

Upcoming Webinar on Diversification Strategies for the News Media Industry

May 22, 2024, National: Jagran New Media is excited to announce its participation in the upcoming release of the FT Strategies Research Report titled "Building Resilience: Diversification Strategies for the New Media Industry." The report launch will include a panel discussion to explore the needs and challenges of achieving sustainable, diversified growth in the dynamic media landscape. The webinar will provide a detailed examination of how media companies can diversify their business models to adapt and thrive in this dynamic environment.

The webinar will focus on practical solutions and real-world examples, rather than theoretical concepts. Key topics to be discussed include exploring diversification options for news and media organizations, identifying the diversification 'frontier,' and implementing best practices for successful diversification strategies. The session will also analyse case studies from other news organisations to provide practical insights and examples that can be applied in a professional context.

The esteemed panel includes Chloe Tsang, Senior Consultant at FT Strategies, Jim Egan, Principal at FT Strategies, and Bharat Gupta, Chief Executive Officer of Jagran New Media. Together, they bring a wealth of experience and insights to the table, aiming to guide and inspire attendees to navigate and succeed in the evolving media landscape.

This informative session is essential for anyone interested in the future of news media and the strategies that can drive sustainable growth.

Event Details

Date: Wednesday, June 5

Time: 10:00 AM BST

Register here:

<https://events.ftstrategies.com/diversification-strategies-for-news-and-media?utm>

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