
THE WALL STREET JOURNAL | BARRON'S GROUP

Partner Summit 2021

Fighting for Your IP Rights

*Bob LoBue, Antitrust & Intellectual Property Partner, Patterson Belknap
Moderated by Craig Linder, Associate General Counsel, Dow Jones*

For publishers and other companies involved in content curation, intellectual property is the lifeblood of their business, and it should be safeguarded accordingly. In this session, we will examine why copyrighted content is valuable, outline the current state of copyright law from a U.S. perspective, and hear how the Dow Jones General Counsel team utilizes existing laws and works with outside specialist attorneys to protect Dow Jones content from abuse.

A Brave New World of Content

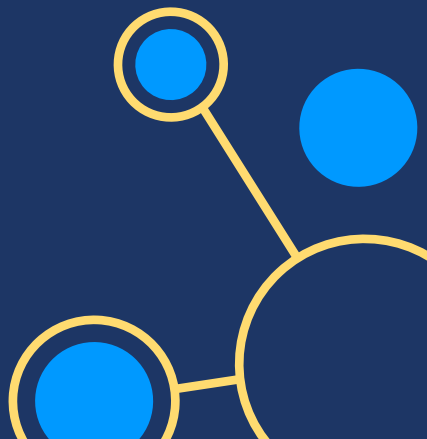
*Will Ashworth, SVP & General Manager, Professional Information Business, Dow Jones and
Christina Komporlis, Chief Enterprise Membership Officer, Dow Jones
Moderated by Julia Clyne, Head of Media Sales & The Trust, Asia Pacific, Dow Jones*

This session examines how Dow Jones seeks to expand its reach, through partnerships with universities, corporations and the C-suite, using Pro and Commercial Partnerships, as well as innovations in the news room designed to reach new audiences. We explain how Factiva, for instance, is not a threat or competitor to existing publishers. It's a potential driver of new revenues that can help illuminate global publishing trends on an almost limitless number of publishing sites.

The Paywall Philosophy

*Jeremy Olshan, Editor in Chief, MarketWatch, Dow Jones and Dan Shar, General Manager,
MarketWatch and Chief Commercial Officer, Barron's Group, Dow Jones
Moderated by Meghan Peters, VP, International & Young Audiences, Dow Jones*

After almost a quarter century of relying on advertising for its revenue, Dow Jones's consumer-facing personal finance property, MarketWatch, introduced a paywall late last year. We will hear from the publication's top journalist and business manager, as they walk us through the context, planning and execution of that consequential decision.



Finders Keepers as a Membership Model

Shauna Plesmid, VP, WSJ Core Subscriptions, Dow Jones

Moderated by Suzi Watford, EVP Consumer Dow Jones, Chief Marketing & Membership Officer, The Wall Street Journal

We will update our partners on The Wall Street Journal's own acquisition and retention strategies, with a renewed focus on social channels, membership pricing, newsletters, data and paywalls. Plus, we'll explore how content customization has helped drive retention through targeting specific audience demographics in different ways.

Barron's and the Value of Trusted Information

Mae Cheng, SVP, Barron's Group, Dow Jones and He Gang, Editor in Chief, Caijing

Moderated by Sonia Liang, Client Engagement Manager, Dow Jones

In this era of disinformation, partnering with one of the world's most storied and trusted business news sources can reap immediate benefits. That opportunity drove Caijing, the Chinese business publication, to forge a relationship with Barron's that goes deeper than simple content sharing. We explore what this looks like from a branding perspective, as well as the ROI calculation for publishers in search of an investment-focused audience, as Barron's Group celebrates its centennial year.

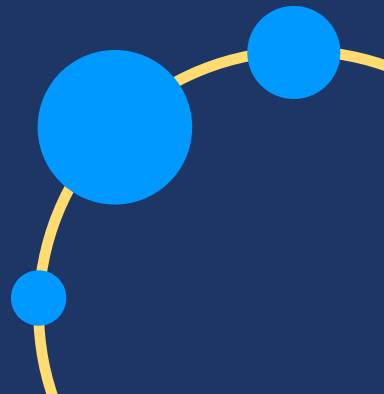
Creating Communities Through Content

Sumeet Bhambri, Global Head, Advisory & Client Engagement,

Wealth Management, Standard Chartered Bank

Moderated by Alok Seth, Channel Sales Director, Membership, Dow Jones

Learn how global finance giant Standard Chartered has leveraged The Wall Street Journal and Barron's trusted content to help expand and cement its relationships with high-valued customers in a variety of territories. With publishers no longer the only businesses that are curating content, we will hear how building communities around areas of common interest as well as geography is growing ever more important.



Building Out a Brand, Alongside Big Tech

*Joe Rosenfeld, SVP, Innovation and Technology Partnerships,
Dow Jones and Valentina Park, VP, Media and Platforms, Dow Jones
Moderated by Joe Martin, VP, Commercial Partnerships, Dow Jones*

Dow Jones has signed partnership deals with some of the world's largest technology firms, and these relationships have since proven to be symbiotic, sustainable and profitable. In this session, we will explore how Dow Jones seeks to deepen relationships that help move its audience connection beyond the transactional, and ensure its content shows up for readers, viewers and listeners wherever they want or expect it.

Content That Translates in Any Culture

*Yuji Aso, Member of the Board and Head of Business Media, Diamond, Inc.
Moderated by Masumi Obi, Partnerships Director, Japan, Dow Jones*

The Wall Street Journal's journalists cover the world, and the company's products are consumed just as widely. But ensuring that compelling content and accurate data reaches consumers in the best possible cultural context can be challenging. This makes the successful ongoing collaboration with Diamond, a WSJ commercial partner in Japan, all the more interesting, as they fold ever more global content into a publication that continues to impress local news consumers.

Finding Your Audience Through Audio

*Govind Balakrishnan, Co-Founder and CEO, Curio and Drew Stoneman,
Head of Audio & Video, Commercial, Dow Jones
Moderated by Peter Collins, Manager, Commercial Partners, Dow Jones*

The era of the podcast has not nearly peaked, and publishers are no longer alone in realizing the potential of audio content. We will discuss whether audio content can help with customer acquisition and retention, how it can funnel new members to existing properties, reach younger or more diverse audiences, or simply expand a brand in the popular consciousness. Also, we will use this session to explore how businesses can monetize their content through audio, and how audio fits into a paywall, subscription or advertising strategy.

How Aggregation Can Add Value

*Steve Chapman, Vice President for Content Partnerships and
Trevor Carroll, Director of Content, PressReader
Moderated by Nick Pimm, VP, Commercial Partnerships, Dow Jones*

PressReader, a commercial partner of The Wall Street Journal, operates as a digital newsstand, where users pay to read content, either via a long-term subscription or a pay-to-play visitor's fee. It has sponsorship agreements with B2B partners including airlines, universities, telecoms firms, hotels and high schools. They now offer single-title subscriptions that can help established publishers transition to digital and reach new readers, with much of PressReader's audience skewing young.