

JANUARY 15-17, 2013 ↗ THE HILTON NEW YORK ↗ NEW YORK, NY

DIGITAL BOOK WORLD

THE PROGRAM

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CONFERENCE + EXPO

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ongoing efforts
our Conference
members and advisors, our
media. My thanks to them all.

community. Opportunity abounds
optimists here among us will benefit.

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+ A Welcome from our Chairman and CEO

"A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty."

– Winston Churchill

Each January as we gather together for the **Digital Book World Conference + Expo**, annual wrap-ups and industry predictions for the year ahead are dominating our conversation. New technology, new competition, and new challenges: we can easily list the many ways our industry has and continues to evolve. In fact, by the time you read these words on paper – the industry will have changed, yet again.

But the mainstay of it all is opportunity. Opportunity abounds from all sectors in and out of our industry. No longer limited solely to print-on-paper vehicles to engage our audience, we continue to push the bounds of what is possible in the delivery of content. Admittedly we will make missteps and encounter difficulties on the road to innovation. That's to be expected and accepted as we continue to move ahead toward success.

Opportunity. Innovation. Success. By making the investment to spend these two days together you are seizing a golden opportunity to transform your business.

You will learn from some of the brightest minds in digital publishing strategies. You will learn about innovative new technology solutions that will help you increase your speed to market with the newest digital products. And you will learn how to transform your organization to compete and win in the new digital publishing environment.

Digital Book World Conference + Expo would not be possible without your attendance nor the ongoing efforts of **Mike Shatzkin**, our Chairperson and Conference Partner, **Michael Cader**, our Conference Co-Partner and **Publishers Lunch** founder, our **community council members** and **advisors**, our many **speakers, sponsors** and **exhibitors** and my team at **F+W Media**. My thanks to them all.

And thank you for being a part of the **Digital Book World** community. Opportunity abounds and the optimists here among us will benefit.

Best,



David Nussbaum • Chairman & CEO • F+W Media, Inc. • @dnussbaum

PUBLISHERS LAUNCH EVENTS

PublishersLaunch

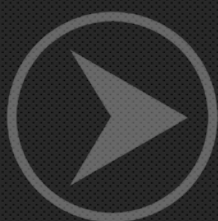
CONFERENCES

Tuesday, January 15

9AM - 5PM • MCGRAW - HILL AUDITORIUM

Children's Publishing Goes Digital
Presented by Publishers Launch Kids

MAKE PLANS TO PROFIT FROM DIGITAL PUBLISHING IN 2014.



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January 13-15, 2014
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Sheraton Hotel & Towers

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TUESDAY, JANUARY 15

9:00 AM – NOON

UNDERSTANDING AND MANAGING COPYRIGHT IN THE 21ST CENTURY

Michael Healy, Executive Director (Author and Publisher Relations), Copyright Clearance Center, Skott Klebe, Project Evangelist, Copyright Clearance Center, Glenn G. Pudelka, Senior Associate, Edwards Wildman Palmer LLP, Christopher Kenneally, Director, Business Development, Copyright Clearance Center

LINCOLN ROOM • As a publisher, it is essential for you to gain a working knowledge of the rights you own, the changing environment surrounding their licensing and use, and the risks and benefits of automation versus manual management. In this workshop, experts from Copyright Clearance Center—America's not-for-profit reproduction rights organization—will help you understand best practices for rights acquisition, licensing, and management.

DRIVING DISCOVERABILITY, ENGAGEMENT & SALES IN PUBLISHING

Murray Izenwasser, Strategy Practice Lead Founder, Biztegra

NEW YORK ROOM • Few industries face more marketing challenges than today's publishing industry. But while getting your product found, convincing browsers to purchase, and using all channels to drive discovery and revenue has become harder, the opportunities are also growing. In this workshop, you will learn the steps you need to take now to move the marketing needle from Discovery to Revenue to Loyalty, and create a marketing ecosystem that drives sales.

BEYOND BOOKS: NEW OPPORTUNITIES FOR GROWTH

Cynthia Cleveland, Partner, Broadthink, Nancy Cushing-Jones, Partner, Broadthink, Alison Norrington, Founder, storycentralDIGITAL

EAST ROOM • Understanding how to expand your brand into new worlds has never been more important than in the current digital landscape—especially for publishers. This workshop will focus on practical, real world examples from people who are successfully identifying and creating new revenue streams for book brands. You'll walk out of this workshop with information you can use immediately to increase your own bottom line.

1:30 PM – 4:30 PM

BUST A MOVE: THE NO-BS APPROACH TO BUILDING ENGAGED COMMUNITIES WITH SOCIAL MEDIA

Rebecca Joines Schinsky, Associate Editor & Community Manager, Book Riot & Eric Smith, Social Media and Marketing Coordinator, Quirk Books

LINCOLN ROOM • Learn more than just the basics of “you should have a Twitter and do some tweets” followed by “because.” There are real reasons why you should be actively engaged in social media, and in this workshop, you'll find out what they are. Seldom-discussed topics will include building the author online, determining and maintaining your brand's voice, visual sharing, book trailers, and much more.

HOW TO CREATE THE CONTENT YOUR AUDIENCE DESPERATELY WANTS, BUT DOESN'T KNOW TO ASK FOR

Dan Blank, Founder, We Grow Media

NEW YORK ROOM • In this workshop, you'll learn specific ways to understand exactly what your audience wants, and how to translate that knowledge into compelling content. Whether you are creating books, a product strategy, or content for marketing campaigns, you will walk away with a clear action plan focused on creating the content that your audience desperately wants, but didn't even know to ask for.

EBOOK PRODUCTION: COVERING ALL THE BASES

Joshua Tallent, Founder/CEO, eBook Architects, Colleen Cunningham, eBook Developer, F+W Media, India Amos, eBook Developer, F+W Media, Iris Febres, eBook Developer, F+W Media, Naomi Kennedy, Senior Digital Production Associate, Penguin Group USA

EAST ROOM • Let a panel of eBook production professionals walk you through the essential questions, processes, and information you need when developing and perfecting your ebook workflows and production plans. In this workshop, you will learn the differences between ePub and Kindle, Fixed and Reflowable, and more.

Workshop tickets are available for an additional fee, space permitting. Visit the registration desk on the fourth floor if you'd like to purchase a workshop.

Lunch is not provided on Tuesday; [click here for restaurant recommendations.](#)

WEDNESDAY, JANUARY 16

7:30am REGISTRATION OPENS, COFFEE, AND EXHIBITS

General Program | Grand Ballroom

8:30am	WELCOME AND OPENING REMARKS <i>David Nussbaum</i>
8:40am	AN INDUSTRY IN TRANSITION <i>Mike Shatzkin</i>
9:00am	PUBLISHING INDUSTRY FORECAST: RESULTS OF THE 2012 PUBLISHING EXECUTIVE SURVEY <i>James McQuivey</i>
9:10am	A CEO'S VIEW OF THE FUTURE REDUX: LESSONS LEARNED, FUTURE FORECASTS <i>Moderated by David Nussbaum with Marcus Leaver, Karen Lotz, and Gary Gentel</i>
9:55am	KEYNOTE WHAT PUBLISHERS CAN LEARN FROM PRESIDENT OBAMA'S 2012 CAMPAIGN <i>Teddy Goff</i>
10:10am	MORNING BREAK AND EXHIBITS
10:40am	EBOOK PRICING: STATE OF PLAY AND ANALYSIS <i>Dan Lubart & Jeremy Greenfield</i>
11:00am	COMPETING WITH FREE: HOW PIRACY IMPACTS SALES AND STRATEGIES TO FIGHT IT <i>Michael D. Smith</i>
11:20am	EXPLAINING XML <i>Robert Oeste</i>
11:35am	INVESTING IN THE PUBLISHING INDUSTRY <i>Brian Napack in conversation with Michael Cader</i>
12:00pm	EXHIBIT HALL AND LUNCH (BOXED LUNCH PROVIDED; FOR OTHER DINING CHOICES, SEE PAGE 26)
12:00pm	+ PUBLISHING INNOVATION AWARDS (ADDITIONAL FEE REQUIRED, SPACE PERMITTING) IN TRIANON BALLROOM

