

WAN-IFRA's eRev accepting additional partners

The eRev programme from the World Association of Newspapers and News Publishers (WAN-IFRA) aims to help in the creation of new digital media revenues by bringing together a group of digital media professionals who aim to develop strong products and new revenue streams from emerging media platforms.



They meet regularly in seminars, workshops and tours to trade ideas and hear from some of the leading experts who are creating new digital business models for newspapers.

Opportunity to network

"eRev gives us the opportunity to network with professionals from around the world about a shared topic: How we can grow our digital businesses," said eRev member Mats Eriksson, CEO of Schibsted Growth Media in Sweden.

"The meetings and focus tours give us new insights from the leading companies in the digital arena that we can elaborate on in our daily business. eRev would be a great place for even more national publishers in the future. The project is a platform for open discussions on the very most important aspects of tomorrow's digital business."

Member companies

The eRev programme started in 2009 and, amid the economic crisis, the following companies joined: Archant (UK), Alma Media (Finland), *Bangkok Post* (Thailand), Budstikka (Norway), dpa (Germany), Edipresse (Switzerland), HSS Media (Finland), JP Politikens Hus (Denmark), Mainichi Shimbun (Japan), Schibsted Growth Media (Sweden), Singapore Press Holdings (Singapore), *Stavanger Aftenblad* (Norway), Styria Medien (Austria), Tamedia (Switzerland) and Ming Pao Enterprise Corporation (Hong Kong).

eRev is now accepting up to 10 additional partners. Full details can be found at www.wan-ifra.org/executive_programmes.

eRev is part of WAN-IFRA's Executive Programmes, which offer membership to exclusive topic-related groups, set up to provide an innovative way to shorten the learning curve and gain insights vital to developing relevant business strategies.

eRev has three major objectives:

- Lead content monetisation strategies on emerging media platforms.
- Identify suitable investment strategies for digital media, studying media trends and other industries.
- Create a dynamic global network of digital media professionals and learn from their experiences and others.

By becoming a member, publishers gain access to high-level networking opportunities, inclusion in exclusive independent seminars, focus tours (visits to Apple, Yahoo, Google, among others) and internal workshops and the chance to hear presentations from some of today's leading digital media players, from inside and outside the industry. It is designed to provide a global benchmark and help publishers find new business opportunities and strategies.

Membership covers 2010, 2011

The latest membership offer covers 2010 and 2011, and publishers that sign up now will get a 30% discount for the remainder of 2010, plus access to all eRev documentation and newsletters.

There is one more seminar and focus tour scheduled for this year, in San Francisco from 16 to 18 November. eRev member companies can send two people to seminars.

For a full schedule of events in 2011 and more details on WAN-IFRA's Executive Programmes, go to www.wan-ifra.org/executive_programmes.

Publishers interested in signing up should contact Dr. Stig Nordqvist, eRev programme director and WAN-IFRA executive director, Emerging Digital Platforms and Business Development, at stig.nordqvist@wan-ifra.org, or erev@wan-ifra.org.

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