

Tuesday, January 24 | DBW At-A-Glance

7:30am **REGISTRATION OPENS, COFFEE, AND EXHIBITS** *Empire Ballroom*

General Program *Metropolitan Ballroom | #DBW12*

8:30am **Welcome and Opening Remarks** | David Nussbaum, CEO, F+W Media

8:40am **Remaking an Industry: What publishers should be thinking about in 2012** | Mike Shatzkin, Digital Book World Conference Chair

9:00am **Publishing Industry Forecast: Results of the 2011 publishing executive survey** | James McQuivey, Forrester Research

9:10am **A CEO's View of the Future Redux: Lessons Learned, Future Forecasts**

Moderated by David Nussbaum, F+W Media | With Ellen Archer, Hyperion; John Donatich, Yale University Press; John Ingram, Ingram Content Group; Dominique Raccah, Sourcebooks

10:00am **MORNING BREAK AND EXHIBITS**

10:30am **Consumer Attitudes Toward eBook Reading: An updated look at the ongoing BISG study** | Kelly Gallagher, R.R. Bowker

10:45am **Barnes & Noble's Digital Transition** | Jim Hilt, Barnes & Noble

11:00am **Romance Publishing's Digital Evolution: What publishing can learn from the romance genre**

Presented and Moderated by Julie Cummings, All Romance Ebooks | With Raelene Gorlinsky, Ellora's Cave Publishing Inc.; Angela James, Carina Press; Liate Stehlik, HarperCollins Publishers