Case Studies | Beekman

10:10-10:40	HCL AMERICA: LEARN HOW HCL IS ENABLING DIGITAL PUBLISHING TRANSFORMATION FOR LARGE GLOBAL PUBLISHING CONGLOMERATES
12:00pm-12:30pm	INNODATA: LEARN HOW FROMMER'S TRANSITIONED FROM PRINT BOOKS TO HTML5 EBOOKS
12:30pm-1:00pm	DATAMATICS: UTILIZING THE FULL POTENTIAL OF EPUB FEATURE SET
1:00pm-1:30pm	INGRAM: BUILDING DIGITAL CONTENT WITH EPUB: GET THERE EASIER AND FASTER

Breakout Sessions (Panel discussions unless otherwise indicated)

	Sutton North	Sutton Center	Sutton South	Murray Hill	Grand Ballroom
1:30pm – 2:20pm	SALES ACROSS BORDERS – EXPORT: PRINT AND DIGITAL SALES ABROAD <i>Sponsored by the AAP</i> <i>Chitra Bopardikar, Cyrus Kheradi, Kelly Gallagher</i> <i>Moderated by Dan Vidra</i>	PUBLISHING MEETS HOLLYWOOD <i>Brendan Deneen, Peter Harris, Mindy Stockfield</i> <i>Moderated by Swanna MacNair</i>	THE ABC'S OF KIDS & EBOOKS: NEW DATA AND RESEARCH ON THE CHILDREN'S BOOK MARKET <i>Alison Bryant</i>	NEW TOOLS & TECHNOLOGIES FOR SMALL TO MID-SIZED PUBLISHERS <i>Michael Covington, Andrea Fleck-Nisbet, Bonnie Russell</i> <i>Moderated by Doug Lessing</i>	
2:30pm – 3:20pm	THE GAMIFICATION OF CHILDREN'S BOOKS <i>Eric Huang, Brian Burke, Lyle Underkoffler, Kate Wilson</i> <i>Moderated by Jeremy Greenfield</i>	SALES ACROSS BORDERS – IMPORT: OFFSHORE AND FOREIGN-LANGUAGE TITLES READING THE US MARKET <i>Tina Pohlman, Marion König, Jaime de Pablos</i> <i>Moderated by Patricia Arancibia</i>	EVOLVING STANDARDS AND FORMATS: THE COSTS AND BENEFITS OF EPUB3 ADOPTION <i>John Prabhu, Peter Balis, Samantha Cohen</i> <i>Moderated by Bill McCoy</i>	THE NEW PUBLISHING IT DEPARTMENT: CHANGING ROLES AND RESPONSIBILITIES IN THE BIG HOUSES <i>Michael McGinnis, Rajiv Paul, Jay Chakrapani</i> <i>Moderated by Ted Hill</i>	DRIVING INNOVATION IN PUBLISHING <i>Dominique Raccach & Michael Cader</i> <i>Moderated by Rick Joyce</i>
3:30pm	AFTERNOON COFFEE BREAK AND EXHIBITS				
4:00pm – 4:50pm	CHILDREN'S CONTENT IN CONTEXT: BUILDING PLATFORMS THAT KEEP KIDS COMING BACK FOR MORE <i>Deborah Forte, Asra Rasheed, Rick Richter, Christian Dorffer</i> <i>Moderated by Lorraine Shanley</i>	FUTURE OF ILLUSTRATED BOOKS <i>Marcus Leaver, John Donatich, Michael Jacobs, JP Leventhal</i> <i>Moderated by David Wilk</i>	GETTING YOUR METADATA RIGHT <i>Conversation with Robert Oeste</i>	CLEARING THE PATH: ELIMINATING OBSTACLES TO GLOBAL EBOOK SALES <i>Nathan Maharaj and Ashleigh Gardner, Joseph Mangan, Brian DeFiore</i> <i>Moderated by Christopher Kenneally</i>	DIGITAL MARKETING AND THE OBAMA CAMPAIGN <i>Presentation and Q&A with Teddy Goff</i>
5:00pm	COCKTAIL RECEPTION <i>Located in the Exhibit Hall</i>				

THURSDAY, JANUARY 17

AGENDA

7:30am	REGISTRATION OPENS, COFFEE, AND EXHIBITS			
General Program Grand Ballroom				
8:30am	WELCOME Mike Shatzkin			
8:40am	THE AUTHORS' VIEW OF THE INDUSTRY Phil Sexton			
9:00am	CASE STUDY: SELF-PUBLISHED AUTHOR Hugh Howey & Kristin Nelson in conversation with Mike Shatzkin			
9:15am	STRADDLING THE MODELS: AUTHORS CHOOSING TO BOTH SELF - AND TRADITIONALLY PUBLISH Kristin Nelson, Jay Mandel, Steve Axelrod, Jane Dystel Moderated by Laura Hazard Owen			
9:45am	GETTING IN THE GAME: KOBO'S EFFORTS TO HELP INDIES AROUND THE WORLD REACH THE EBOOK MARKETPLACE Michael Tamblyn			
10:00am	MORNING BREAK AND EXHIBITS			
10:30am	CHALLENGES TO BOOK DISCOVERY Peter Hildick-Smith			
10:50am	SELL EVERYTHING EVERY WAY: BARNES & NOBLE ON BOOK, EBOOK, AND DEVICE SELLING IN THE DIGITAL AGE Jim Hilt			
11:05am	CONSUMER ATTITUDES & TRENDS: A LOOK AT BOOK AND EBOOK CONSUMER BUYING BEHAVIORS TODAY Sharon Lubrano & Len Vlahos			
11:25am	LOOKING BACK/LOOKING FORWARD Moderated by Michael Cader & Mike Shatzkin, with Chantal Restivo-Alessi, Simon Lipskar, Rebecca Smart			
12:00pm	EXHIBIT HALL AND LUNCH (BOXED LUNCH PROVIDED; SEE PAGE 26 FOR MORE OPTIONS)			
Case Studies Nassau				
10:00am-10:30am	ROSETTA BOOKS: HOW WE INCREASED REVENUES AND ADDED TITLES BY COMBATING PIRACY			
12:00pm-12:30pm	BAKER & TAYLOR: HOW THE WORLD'S LARGEST DISTRIBUTOR OF PHYSICAL AND DIGITAL CONTENT IS SHAPING AND DELIVERING THE FUTURE			
12:30pm-1:00pm	SPI GLOBAL: DISTRIBUTE YOUR CONTENT ACROSS APPS			
1:00pm-1:30pm	APTARA: YOUR INTERACTIVE EBOOK OPTIONS IN 30 MINUTES			
Breakout Sessions (Panel discussions unless otherwise indicated)				
	Gramercy West	Regents	Murray Hill	Gramercy East
1:30pm – 2:20pm	THE EVOLVING AUTHOR-PUBLISHER RELATIONSHIP: HOW PUBLISHERS ARE POWERING—AND EMPOWERING—AUTHORS TODAY Carolyn Pittis, Nina von Moltke, Jennfer Weltz Moderated by Peter McCarthy	CLOSING THE NEW BOOK DISCOVERY GAP Patrick Brown, Matt Baldacci, Angela Tribelli Moderated by Peter Hildick-Smith	NEW BUSINESS MODEL EXPERIMENTATION Evan Ratliff, Brendan Cahill, Todd McGarity, Chris Bauerle Moderated by Jack Perry	DEVELOPING AN AGILE PUBLISHING MODEL David Houle, Stephanie Bowen, Dominique Raccach Introduction by Mike Shatzkin
2:30pm – 3:20pm	GOING DIRECT: BEST PRACTICES FOR DIRECT-TO-CONSUMER SALES AND MARKETING Pamela Spengler-Jaffee, Eric Zimmerman, Lucas Hilbert, Suzie Sisoler Moderated by Peter Turner	THE CHANGING ROLE OF EDITORS Katie Adams, Rachel Griffiths, Ben Sevier, Peter Ginna Moderated by Mary Ann Naples	CHANGING RETAIL MARKETPLACE Jeanne Emanuel, Bob Nelson, Page Edmunds Moderated by Michael Cairns	MAKING CONTENT SEARCHABLE, FINDABLE, AND SHAREABLE: TOOLS AND BEST PRACTICES TO IMPROVE DISCOVERABILITY Matt MacInnis, Linda Holliday, Patricia Payton, Gary Price Moderated by Neal Goff
3:30pm	AFTERNOON COFFEE BREAK AND EXHIBITS			
4:00pm – 4:50pm	LIBRARIES: MORE IMPORTANT THAN EVER FOR DISCOVERY Stephanie Anderson, Skip Dye, Heather McCormack, George Coe Moderated by Barbara Genco	CROSS-PLATFORM CHALLENGES AND OPPORTUNITIES: THE COMMERCIAL AND TECHNICAL REALITIES OF DELIVERING CONTENT TO NEW CHANNELS Sanjay Tangri, Matt MacInnis, Dave Cramer, Peter Balis Moderated by Bill Kasdorf	AUDIENCE-CENTRIC PUBLISHING: PUBLISHERS DEVELOPING VERTICAL SALES CHANNELS AND NEW MONETIZATION OPPORTUNITIES Sara Domville, Brice Gosnell, Rebecca Smart, Brent Lewis Moderated by Jess Johns	



