



2015 Tech Day – Agenda

4/2/2015

9-9:20 **Welcome Remarks**

Jason Kint, CEO, Digital Content Next

9:20-9:50 **Security: Publishers on the Front lines**

David Hahn, CISO, Hearst

It is estimated that more than \$6B will be taken out of the digital content ecosystem this year due to fraudulent activity. Publishers are increasingly finding themselves on the front lines (remember the hack of Forbes.com in Nov. 2014, reportedly by a Chinese cyberespionage group?) Monitoring, protecting and dealing with fraud requires a vigilant, multilateral and always-on approach. Learn about how Hearst is dealing with this ever-evolving challenge.

9:50-10:20 **Delivering Seamless Experiences Cross Channels**

Deepak Chokkadi, VP, Software Development and Premal Parikh, CTO -- Everyday Health

As more and more people consume the same products across multiple devices (desktop/tablet/mobile), the need for a system that provides seamless synchronization of data and personalized experiences across all of them increases. Offline access and syncing has always been a time and resource intensive proposition for developers achieving it through traditional solutions such as writing custom backend services or managing multiple platform-specific solutions. Utilizing a cross platform database solution that provides out of the box online and offline storage and sync capabilities introduces an efficiency and performance gain. The Everyday Health team will walk through one such implementation within their products which has not only helped the team to develop applications faster but has opened up newer possibilities like personalized content delivery.

10:20-10:40

BREAK

10:40-10:55 **Legal & Legislative Update**

Chris Pedigo, SVP, Government Affairs, Digital Content Next

11:00-11:30 Tech Departments: Let's hear it for the girls

Katharine Zaleski, Co-Founder & President, Power to Fly

Katharine Zaleski, co-founder and president of Power to Fly, a talent recruiting platform that places tech women from across the globe in remote work assignments will have a candid conversation with DCN Editorial Director Michelle Manafy. While the gender divide in tech has been widely covered in the media, it is important for the leaders of tech departments make concrete steps to change the make-up of their teams. Come ready to engage in this lively discussion about the evident and insidious challenges lurking inside organizations that stand in the way of attracting and retaining the best tech talent, particularly females. Walk away with some practical advice for steps you can take to make the issue a priority in your company.

11:30-12:15 BREAKOUTS

12:15-1:15

Lunch and Networking

1:15—1:45 Moving to the Cloud: Doing the Sanity Check

Lorraine Cichowski, SVP, CIO, AP

There is a lot of enthusiasm around cloud computing, fed by promises of increased business agility and lower costs. All the major cloud providers report compelling customer success stories. It's fair to call cloud -- in all its forms -- a transformational technology. But moving to the cloud is far from a no-brainer for an organization like The Associated Press with more than 200 custom and enterprise applications hosted in a traditional data center. There are significant technical and budget considerations to think about. Driving AP's cloud migration strategy is a dedicated team of infrastructure and software architects and a go- or no-go cloud decision framework and companion scorecard to determine -- application by application -- whether hosting in the public cloud makes business and financial sense.

1:45-2:30 Tech Solutions to Inventory Pressures

Mike Dugan, CTO, Forbes / David Morris, EVP, Chief Revenue Officer, CBS Interactive

Hear from executives from two very different digital content companies about how they are addressing the issues of viewability and ad blocking in their tech teams today including the importance of communication cross-functionally as teams begin to implement new standards.

2:30-3:00 **Deconstructing the CMS**

Nabil Ahmad, CTO, About.com

The technology stack of most publishers revolves around the CMS. About.com was no different. This placed limitations on their ability to innovate on site design and functionality, leverage content internally, and serve content dynamically. To address this, the About.com team moved to a content-centric, service oriented architecture where they've decoupled content management from the definition, storage, retrieval, and display of content. The About.com team will walk through their approach, the challenges they've faced along the way, and the success they're seeing as a result.

3:00-3:30 **Reader Revenue: Turning the Aircraft Carrier**

Dan Check, VP Engineering & Product Development, Slate

Over the past several years, both pure-play digital and traditional media companies have rolled out voluntary membership programs. At Slate, we've learned that technology, product and research are at the center of this change; this session will cover the unique role that these teams play in planning, measuring and executing this organizational transformation. The business case for the shift is clear: readers have historically paid directly for quality media, and publishers who pay to produce content are at a price disadvantage when competing for advertising with platforms like Facebook. In this session, we'll focus on the business case for reader revenue, the varieties of reader revenue, and the special role of technology, product and research in driving the shift towards a focus on the reader.

3:45-4:00

BREAK

4:00-4:30 **Web Components and the Future of the Editorial CMS**

Jefferson Rabb, CTO and Thomas Rhiel, Director of Reader Experience -- Atavist

Web components, a bleeding-edge web technology allowing developers to create custom HTML elements, may be too “alpha” for your company, but they provide an interesting glimpse into the future to end the day on. Learn why Atavist—an online publishing tool for creating digital stories, books, and magazines—thinks web components and Google’s Polymer were a great fit for their re-launched CMS, and hear about the advantages and pitfalls of building on the cutting edge.

4:30-5:00 **BREAKOUTS**

5:00-6:00

COCKTAILS
