

For Immediate Release

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SIIA to Launch ‘Mobile Essentials’ Webinar Series Starting August 15

Latest Strategies and Specific Tactics of ‘Mobile-First Publishing’ Will Be Discussed in Six Events

WASHINGTON, D.C. (July XX, 2013) – The Software & Information Industry Association (SIIA), the principal trade association for the software and digital content industries, today announced the launch of a new webinar series that will be the definitive guide for “mobile-first” publishing and creating a mobile business. The [Mobile Essentials webinar series](#), which kicks off August 15, will provide actionable intelligence to help publishers, media companies, and information services providers better serve an increasingly mobile audience.

Produced by SIIA’s Business & Niche Information Group – which includes the SIIA Content Division, SIIA’s new SIPA (Specialized Information Publishers Association) and ABM (Association of Business Information and Media) divisions as well as the SIIA Software Division – the Mobile Essentials series will feature six webinars over the next several months.

Registration is free to SIIA members and available [here](#) . Members of the media are welcome to participate any of the Mobile Essentials webinars and should contact Farrah Kim at farrahkim@rational360.com or at (202) 568-8986 to register.

- **“Making the Business Case” – August 15**

Emphasizing the importance of mobile applications in the B2B world, this webinar aims to answer the question, “Why move to mobile?” It will explore the need for publishers to adopt mobile applications and invest time, money, and energy in mobile products.

- **“Monetization and Business Models” – September 19**

This webinar will outline various business models that can maximize revenue. There are several options available to publishers, which include selling an app or giving it away with the hopes of upselling users to a premium service or generating ad revenue.

- **“Understanding Your Mobile Customers/ Readers” – October 24**

This webinar will examine how to strategically use analytics to improve your business. It will help publishers better understand their mobile customers and viewers.

- **“Editorial and Content Strategy” – November 21**

This webinar will explore different techniques that will make it easier for users to consume content regardless of the mobile device they use.

- **“Technology Primer” – December 19**

This webinar will be an easy-to-understand primer on the tools available to support content, design, subscriptions, data and advertising in order to create a successful mobile product. It will

discuss the technologies that will unlock the full potential of the mobile platform from the tools that streamline content flow; audience and performance analytics; design tools that optimize both user experience and advertising impressions; and social media monitoring tools.

- **“Case Studies” – January 16**

This webinar will review cutting edge multimedia apps that are redesigning the “magazine” concept as well as utility apps that are jump-starting the mobile experience by offering on-demand data to SMS and texting services.

About SIIA

SIIA is the leading association representing the software and digital content industries. SIIA represents approximately 800 member companies worldwide that develop software and digital information content. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to the leading companies that are setting the pace for the digital age. For more information, visit www.siia.net.

About the SIIA Business & Niche Information Group

The Business & Niche Information Group of the Software and Information Industry Association (SIIA) serves the media, publishing, information services and technology companies that drive the \$506 billion information industry. The group includes the SIIA Content Division, the Specialized Information Publishers Association (SIPA) Division and the Association of Business Information and Media (ABM) Division. SIIA’s Business & Niche Information Group conducts educational and business development enablement programs to specifically help members maximize revenue potential across all business and niche information revenue models.