The Publishing Innovation Awards, sponsored by SONY, and AllZoneDigital, honor the most innovative ebooks, enhanced ebooks, and book apps in 14 categories. It is the mission of the PIAs to recognize high quality publishers/authors, encourage new thinking, and improve the reading experience in the digital age. Seating is limited, so reserve your seat today.

WEDNESDAY, JANUARY 16

general program

8:30 AM • WELCOME AND OPENING REMARKS

David Nussbaum, Chairman & CEO
F+W Media, Inc.

David Nussbaum kicks off the fourth annual Digital Book World Conference + Expo.

8:40 AM • AN INDUSTRY IN TRANSITION

Mike Shatzkin, Founder & CEO, The Idea Logical Company

Digital Book World Conference Chair Mike Shatzkin shares his view of the book publishing industry in 2013—how far the book business has come in the digital transition, the market conditions and circumstances driving change, and what publishers can expect in the coming year.

9:00 AM • PUBLISHING INDUSTRY FORECAST: RESULTS OF THE 2012 PUBLISHING EXECUTIVE SURVEY

James McQuivey, VP, Principal Analyst, Forrester Research

James McQuivey returns to the DBW stage to present the annual Forrester Research survey of publishing executives about their view of the pace of industry change.

PANEL 9:10 AM • A CEO'S VIEW OF THE FUTURE REDUX: LESSONS LEARNED, FUTURE FORECASTS

Marcus Leaver, CEO, The Quarto Group, Inc. Karen Lotz, President & Publisher, Candlewick Press Gary Gentel, President, Houghton Mifflin Harcourt Moderated by David Nussbaum, Chairman & CEO, F+W Media, Inc.

Industry experts join David Nussbaum to discuss where the industry is headed and how they are working to prepare their companies for the future.

KEYNOTE 9:55 AM • WHAT PUBLISHERS CAN LEARN FROM PRESIDENT OBAMA'S 2012 CAMPAIGN

Teddy Goff, Digital Director, Obama for America The social media and marketing strategies used by the Obama campaign under Teddy Goff's direction have been credited by many as the key factor in the President's re-election. Sharing best practices from the President's digital media marketing campaign, Goff's keynote presentation addresses micro-targeting and social media marketing that can be utilized by publishers to increase awareness of and ultimately sell their content.

10:10 AM • MORNING BREAK • EXHIBIT HALL OPEN

10:40 AM • EBOOK PRICING: STATE OF PLAY AND ANALYSIS

Jeremy Greenfield, Editorial Director, Digital Book World, Dan Lubart, Principal, IoByte Solutions Jeremy Greenfield of DBW and Dan Lubart of IoByte Solutions examine the ebook bestseller list for insight into how the settlement of the Department of Justice lawsuit by three major publishers—and the resulting relaxation of price controls—has affected sales, and what this means for the future.

11:00 AM • COMPETING WITH FREE: HOW PIRACY IMPACTS SALES AND STRATEGIES TO FIGHT IT

Michael D. Smith, Professor of Information Technology and Marketing, Carnegie Mellon University Michael D. Smith, co-director of CMU's new Initiative for Digital Entertainment Analytics (IDEA) research center, specializes in using real-world data to measure the commercial impact of piracy and anti-piracy regulation on sales of intellectual property. He reveals improved digital marketing strategies and anti-piracy interventions that can help you compete with "free" pirated content.

11:20 AM • EXPLAINING XML: WHAT IT IS, HOW IT WORKS AND WHAT YOU NEED TO KNOW ABOUT IT

Dr. Robert Oeste, Senior Programmer & Analyst, The Johns Hopkins University Press Robert Oeste offers quite simply the most cogent and entertaining explanation of XML we've ever seen. Whatever your connection to the publishing industry, you will benefit from hearing Oeste give meaning to the three-letter acronym which is, until you've heard him, still much more widely used than understood.

11:35 AM • INVESTING IN THE PUBLISHING INDUSTRY

Brian Napack, Senior Advisor, Providence Equity Partners, Michael Cader, Founder, Publishers Marketplace Brian Napack of media investment giant Providence Equity Partners believes that book publishing is an attractive asset class for investors now. In this session, Napack and Michael Cader discuss how investors look at publishers and where this new era of acquisition—by publishing conglomerates, private equity, tech companies, and public investors—might lead.

NOON • LUNCH • EXHIBIT HALL OPEN

PUBLISHING INNOVATION AWARDS LUNCHEON (ADDITIONAL FEE REQUIRED; SPACE PERMITTING) LOCATED IN THE TRIANON BALLROOM

breakout sessions

1:30 PM • THE ABC'S OF KIDS AND EBOOKS: NEW DATA AND RESEARCH ON THE CHILDREN'S BOOK MARKET

Alison Bryant, Ph.D, Founder & President, PlayScience Alison Bryant, Ph.D presents results from PlayScience's research, including never-before-released data on habits, attitudes and preferences that will help you make savvy development and marketing decisions: exactly how many kids are reading digital ebooks, how much time they spend e-reading on the various devices, how much kids and parents are willing to pay for ebooks, and more.

PANEL 1:30 PM • PUBLISHING MEETS HOLLYWOOD

Brendan Deneen, Editor, Thomas Dunne Books / Macmillan Films, Peter Harris, Director, Penguin Development Group, Mindy Stockfield, VP of Digital Media, Hyperion Books, Moderated by Swanna MacNair, Founder, Creative Conduit How can you harness the discoverability prowess of Hollywood? Find out as this panel of publishers, all of whom have initiatives centered on partnerships with Hollywood, join Swanna MacNair, a former agent who has organized a new venture specifically to help players from what have been two very distinct media industries join forces.

PANEL 1:30 PM • NEW TOOLS AND TECHNOLOGIES FOR SMALL TO MID-SIZED PUBLISHERS

Michael Covington, Director of Digital Content, David C Cook, Bonnie Russell, Technical Project Manager, Wayne State University Press, Andrea Fleck-Nisbet, Executive Director, Digital Publishing, Workman Publishing, Moderated by Doug Lessing, President, Firebrand Technologies Find out why and when to change your existing IT workflow. This panel discusses the challenges and opportunities of transitioning to new tools and software—including best practices in choosing and working with the right partner, training staff, and integrating with legacy systems.

