

Splice Beta Online 2020

Tan Lee Chin, Chief Operating Officer, Sin Chew Daily

Alex Fenby, News Partnerships Lead, South East Asia, Facebook

Monetizing your Facebook audience through Instant Articles



[Watch the video](#)

00:00:11.882,00:00:14.882

Fahad Malik: I have no idea

00:00:16.401,00:00:19.401

Fahad Malik: but is too good

00:01:24.168,00:01:27.168

Fahad Malik: hahahahahahah

00:01:56.671,00:01:59.671

Shirley Cheong: Welcome (again) everyone!

00:02:21.863,00:02:24.863

Shirley Cheong: You know the drill by now? :) Drop your introduction here in the chat box.

00:02:40.977,00:02:43.977

Patricia Torres-Burd: yes, does Shirley exist? Shirley we want to meet you :)

00:04:06.891,00:04:09.891

Shirley Cheong: Mondays are business and strategy

Tuesdays are products

Wednesdays are audiences

Thursdays are operations

Fridays are media careers

00:06:05.425,00:06:08.425

Shirley Cheong: Tweet your takeaways and share with the community. :) #splicebeta

00:07:15.148,00:07:18.148

Shirley Cheong: Alex Fenby is the News Partnerships Lead at Facebook for South East Asia

00:07:27.003,00:07:30.003

Shirley Cheong: and Lee Chin is COO of Sin Chew Daily!

00:07:47.439,00:07:50.439

Rishad Patel: Welcome to Splice Beta Online! I'm Rishad from Splice in Singapore. Feel free to introduce yourself in this chat box. It's best to stay on Mute when you're not speaking, but to pop your questions in here or speak up when we open the floor to questions.

Want the links in the chatbox? Copy and paste the whole thing into a document of your choice.



Also: BYOB (that's Bring Your Online Beverage)! Thanks.

00:10:35.050,00:10:38.050

Shirley Cheong: Hello to the folks who have just jumped in! We have Alex Fenby, News Partnerships Lead at Facebook for South East Asia, sharing insights on how to build a strategy around the company's Instant Articles on Facebook.

00:18:41.930,00:18:44.930

Shirley Cheong: Here's the mother of all links. Sharing with the Splicejunkies here first. It will also be available on our website and telegram chat. :)

<http://bit.ly/InstantArticlesResource>

00:20:47.718,00:20:50.718

Shirley Cheong: Yay!

00:23:35.419,00:23:38.419

Shirley Cheong: We will be going into Q&A after Lee Chin's presentation. Drop your questions here and we'll get to them!

00:23:57.789,00:24:00.789

Rishad Patel: The Sin Chew website: sinchew.com.my

00:24:24.698,00:24:27.698

Joon-Nie Lau: Q: Hi Lee Chin! Audience of 2m on FB - any idea what % are local vs outside Msia?

00:24:27.042,00:24:30.042

Rishad Patel: <https://www.sinchew.com.my/>

00:24:57.666,00:25:00.666

Shirley Cheong: Hey Lee Chin, your connection is wonky...

00:26:29.912,00:26:32.912

Shirley Cheong: <https://www.crowdtangle.com/>

00:32:40.273,00:32:43.273

Patricia Torres-Burd: Crowd Tangle is an amazing tool anyone else using it?

00:34:17.713,00:34:20.713

Shirley Cheong: Hey Alex, sorry! I have to mute you when Lee Chin is speaking but unmute yourself anytime to jump in!

00:34:36.234,00:34:39.234

Joon-Nie Lau: Yup was wondering the same - how automated is the workflow from CMS to IA?

00:36:18.226,00:36:21.226

Shirley Cheong: Three octopuses on the team...

00:44:23.002,00:44:26.002

Joon-Nie Lau: Was there ever a concern that IA traffic would cannibalise web traffic or is IA traffic NEW traffic which you would otherwise not get?

00:45:44.952,00:45:47.952

Alex Fenby: Sin Chew case study on FJP:
<https://www.facebook.com/journalismproject/sin-chew-daily>

00:47:41.624,00:47:44.624

Shirley Cheong: Great question!

00:52:21.378,00:52:24.378

Nai Naii: Thank you folks. Lee Chin and Alex, too.

00:52:32.879,00:52:35.879

Hoa Ta: Thank you very much you guys. It

00:52:38.437,00:52:41.437

Fahad Malik: thanks

00:52:41.994,00:52:44.994

Shirley Cheong: We are hanging back for a bit to finish our beer, stay on if you like!

00:52:42.527,00:52:45.527

Harun Riaz: Thank you once again for today's sessions.

00:52:42.612,00:52:45.612

Hoa Ta: It's been a very interesting session

00:52:49.345,00:52:52.345

Ke Ye: Thank you :)

00:52:49.860,00:52:52.860

Raven L: Thank you as usual for the informative session!