

**For Immediate Release:**

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**Top B2B Publisher, Leading Media Analyst, and CEO of Global Trend Forecasting Company to Keynote Digital Content & Media Summit**

*New Mobile Products, International Media Expansion, and More to be Discussed at Premier Conference in London on September 23-25*

**LONDON, U.K. – September 11, 2013** – The [Software and Information Industry Association \(SIIA\)](#), the principal trade association for the software and digital content industries, today invited media to attend its [Digital Content & Media Summit](#) on September 23-25. The summit will feature keynotes from the CEOs of EMAP and WGSN and a leading industry analyst at Enders Analysis, along with presentations from media pioneers who are changing the world of digital content.

The Digital Content & Media Summit will be the premier event for digital media and publishing executives held at One Wimpole Street in London. The three-day conference will provide a global perspective on the 10 most pressing digital content and media challenges and trends. Topics will include new ways to charge for digital content, turning free users into paying customers, developing compelling mobile products, expanding media brands internationally, successful collaborative advertising, and more.

**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](mailto:farrahkim@rational360.com).**

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The conference will feature keynote presentations from the following industry leaders:

- **Natasha Christie-Miller, CEO, EMAP**

As CEO of a traditional print B2B publisher with long established brands such as Architects Journal and Retail Week, Ms. Christie-Miller will explain how EMAP is transitioning to digital subscriptions and building a growth-driven business. Ms. Christie-Miller will also illustrate how EMAP has increased overall revenue and also introduce EMAP's latest product developments.

- **Benedict Evans, Analyst, Enders Analysis**

Enders Analysis provides a subscription research service covering the media, entertainment, mobile and fixed telecommunications industries in Europe with a focus on new technologies. Mr. Evans covers mobile platforms, digital media and electronic publishing as analyst for Enders Analysis. At the conference, Mr. Evans will discuss the revolutionary trends in media and examine how mobile and social are rapidly changing the media landscape.

- **Julie Harris, CEO, WGSN & Planet Retail**

An extremely successful global data business, WGSN is driven by premium corporate subscriptions. Many publishers aspire to achieve that business model and Ms. Harris will draw on share WGSN's strategy of growing the business in Asia and provide relevant lessons.

Other speakers scheduled to present include:

- **Adrian Barrick, Chief Content Officer, UBM**

- Tim Brooks, CEO BMJ Group
- Ben Heald, CEO, Sift
- 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
- Martin Belson, MD Enterprise, Dennis Publishing

The Digital Content & Media Summit will also feature SIIA's Previews Program, which showcases the next generation of digital content innovators. Several companies selected for the Previews Program will present throughout 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 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](http://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.

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