SESSIONS

PANEL 2:30 PM • SALES ACROSS BORDERS – EXPORT: PRINT AND DIGITAL SALES ABROAD

Presented by AAP's International Sales Committee: Chitra Bopardikar, VP International Sales, Perseus Book Group Worldwide, Cyrus Kheradi, SVP - International Sales, Marketing and East Asia Business Development, Random House, Kelly Gallagher, VP, Content Acquisition Ingram, Moderated by Dan Vidra, VP Americas, txtr Sales executives from leading publishers and distributors discuss how they are taking advantage of new sales channels to bring their books to the widest possible audience: what they are seeing in the print and ebook markets, how markets are evolving, what types of titles sell best, and how publishers should be thinking about and managing sales abroad.

PANEL 2:30 PM • THE GAMIFICATION OF CHILDREN'S BOOKS

Brian Burke, President, Smashing Ideas, Eric Huang, Publishing Director Media & Entertainment, Penguin Group, Editorial Director, Digital Book World, Lyle Underkoffler, VP, Digital Media, Disney Publishing Worldwide, Kate Wilson, Managing Director, NosyCrow, Moderated by Jeremy Greenfield A panel of publishers join a gaming expert who is not currently a publisher to discuss how “gamifying” books makes them better digital products, and how publishers can acquire or engage the skills necessary to execute on the opportunity.

PANEL 2:30 PM • EVOLVING STANDARDS AND FORMATS: THE COSTS AND BENEFITS OF EPUB 3 AND HTML5 ADOPTION

Peter Balis, Director, Digital Business Development, Wiley Samantha Cohen, Director of Digital Content Development, Simon & Schuster John Prabhu, VP, Solutions Architect, SPi Global Moderated by Bill McCoy, Executive Director, IDPF The evolving standards of EPUB 3 and HTML5 promise a world of new capabilities for publishers. This panel takes a deep look at the motivations for early adoption of EPUB 3 and HTML5—layout and design enhancement, fixed-layout options, enhanced ebooks, global language support, and accessibility improvements—and considers where and when they really matter.

PANEL 2:30 PM • THE NEW PUBLISHING IT DEPARTMENT: CHANGING ROLES AND RESPONSIBILITIES IN THE BIG HOUSES

Michael McGinnis, SVP of Digital Technology Services, HarperCollins Publishers, Jay Chakrapani, General Manager, Digital, McGraw-Hill, Rajiv Paul, Head, Content Technology Solutions, Aptara Moderated by Ted Hill, President, THA Consulting IT professionals from leading publishing companies discuss the changing role of the

publishing IT department and the future for publishing technology. They examine the growth of distributed workforces, outsourcing, and cloud-based technologies, and explore the particular issues publishing IT faces as content and workflows become increasingly digital.

PANEL 2:30 PM • SALES ACROSS BORDERS – IMPORT: OFFSHORE AND FOREIGN-LANGUAGE TITLES READING THE US MARKET

Tina Pohlman, Publisher, Open Road Integrated Media Marion König, International Sales Manager, E-Publishing, Bastei Entertainment, Bastei Lübbe Jaime de Pablos, Director, Vintage Español Moderated by Patricia Arancibia, Editorial Director, International Digital Content, Barnes and Noble B&N has been the pioneering retailer aggregating titles from offshore, and they have seen their efforts joined more recently by Amazon and Kobo as well. This panel discusses the growth of sales for non-American and often non-English-language titles in the American ebook marketplace.

PANEL 2:30 PM • DRIVING INNOVATION IN PUBLISHING

Dominique Raccah, CEO and Publisher, Sourcebooks Michael Cader, Founder, Publishers Marketplace Moderated by Rick Joyce, Chief Marketing Officer, Perseus Book Group Should publishers rely on start-ups and other industry outsiders to invent/reinvent the industry? Or should publishers be the creators, and if so, do they have what it takes to succeed? This panel representing a range of viewpoints from publishing, startups, and silicon valley discusses how the “New New Thing” in books is being sought and who should lead the coming revolution.

3:30 PM • AFTERNOON BREAK • EXHIBIT HALL OPEN

PANEL 4:00 PM • CHILDREN'S CONTENT IN CONTEXT: BUILDING PLATFORMS THAT KEEP KIDS COMING BACK FOR MORE

Deborah Forte, President, Scholastic Media Asra Rasheed, CEO, R.R.Kidz, Christian Dorffer, Co-Founder and Chief Commercial Officer, Mindshapes LTD., Rick Richter, CEO, Ruckus Media Group Moderated by Lorraine Shanley, President, Market Partners International This panel discusses the wide variety of ways to put useful functionality into kids' platforms: to teach them to read, to provide greater parental or teacher control, to teach the content itself or other topics or skills. The group also explores the level of customization and gatekeeping required to accomplish these goals.

4:00 PM • DIGITAL MARKETING AND THE OBAMA CAMPAIGN

Presentation and Q&A with Teddy Goff Get a detailed look at the techniques Teddy Goff and his team used to raise over \$690 million, register more than a million voters online, build Facebook and Twitter followings of more than 45 and 33 million people respectively, and much more—and find out how the lessons learned by the Obama campaign can help you increase discoverability and sell content.

PANEL 4:00 PM • THE FUTURE OF ILLUSTRATED BOOKS

John Donatich, Director, Yale University Press Marcus Leaver, CEO, The Quarto Group, Inc. Michael Jacobs, President & CEO, Abrams JP Leventhal, Publisher, Black Dog & Leventhal Publishers Moderated by David Wilk, Owner, Booktrix While more consumers now own devices that can handle digital illustrated book content in all its varied forms, physical shelf space on which illustrated books are sold continues to shrink. This panel discusses whether—and how—illustrated book publishers can deliver an experience that consumers will embrace.

4:00 PM • GETTING YOUR METADATA RIGHT

Dr. Robert Oeste, Senior Programmer & Analyst, The Johns Hopkins University Press Metadata powers search and browsing, ensures that virtual checkout counters send the correct books to customers, and determines where and how your books are found and purchased online. Dr. Bob Oeste of the Johns Hopkins University Press explains the barriers to and benefits of consistent metadata standards and a high-quality metadata value chain.

PANEL 4:00 PM • CLEARING THE PATH: ELIMINATING OBSTACLES TO GLOBAL EBOOK SALES

Brian DeFiore, Founder, DiFiore & Company Joseph Mangan, Chief Operating Officer, Perseus Books Group Nathan Maharaj, Director, Merchandising, Kobo Ashleigh Gardner, Director, Content Management, Kobo Moderated by Christopher Kenneally, Director, Business Development, Copyright Clearance Center Nathan Maharaj and Ashleigh Gardner of Kobo explain the issues—including rights holes, bad metadata, and incomplete pricing practices—that prevent ebooks from being sold globally. Then, a panel including an agent and publisher/distributors that sell with both the agency and wholesale models respond with their own solutions to the problems Kobo describes.

THURSDAY, JANUARY 17

general program

8:30 AM • WELCOME

Mike Shatzkin, Digital Book World Conference Chair

8:40 AM • THE AUTHORS' VIEW OF THE INDUSTRY

Phil Sexton, Publisher and Community Leader, *Writer's Digest*, F+W Media, Inc
Digital Book World and *Writer's Digest* have partnered to survey thousands of published, self-published and aspiring authors to figure out what they want out of publishers, self-publishing services, agents, booksellers and the entire publishing ecosystem—and why.

PANEL 9:00 AM • CASE STUDY:

SELF-PUBLISHED AUTHOR

Hugh Howey, Author, *WOOL*
Mike Shatzkin, Founder & CEO, *The Idea Logical Company*
Kristin Nelson, Agent, *Nelson Literary Agency*
In a Q&A with DBW Conference Chair Mike Shatzkin, Hugh Howey, author of the self-published sensation *WOOL*, and his agent Kristin Nelson will explain how *WOOL* happened, why it has not been sold to a publisher, and how they see publishers fitting, or not, into Howey's future publishing plans.

