
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<td>3:45 PM – 4:15 PM</td>
<td>Afternoon break and networking</td>
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<td>4:15 PM – 4:50 PM</td>
<td><strong>Industry Panel Discussion</strong></td>
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<td><strong>PANEL DISCUSSION ISSUES AND TOPICS</strong></td>
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<td>▪ Social as part of native ad vs. ad on social – Distinguishing between these</td>
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<td>▪ Leveraging mobile social media</td>
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<td>▪ Key issues to address to make the technology &amp; platforms work for you</td>
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<td>▪ Collaboration amongst publishers, brands, advertisers, technology &amp; social</td>
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<td>▪ Getting it right - the right blend and good mix of social media platforms, TV</td>
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<td>and online video.</td>
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<td>▪ Managing costs of native ads</td>
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<td>▪ Charles Ho, Senior VP and GM Asia Pacific, Cxense</td>
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<td>Chairman’s summary and key thoughts for day two</td>
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<td>4:55 PM – 5:00 PM</td>
<td>Closing remarks and end of conference</td>
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**Close of day two and end of conference**

*Thank you everyone for your gracious contributions and participation.*

*Special thanks to our chairperson, speakers, sponsors and partners for your preparations, insights and presentations. To our dear delegates, thanks for your support and participation. Look forward to seeing you again next year. For all our overseas participants, we wish you a safe and pleasant trip home…see you again!*