

For Immediate Release:

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Digital Content & Media Summit will Address Trends in Mobile Magazines, Multiplatform Publishing, Content Paywalls, and More

Media Invited to Attend Premier Digital Content Event on September 23-25 in London

LONDON, U.K. – August 27, 2013 – The [Software and Information Industry Association \(SIIA\)](#), the principal trade association for the software and digital content industries, today announced that it will hold its [Digital Content & Media Summit](#) – the premier conference for digital media and publishing executives – on September 23-25 at One Wimpole Street in London.

Members of the media are invited to attend. For more information or to register for the conference, members of the media should contact Farrah Kim at farrahkim@rational360.com.

The Digital Content & Media Summit will feature presentations from leading media pioneers who are tackling digital content in innovative ways and will examine how major media businesses are creating digital content for international audiences. The conference will bring together industry-leading executives, prominent analysts, publishers, media owners, and members of the media to discuss key trends and practical tools to survive in the rapidly changing world of digital content. Topics will include adapting content for multiple platforms, using free content to extend market reach and convert users to paid services, and more.

Keynote speakers at the Digital Content & Media Summit:

- **Natasha Christie-Miller, CEO, EMAP**
- **Benedict Evans, consultant, Enders Analysis**
- **Julie Harris, CEO, WGSN & Planet Retail**

Other speakers of note include:

- Adrian Barrick, Chief Content Officer, UBM
- Tim Brooks, CEO BMJ Group
- Ben Heald, CEO, Sift
- Paul Lomax, CTO, Dennis
- Richard Londesborough, CEO, Business Monitor International
- Tony Macklin, Director of Product Development, Immediate Media
- Audra Martin, VP, Advertising & operations, The Economist
- Alex Martinez, CEO, Sigaria
- Colin Morrison, Non-Exec Director, Centaur, Travel Weekly
- Peter Phippen, Deputy Chairman, Immediate Media
- Andy Rice, MD Sport & Music, Future
- Julian Turner, CEO, Electric Word

The Digital Content & Media Summit will also feature SIIA's Previews Program, which showcases the next generation of digital content innovators that are transforming the information industry. Several companies selected for the Previews Program will present at the conference.

Read more about the SIIA Previews companies [here](#) .

WHO: Software & Information Industry Association (SIIA)

WHAT: SIIA Digital Content & Media Summit

WHEN: September 23-25, 2013

WHERE: One Wimpole Street, London, UK

For a complete schedule of events, visit: <http://siia.net/london/2013/schedule.asp>

About SIIA

SIIA is the leading association representing the software and digital content industries. SIIA represents approximately 700 member companies worldwide that develop software and digital information content. Information technology (IT) and software security are critical issues to SIIA's members, many of whom strive to develop safe, secure and state-of the-art products that effectively serve their commercial and government customers alike, while protecting their intellectual property. **The SIIA Software Division** provides a forum for companies developing the applications, services, infrastructure and tools that are driving the software and services industry forward. For further information, visit

www.sii.net/software

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.