9:15 AM • STRADDLING THE MODELS: AUTHORS CHOOSING TO BOTH SELF - AND TRADITIONALLY PUBLISH

Jane Dystel, President, *Dystel & Goderich Literary Management*, Kristin Nelson, Agent, *Nelson Literary Agency*, Steven Axelrod, Agent, *Axelrod Agency*, Jay Mandel, Agent, *William Morris Endeavor*
Moderated by Laura Hazard Owen, Staff Writer, *GigaOM*
An increasing number of established authors are simultaneously working with traditional publishers while also issuing some titles directly. Many literary agencies have expanded their scope to service their authors' self-publishing needs. This panel of agents will discuss what the new set of choices means for authors, for publishers, and for the negotiations agents conduct with them.

9:45 AM • GETTING IN THE GAME: KOBO'S EFFORTS TO HELP INDIES AROUND THE WORLD REACH THE EBOOK MARKETPLACE

Michael Tamblyn, Chief Content Officer, *Kobo Inc.*
Michael Tamblyn discusses the four markets where Kobo is working with independents to sell ereaders and ebooks and shares what they've learned about the different ways indies are approaching

digital reading. Tamblyn also offers some preliminary data, including the first report on their efforts with the ABA, on how indies are faring selling Kobo readers and content.

10:00 AM • MORNING BREAK • EXHIBIT HALL OPEN

10:30 AM • CHALLENGES TO BOOK DISCOVERY

Peter Hildick-Smith, Founder & CEO, *Codex Group*
Peter Hildick-Smith of *Codex Group* discusses publishers' attempts to substitute metadata and social network marketing for bookstore discovery, offers his analysis about how well those solutions have worked, and spells out how he thinks book purchasing habits might change in the future as a result of the change in the book retailing marketplace.

10:50 AM • SELLING EVERYTHING EVERY WAY: BARNES & NOBLE ON BOOK, EBOOK, AND DEVICE SELLING IN THE DIGITAL AGE

Jim Hilt, VP of eBooks, *Barnes & Noble*
Barnes & Noble occupies a unique position in the bookselling landscape as the only US entity that sells books, ebooks, and devices and that operates both online and in stores. Jim Hilt draws on the company's experience and data to help publishers understand this new, multi-faceted and rapidly-changing marketplace.

11:05 AM • CONSUMER ATTITUDES AND TRENDS: A LOOK AT BOOK AND EBOOK CONSUMER BUYING BEHAVIORS TODAY

Sharon Lubrano, General Manager and VP, *Bowker*
Len Vlahos, Executive Director, *BISG*
Bowker and the *Book Industry Study Group* examine complementary aspects of book consumer activities, purchasing habits, and trends. Sharon Lubrano of *Bowker* shares data from their ongoing monthly *Books and Consumers™* panel of readers, after which Len Vlahos of *BISG* offers more in-depth probing of ebook readers' attitudes and buying behaviors.

PANEL 11:25 AM • LOOKING BACK/LOOKING FORWARD

Chantal Restivo-Alessi, Chief Digital Officer, *HarperCollins Publishers*, Simon Lipskar, President, *Writers House*, Rebecca Smart, CEO, *Osprey Group*
Moderated by Michael Cader, *Publishers Lunch*, Mike Shatzkin, Founder & CEO, *The Idea Logical Company*
Each year at Digital Book World, our main stage activity concludes with a panel moderated by our Publishers Launch partners, conference chair Mike Shatzkin

and Publishers Lunch creator Michael Cader, along with a panel of experts. Together, they assess the digitally-driven developments in trade publishing over the preceding year and trying to forecast what to expect in the year to come.

12:00 PM • LUNCH • EXHIBIT HALL OPEN

breakout sessions

PANEL 1:30 PM • CLOSING THE NEW BOOK DISCOVERY GAP

Patrick Brown, Community Manager, *Goodreads*
Matt Baldacci, VP, Associate Publisher, *St. Martin's Press*, Angela Tribelli, Chief Marketing Officer, *HarperCollins Publishers*
Moderated by Peter Hildick-Smith, Founder & CEO, *Codex Group*

Codex Group head Peter Hildick-Smith joins publisher-marketers and Patrick Brown of fast-growing book social network *GoodReads* to discuss how—as retail display space for books continues to decline—consumers discover new books outside the top of the bestseller lists, and what publishers and authors can do to bring attention to their titles.

1:30 PM • DEVELOPING AN AGILE PUBLISHING MODEL

David Houle, Author and Futurist, *Evolution Shift*
Stephanie Bowen, Editor, *Sourcebooks*, Dominique Raccah, CEO and Publisher, *Sourcebooks*
David Houle has been developing his new book for *Sourcebooks* under an “agile publishing model”: writing chunks of the book and getting feedback from his audience on what he's written, and then revising and extending his remarks in response. In this session, Houle and editor Stephanie Bowen of *Sourcebooks* explain how the model has worked, how it affected the book's development, and how it enhanced marketing.

PANEL 1:30 PM • THE EVOLVING AUTHOR-PUBLISHER RELATIONSHIP: HOW PUBLISHERS ARE POWERING—AND EMPOWERING—AUTHORS TODAY

Carolyn Pittis, SVP, Publishing Transformation, *HarperCollins Publishers*, Nina Von Moltke, SVP, Digital Publishing Development, *Random House*, Jennifer Weltz, VP, Jean V. Naggar, *Literary Agency, Inc*
Moderated by Peter McCarthy, Founder, *McCarthy Digital*
Publishers are fully aware that authors have more choices than ever before. Peter McCarthy, experienced as a digital

SESSIONS

marketing executive at Random House and Penguin, moderates this panel that discusses how author education and author services are coming together at many publishing houses, creating a new paradigm for the author-publisher relationship.

PANEL 1:30 PM • NEW BUSINESS MODEL EXPERIMENTATION

Chris Bauerle, Director of Sales & Marketing, Sourcebooks, Brendan Cahill, Co-Founder, Storyville, Todd McGarity, VP, Distribution Sales & Services, Hachette Book Group, Evan Ratliff, Co-founder, Editor & CEO, Atavist, Jack Perry, Owner, 38enso

The publisher's business model used to be simple and consistent: acquire intellectual property, turn it into books, and then sell the books—primarily through retailers—at a profit. But life isn't that simple anymore. A panel of publishers discusses the new models they've developed to address this challenge.

PANEL 2:30 PM • GOING DIRECT: BEST PRACTICES FOR DIRECT-TO-CONSUMER SALES AND MARKETING

Lucas Hilbert, VP, eCommerce, F+W Media, Inc. Pamela Spengler-Jaffee, Senior Director of Publicity, Avon Books & Harper Voyager, Suzie Sisoler, Director of Consumer Engagement, Penguin Group (USA) Eric Zimmerman, Founder Atlas Labs, Inc. Courier Corporation, Moderated by Peter Turner, Founder, Ampersand Marketing and Publishing Services

Peter Turner moderates a panel of publishers to discuss the best practices of converting leads or prospects into long-term users or customers; the role of niche marketing in driving user/customer acquisition; the pros and cons of selling direct in addition to marketing direct; and the role of direct-to-consumer sales in the future of publishing.

PANEL 2:30 PM • THE CHANGING ROLE OF EDITORS

Katie Adams, Editor, Liveright, Rachel Griffiths, Editor, Scholastic, Ben Sevier, Editor in Chief, Dutton Peter Ginna, Publisher & Editorial Director, Bloomsbury Press, Moderated by Mary Ann Naples, Chief of Business Development, Zola Books

Editors still have to find great books, get them signed, nurture them to completion, and then place them skillfully into the hands of their colleagues to reach their markets. But in the digital age, that's not all. A panel of editors discusses how their jobs have changed and what they see coming in the future.

PANEL 2:30 PM • THE CHANGING RETAIL MARKETPLACE: NEW OPPORTUNITIES FOR PRINT BOOK SALES AND THE GROWTH OF NON-TRADITIONAL ACCOUNTS

Jeanne Emmanuel, VP, Gift/Special Sales, Perseus Books Group, Bob Nelson, President, Digital Group, Baker & Taylor, Page Edmunds, Associate Publisher, Workman Publishing, Moderated by Michael Cairns, Managing Partner, Information Media Partners

Bookstore shelf space is diminishing, but bookstores aren't the only retail locations for books. This panel of publishers and distributors discusses the "special sales" channels at retail, locations that have historically been secondary to bookstores in publishers' eyes but which are becoming increasingly important to them all.

