

# Landmark Digital Directions 2011 conference comes to Sydney

A one-day international gathering of digital thought leaders incorporating Media2011 presented by Fairfax Digital in association with X Media Lab

Following the success of Fairfax Digital's media series (Media 2010, Media 09 and Media 08), Fairfax Digital and X Media Lab today announced Digital Directions 2011: a one-day international gathering of the world's leading digital media executives and entrepreneurs, showcasing global best practice in digital innovation. To be held in Sydney on 3 March 2011, the event will bring to Australia ten of the world's most influential digital thinkers, including Andrew Lacy (Head of Studios at Disney Mobile; co-founder of iPhone apps company Tapulous), Baratunde Thurston (web editor of The Onion, comedian), Anthony Rose (CTO of YouView UK's open internet IPTV platform), Safdar Mustafa (Al Jazeera mobile strategist), Rajat Paharia (Founder of Bunchball; world leading "gamification expert"), and Vanessa Fox (author of Marketing in the Age of Google).

The event will be an unrivalled opportunity for Australia's digital community to come together to hear about and discuss the latest advances in the international digital and media landscapes. In addition to discussing the essential media trends to watch for in 2011 and changing consumer preferences and behaviours, the conference will also focus on the burgeoning areas of mobile and iPad applications, online video, online engagement strategies and content monetization.

Announcing the event, Jack Matthews, CEO of Fairfax Digital, said: Following the outstanding successes of the Media series, we've decided to broaden our horizons and to rebrand as Digital Directions in 2011. Working again with X Media Lab, the day will be a fantastic chance for Australian media executives, creatives, strategists and journalists to come together and meet others who are working at the very edge of the digital frontier. We're pleased that this event has taken on the importance that it has on the digital industry calendar.

As has been the case with all media series events, Digital Directions 2011 is expected to sell out, and attendees are advised to book early to secure their place. Tickets are available at [www.digitaldirections.com.au](http://www.digitaldirections.com.au)

Further international keynote speakers are soon to be announced. Confirmed keynote speakers are:

**Andrew Lacy** Senior Vice President and Head of Studios at Disney Mobile; co-founder of Tapulous a highly profitable business focused on the creation of social games and apps for the iPhone and creator of the number one iPhone game, Tap Tap Revenge.

**Baratunde Thurston** Comedian, author, web editor of The Onion and host of Popular Science's Future Of on the Science Channel. Baratunde has been called someone you need to know by Barack Obama and with over 30,000 Twitter followers, he tweets very, very hard.

**Anthony Rose** Chief Technology Officer of YouView, the venture creating an open IPTV platform that brings internet connectivity to the UK's free-to-air platforms. Prior to YouView, Anthony was at the BBC where he was Future Media Controller, Vision & Online Media Group, responsible for the BBC iPlayer as well as realising the BBC's plans to create a unified embedded media experience across its online properties.

**Safdar Mustafa** - Spearheads Al Jazeera's mobile media strategy including utilising mobile media to broaden audience use, distribution and engagement with Al Jazeera content and applications and widgets for a range of different platforms.

**Rajat Paharia** Founder of customer engagement company, Bunchball and world leading "gamification" expert. Gamification is using game-like mechanics and systems to increase participation, engagement, content creation and consumption.

**Vanessa Fox** Author of Marketing in the Age of Google and creator of Google's Webmaster Central. Vanessa is an expert in understanding customer acquisition from organic search. Her book, Marketing in the Age of Google, provides a blueprint for incorporating search strategy into organizations of all levels.

ENDS

About Fairfax Digital

Part of Fairfax Media Limited, Fairfax Digital is one of the world's most respected media organisations, with a network of 200+ websites that reaches a unique audience of over 5.7 million Australians per month. Its Media Division includes the leading news sites [smh.com.au](http://smh.com.au), [theage.com.au](http://theage.com.au), [brisbanetimes.com.au](http://brisbanetimes.com.au), [WAtoday.com.au](http://WAtoday.com.au) and parenting website Essential Baby, providing incisive and up to date news, business, technology, sport and lifestyle content. The Classifieds Division holds strong positions in online employment, motoring and property categories, with brands including Domain, Drive, MyCareer, TheBigChair, CommercialRealEstate and Country Cars. Its Transactions Division consists of a portfolio of sites that lead in their niche categories including RSVP, Stayz and InvestSMART. [www.fairfax.com.au](http://www.fairfax.com.au)

About X Media Lab

X MediaLab is the internationally acclaimed professional network and digital mediaevent for the worlds creative industries. X Media Lab provides assistance withcreative industries development, business development and access tointernational expertise and finance. Each X Media Lab is a completely uniqueevent where people with original digital media ideas connect with a superbinternational network of independent creative thinkers, technology wizards,commercialisation experts, potential business partners and financial resources.Since launching in Sydney in 2003, over 40 X Media Lab events have been havebeen held in 13 different cities in 10 countries around the world includingLondon, Beijing, Mumbai, Amsterdam, Kuala Lumpur, Singapore, Shanghai, LosAngeles, Auckland, Wellington, Seoul, Melbourne and Sydney. The full X MediaLab program is available at [www.xmedialab.com](http://www.xmedialab.com).