



International News Media Association

PRODUCT & TECH TOWN HALL

A free livestream event on Wednesday, November 20, 2024

Takeaways

Move to combine product and customer teams

Personalisation and multimodality are not optional

Be clear what you are optimising, and for whom

Make it easy for consumers to find what they want, when they want, how they want. This will increase engagement and/or frequency

Reclaim consumer experience (and make sure anything you see is complete with 'distractions' not the ad free version).

What can you do?

Data, data, data: understand customer behaviour and how it is changing across all platforms (not just your own)

Double down on quality, brand

Incentivise internally to encourage adoption and longer term views over short term revenue

Scenario plan to decide where to put your bets

Most important: keep asking questions

What to expect in 2025 from INMA's Product & Tech Initiative



Jodie Hopperton

Product & Tech Initiative Lead

INMA

United States



I have questions, many questions

What does an AI future actually look like for news?

Will the company that owns the hardware win AI?

Will speech and audio have as much of an impact as I think? If so, when?

What will be the main touchpoints with our consumers?

How many touchpoints are needed to build habit?

How do we make our brands shine through at every opportunity?

What are the best/right technology tools?

Product and Tech Initiative 2025

The new rules of product distribution: Key touch points and targeted reach

Building a future proof tech stack: benchmarking the road ahead

Branding in an AI era: making your product stand out in a sea of content

AI relationships that work: navigating the AI players

Thanks to our speakers



**Katharine
Bailey**

*Global Head of
Product and Design
Conde Nast*



**Riske
Betten**

*B2C Product Director
Mediahuis
Netherlands*



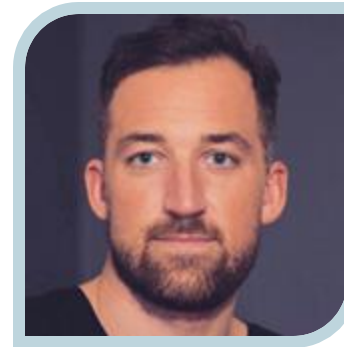
**Nicola
Ryan**

*Vice President,
UX and Design
Conde Nast*



**Pundi
Sriram**

*Chief Product Officer
The Hindu*



**Karl Oskar
Teien**

*Director of Product
and UX
Schibsted*



**Christoph
Zimmer**

*Chief Product Officer
Der Spiegel*

Thanks to the Product & Tech Initiative Advisory Council



Katharine Bailey
*Senior VP, Global Head of
Product and Design*
Condé Nast
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Riske Betten
Product Director
Mediahuis
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Kara Chiles
*Vice President of Consumer
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Gannett | USA Today Network
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Julian Delany
*Chief Technology Officer, Data
and Digital*
News Corp Australia
Australia



John Kundert
*Chief Product and Technology
Officer*
Financial Times
United Kingdom



Pundi Sriram
Chief Product Officer
The Hindu
India



Karl Oskar Teien
Director of Product
Schibsted
Norway



Christoph Zimmer
Head of Product
Der Spiegel
Germany



INMA Town Halls

Our report cards to the news industry from key INMA initiatives in 2024



GenAI Town Hall

November 13



Product & Tech Town Hall

November 20



Subscriptions Town Hall

December 4



CMS Town Hall

December 11



Newsroom Transformation Town Hall

December 16



International News Media Association

NEWS ECOSYSTEMS MASTER CLASS



February 13–20, 2025 | Part of the Product & Tech Initiative

www.inma.org/2025NewsEcosystems

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Thank you!



Jodie Hopperton

Product and tech Initiative Lead

International News Media Association (INMA)

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Stay in touch with my bi-weekly newsletter ([sign up!](#)) + [blogs](#)

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Book time with me: www.calendly.com/jodiehop



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