PANEL 2:30 PM • MAKING CONTENT SEARCHABLE, FINDABLE, AND SHAREABLE: TOOLS AND BEST PRACTICES TO IMPROVE DISCOVERABILITY

Matt MacInnis, CEO, Inkling, Linda Holliday, CEO, Semi-Linear, Patricia Payton, Senior Director, Publisher Relations and Content Development, RR Bowker, Gary Price, Co-founder & Editor, Library Journals, INFOdock.com, FullTextReports.com Moderated by Neal Goff, President, Egremont Associates, LLC

This is a forward-thinking discussion that no publisher concerned about having their books found and bought in a bookstore-challenged world can afford to miss. Google joins three companies with new and different propositions to address the issue of discoverability without bookstores.

3:30 PM • AFTERNOON BREAK

EXHIBIT HALL OPEN

PANEL 4:00 PM • LIBRARIES: MORE IMPORTANT THAN EVER FOR DISCOVERY

Stephanie Anderson, Head of Reader's Advisory, Darien Library, Skip Dye, VP, Director, Library and Academic Sales & Marketing, Random House, George Coe, President of Library & Education, Baker & Taylor, Heather McCormack, Collection Development Manager, 3M Cloud Library, Moderated by Barbara A. Genco, Manager, Special Projects, Library Journal

Library Journal presents data demonstrating that libraries compensate for a lot of the discovery capability being lost through closing bookstores. Then they join a panel including a librarian, library distributors, and a publisher to talk about how publishers should view libraries in a time of disappearing bookstore shelf space.

PANEL 4:00 PM • AUDIENCE-CENTRIC PUBLISHING: PUBLISHERS DEVELOPING VERTICAL SALES CHANNELS AND NEW MONETIZATION OPPORTUNITIES

Sara Domville, President, F+W Media, Inc. Brice Gosnell, Vice President of Publishing, Lonely Planet Brent Lewis, EVP, Digital, Harlequin, Rebecca Smart, CEO, Osprey Group, Moderated by Jess Johns, Director of Operations, The Idea Logical Company

Publishers are increasingly recognizing the virtues of audience-centric publishing (sometimes called "vertical" publishing). This panel features vertical publishers talking about how to gather audiences and monetize them in ways that go beyond selling them books, or even selling them content.

PANEL 4:00 PM • CROSS-PLATFORM CHALLENGES AND OPPORTUNITIES: THE COMMERCIAL AND TECHNICAL REALITIES OF DELIVERING CONTENT TO NEW CHANNELS

Sanjay Tangri, VP, Sales Operations, Innodata Inc. Matt MacInnis, CEO, Inkling, Dave Cramer, Content Workflow Specialist, Hachette Book Group, Peter Balis, Director, Digital Business Development, Wiley Moderated by Bill Kasdorf, VP, Apex Content Solutions

This panel is designed to help publishers make strategic decisions about developing content to distribute it effectively to the broadest range of possible channels. Panel members discuss the opportunities and hurdles for enhanced content, mobile platforms, and subscription offers, and consider when a publisher might want to create its own direct-sales platform.



Many thanks to the expert speakers who have agreed to share their insights at Digital Book World.

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Head of Readers' Advisory,
Darien Library

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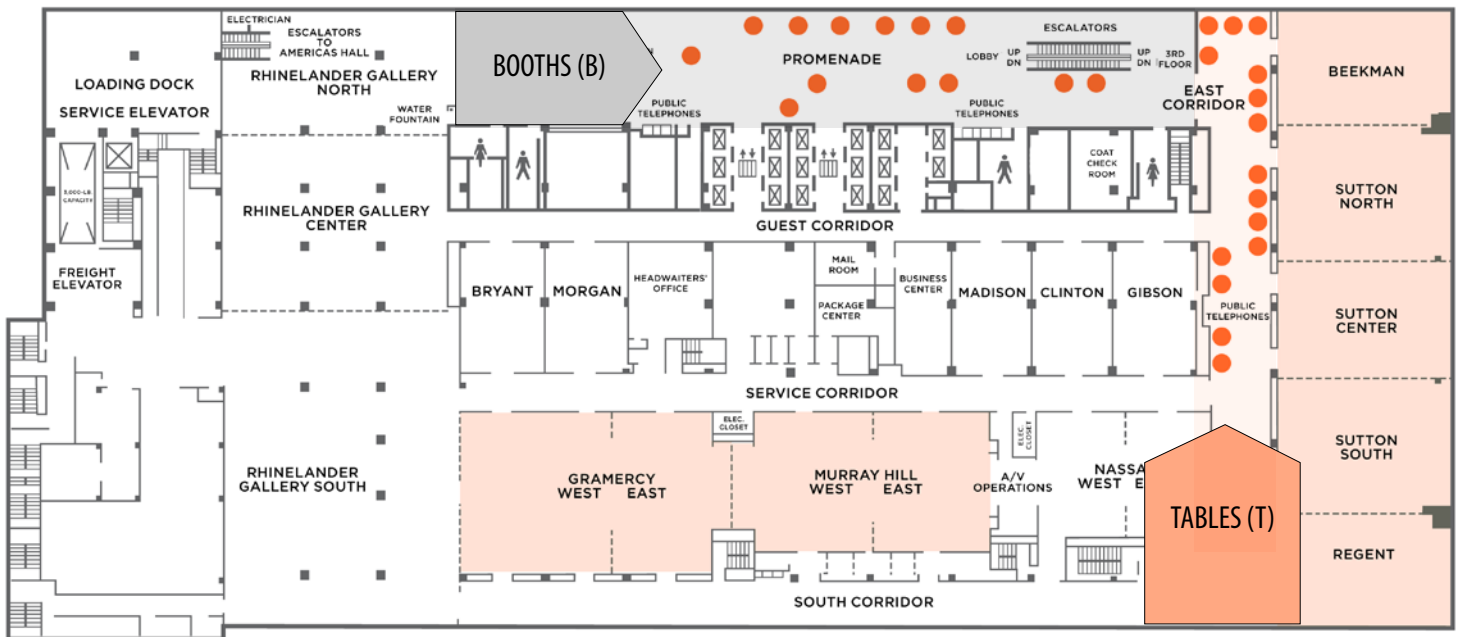
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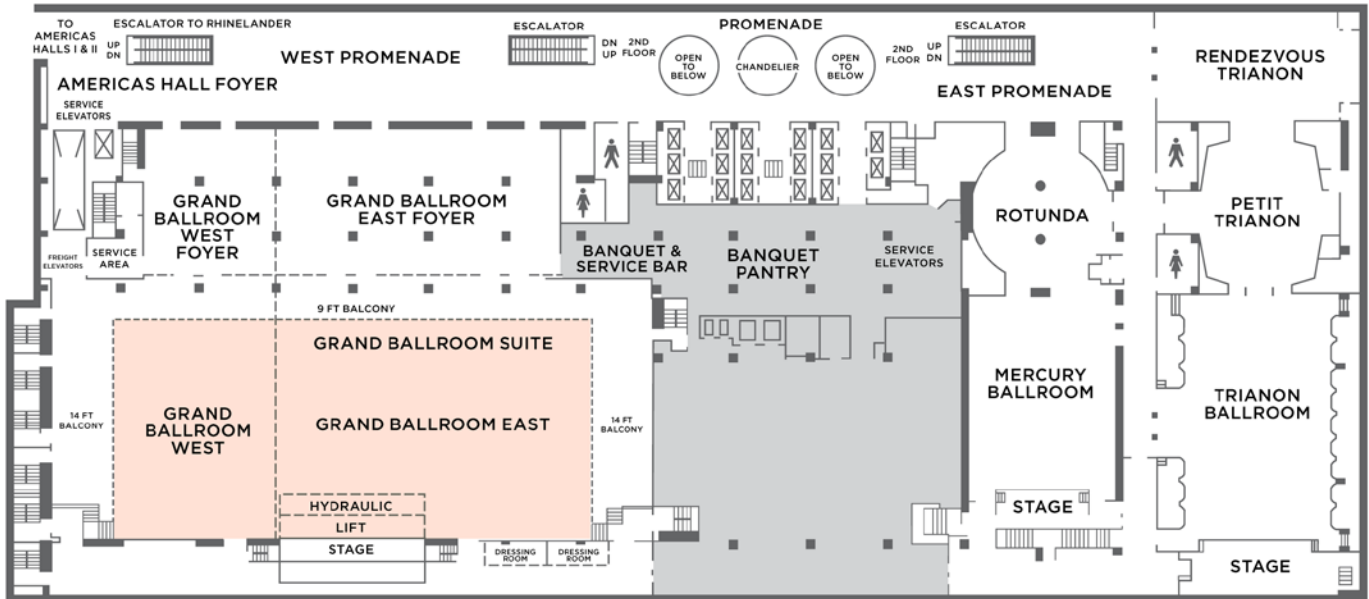
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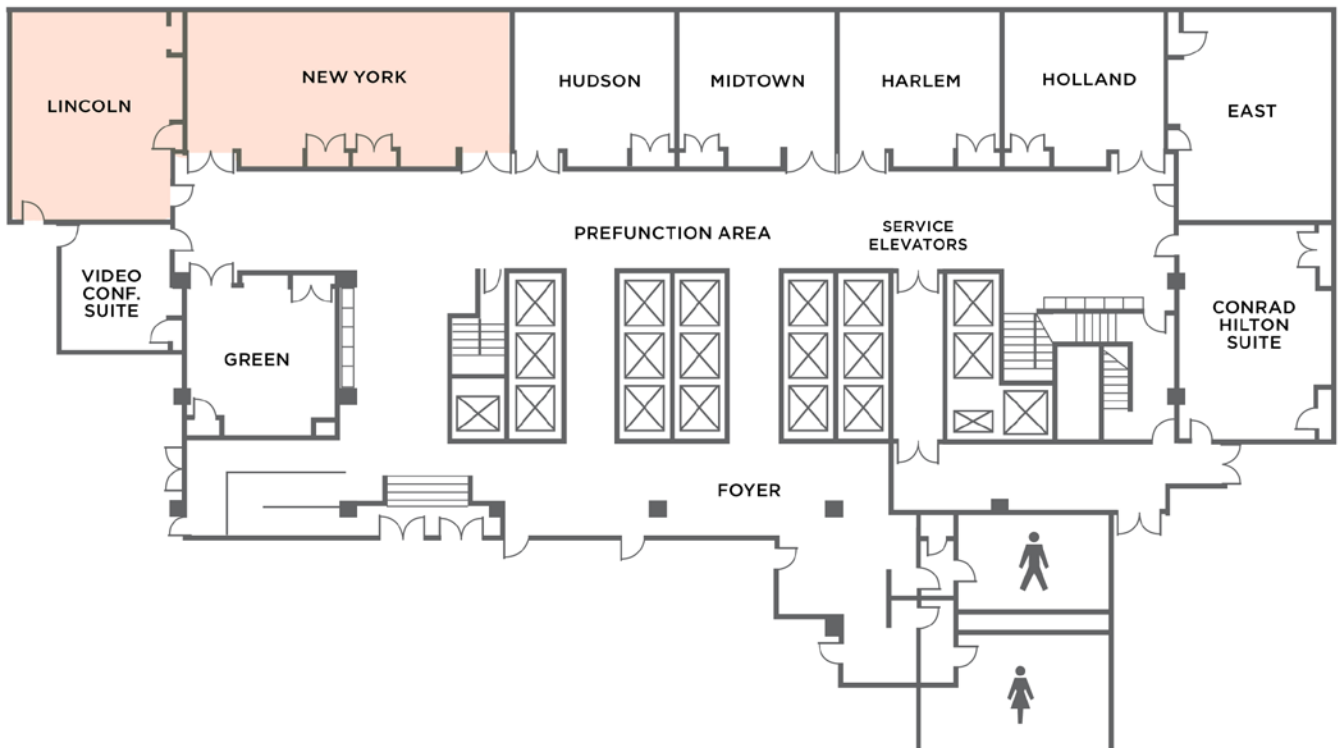
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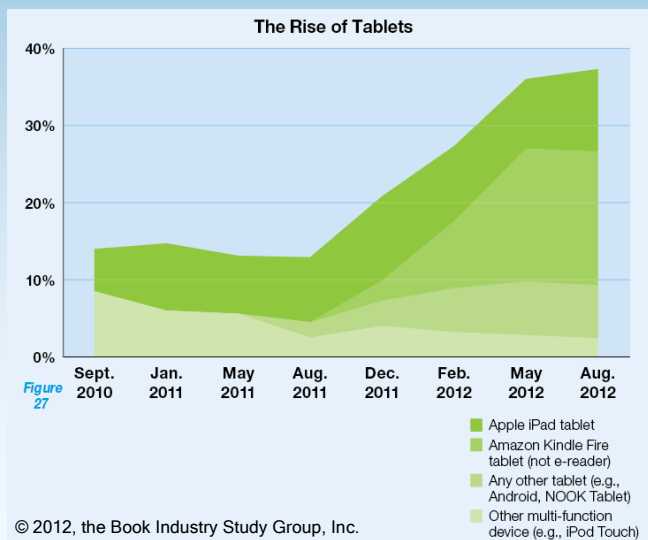
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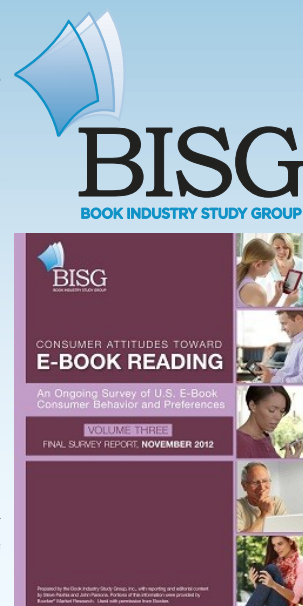
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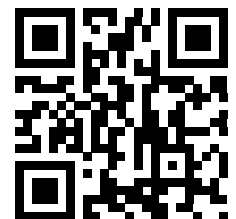
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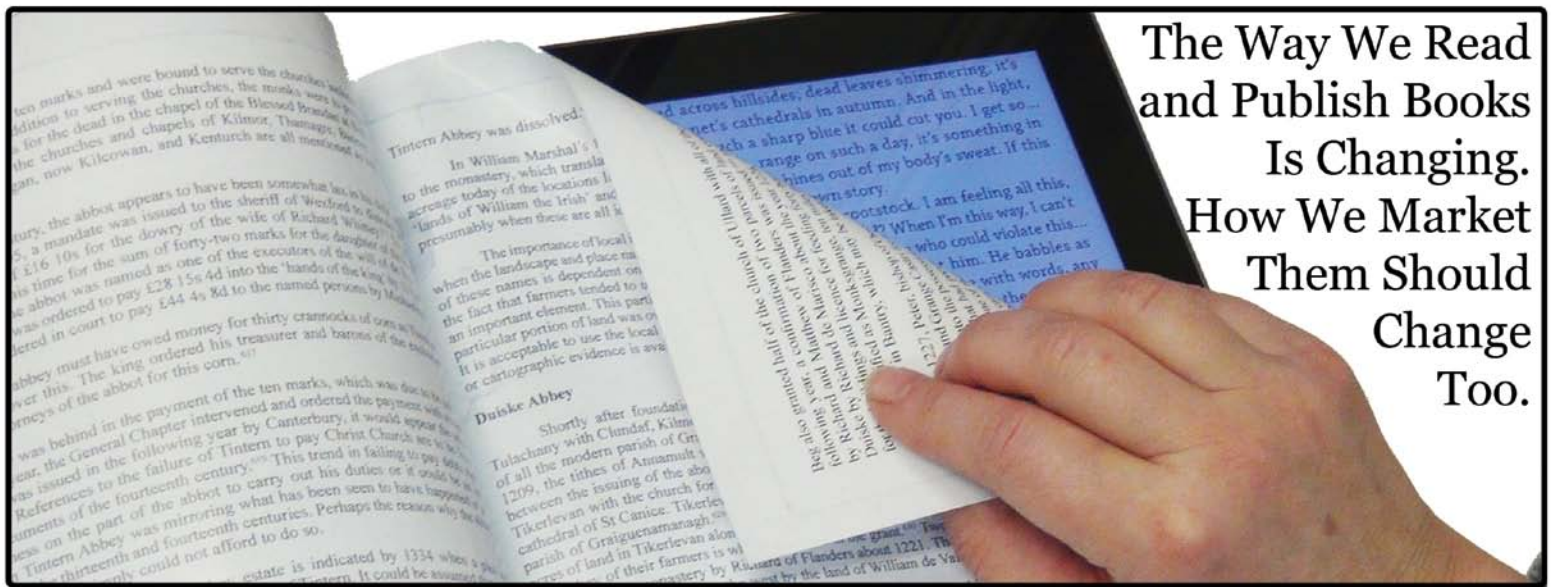
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With the transformations that have taken place in the publishing industry over the past decade, publishers and content providers alike may have had a vision, but not the technology, resources or know-how to create a roadmap. SPi Global can help you do that.

Find out how SPi Global can help you:

- Understand technology and not tie you down to one platform
- Build a digital infrastructure to drive your growth
- Provide you with a vision on where technology is heading

SPi Global is currently working on a broad range of projects including:

- Conversion, enhanced eBooks, ePuB, Apps, Mobile Content Development
- HTML5 migrations
- Conceptualizing “e-primary” workflow and production processes
- Review and implementation of design standards for products that are expected to move from 100% print to primarily non-print in future editions



Please visit our booth in the exhibit hall,
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Jamie Israel
Director of Global Marketing, SPi Global

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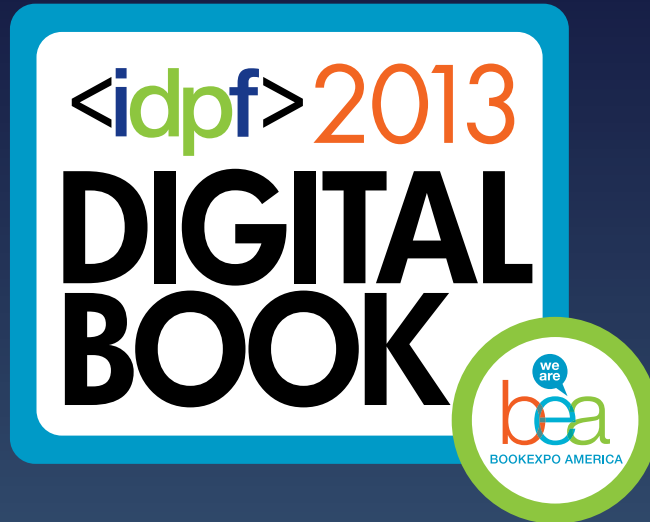
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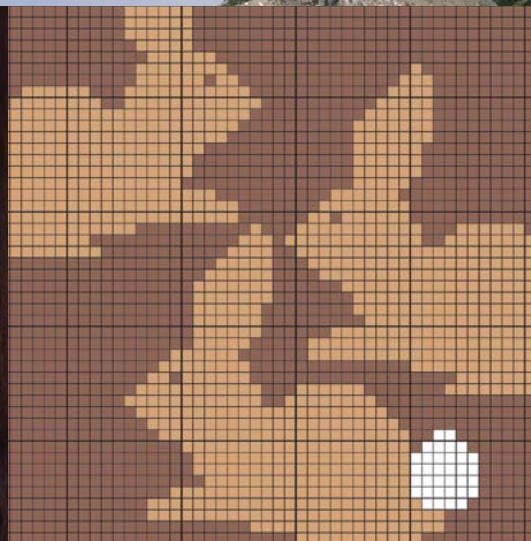
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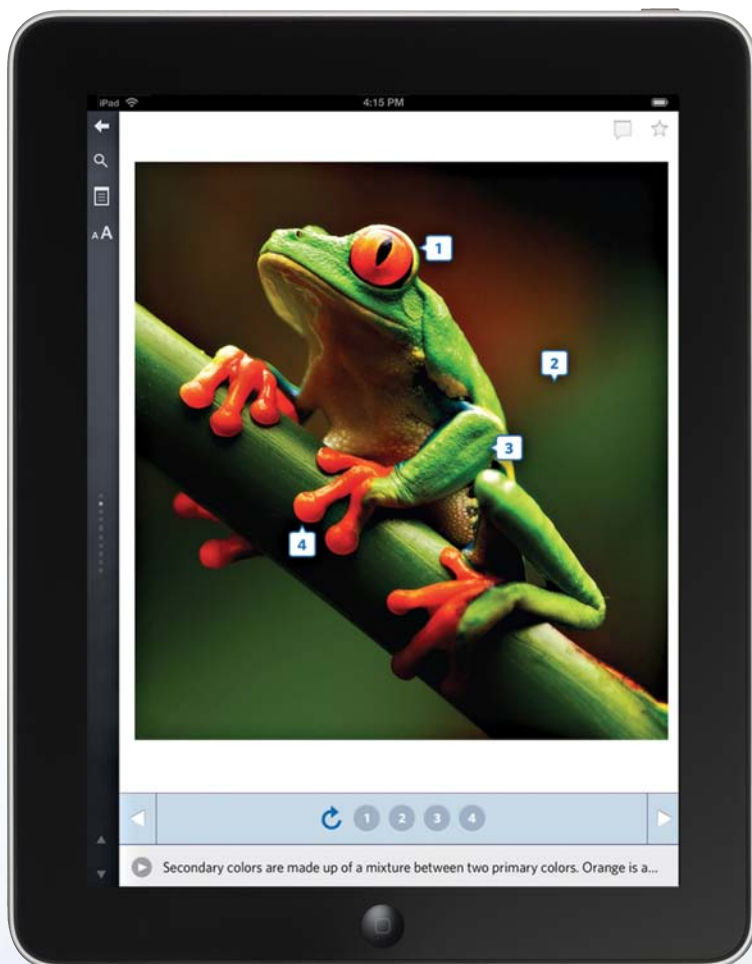
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Bar Americain – 152 W. 52nd Street
Maze (at the London) – 151 W. 54th Street
Dean & DeLuca – 156 W. 56th Street

ASIAN

Topaz Thai – 127 W. 56th Street
China Grill – 60 W. 53rd Street

BURGER

Burger Joint (Parker Meridien Hotel) – 119 W. 56th Street

CAFE

56 Café Restaurant – 1377 Ave of the Americas (6th Ave)
Café Europa 787 7th Avenue
Blue Dog Café – 155 W. 56th Street

DELI

53rd St Gourmet Deli – 1301 Avenue of the Americas (6th Ave)
Stage Star Deli – 105 W. 55th Street
Carnegie Deli – 854 7th Avenue

DINER

Astro – 1361 Avenue of the Americas (6th Ave)

FRENCH BAKERY

Au Bon Pain – 125 W. 55th Street
Le Pain Quotidien – 1271 Avenue of the Americas (6th Ave)

ITALIAN

Bistro Milano – 1350 Avenue of the Americas (6th Ave)
Abboccato – 136 W 55th Street
Pazza Notte – 1375 Avenue of the Americas (6th Ave)

PUB / BAR

Hudson's Sports Bar & Grill –
1330 Avenue of the Americas (6th Ave)
Heartland Brewery – 1285 Avenue of the Americas (6th Ave)
Old Castle - 160 W. 54th Street
The Irish Pub – 839 7th Avenue

SANDWICH SHOP

Pret A Manger – 1350 Avenue of the Americas (6th Ave)
Bread Market Café – 1290 Avenue of the Americas (6th Ave)
Between the Bread – 145 W. 55th Street



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