12:00pm **EXHIBIT HALL AND LUNCH**

Breakout Sessions *(Panel discussions unless otherwise indicated)*

	<i>Metropolitan East</i>	<i>Metropolitan West</i>	<i>New York East</i>	<i>New York West</i>	<i>Central Park West</i>
1:30pm – 2:20pm	<p>eBooks for Everyone Else: eBook Production & Design</p> <p><i>Presented by</i></p> <p>Ron Martinez, Aerbook Joshua Tallent, eBook Architects</p> <p><i>Followed by audience Q&A</i></p> <p>Jenny Frost, Frost Associates (<i>mod</i>)</p> <p>#DBWebee</p>	<p>Investment Marketing: Building platforms and relationships that pay off repeatedly</p> <p>Matt Mullin, Digital Book World (<i>mod</i>); Rachel Chou, Open Road; Michael Harbolt, Macmillan; Shane Norman, HarperCollins; Matt Cavnar, Vook</p> <p>#DBWmktg</p>	<p>Navigating New Digital Workflows: Getting help with the digital switchover</p> <p>Scott Lubeck, Bert Davis Executive Search (<i>mod</i>); Andrew Malkin, Innodata; Shyam Sekar S, Datamatics; Gregg Sullivan, SPi Global</p> <p>#DBWorkflow</p>	<p>New ePublishing Initiatives: Digital-first (and digital-only) publishing comes of age</p> <p>David Wilk, Booktrix (<i>mod</i>); Richard Curtis, eReads; Jeff Sharp, Open Road; Scott Waxman, Diversion Books; Liate Stehlik, HarperCollins Publishers</p> <p>#DBWepub</p>	<p>Publishers Launchpad (4 x 7 minute presentations)</p> <p><i>Presented by</i></p> <p>Evan Ratliff, The Atavist; Art Chang, Cookstr; Rachel Thomas, Subtext; Joshua Cohen, Ganxy</p> <p><i>Followed by audience Q&A</i></p> <p>Linda Holliday, Semi-Linear (<i>mod</i>)</p> <p>#DBWlaunch</p>
2:30pm – 3:20pm	<p>eBooks for Everyone Else: Digital Marketing</p> <p><i>Presented by</i></p> <p>Iris Blasi, Hilsinger Mendelson East; Lori Culwell, Get Creative, Inc.</p> <p><i>Followed by audience Q&A</i></p> <p>Jenny Frost, Frost Associates (<i>mod</i>)</p> <p>#DBWebee</p>	<p>The Social Future of the Book: Creating conversation and community in and around the book</p> <p>Travis Alber, Read Social (<i>mod</i>); Sanj Kharbanda, Houghton Mifflin Harcourt; Sol Rosenberg, Copia; Adam Salomone, Harvard Common Press</p> <p>#DBWsocial</p>	<p>Success stories and lessons from the digital workflow transition</p> <p>Neal Goff, Egremont Associates (<i>mod</i>); Sarah Cardillo, Sourcebooks; Dylan Hoke, Hachette Book Group; Joan O'Neil, Wiley; Matt LeBlanc, F+W Media</p> <p>#DBWorkflow</p>	<p>Digital Shorts and Singles: Developing a short-form content strategy</p> <p>Jack Perry, 38enso Pub. Services (<i>mod</i>); Tim Holman, Orbit; Evan Ratliff, The Atavist; Ben Sevier, Dutton; Jon Meacham, Random House</p> <p>#DBWshort</p>	<p>Publishers Launchpad (4 x 7 minute presentations)</p> <p><i>Presented by</i></p> <p>Richard Nash, Small Demons; Jason Ojalvo, Audible/ACX; Rochelle Grayson, BookRiff; Matt Cavnar, Vook</p> <p><i>Followed by audience Q&A</i></p> <p>Linda Holliday, Semi-Linear (<i>mod</i>)</p> <p>#DBWlaunch</p>
3:30pm	AFTERNOON COFFEE BREAK AND EXHIBITS <i>Empire Ballroom</i>				
4:00pm – 4:50pm	<p>eBooks for Everyone Else: eBook Distribution</p> <p><i>Presented by</i></p> <p>Michael Cader, Publishers Lunch</p> <p><i>Followed by audience Q&A</i></p> <p>#DBWebee</p>	<p>Awareness Marketing: Improving discovery and finding audiences book by book</p> <p>Susan Ruszala, NetGalley (<i>mod</i>); Liz Perl, Simon & Schuster; Rick Joyce, Perseus; Kate Stark, Penguin; Suzanne Herz, Doubleday</p> <p>#DBWmktg</p>	<p>Cloud-Based Book Publishing: The Next Step in the Digital Transformation</p> <p>Ted Hill, THA Consulting (<i>mod</i>); Brendan Cahill, Green Mountain; Noah Genner, Booknet Canada; Bruce Marcus, McGraw-Hill</p> <p>#DBWorkflow</p>	<p>Agents evolving: New developments in business models and publisher relations</p> <p>Charlotte Abbott, Digital Strategy Consultant (<i>mod</i>); Brian DeFiore, DeFiore & Company; Liza Dawson, Liza Dawson Associates; Ginger Clark, Curtis Brown; Jay Mandel, WME</p> <p>#DBWagents</p>	<p>Sizing-up the Children's eBook Market</p> <p><i>Presented by</i></p> <p>Kelly Gallagher, R.R. Bowker</p> <p>Kristen McLean, Bookigee (<i>mod</i>); Diane Naughton, HarperCollins Children's Books; Suzanne Murphy, Disney; Lori Benton, Scholastic</p> <p>#DBWkids</p>

Wednesday, January 25 | DBW At-A-Glance

7:30am	REGISTRATION OPENS, COFFEE, AND EXHIBITS		<i>Empire Ballroom</i>		
General Program <i>Metropolitan Ballroom #DBW12</i>					
8:30am	Welcome Mike Shatzkin, Digital Book World Conference Chair				
8:40am	Publishing in the Shift Age: How the world is changing and what it means for the book business David Houle, Author and futurist				
9:10am	A Kindle New Year: Looking Back and Looking Forward Russ Grandinetti, VP of Kindle Content, Amazon				
9:30am	Bookselling Without Borders: A look at the independent bookstore landscape Oren Teicher, American Booksellers Association				
9:45am	eBook Adoption Goes Global: A review of device penetration, ebook adoption, and app sales around the world <i>Presented by Greg Portell, A.T. Kearney; Marco Ferrario, Bookrepublic</i>				
10:00am	MORNING BREAK AND EXHIBITS				
Breakout Sessions <i>(Panel discussions unless otherwise indicated)</i>					
	<i>Metropolitan East</i>	<i>Metropolitan West</i>	<i>New York East</i>	<i>New York West</i>	<i>Central Park West</i>
10:30am-11:20am	Changing Author-Publisher Relationships Simon Lipskar, Writers House <i>(mod)</i> ; Joe Mangan, Perseus Books Group; Madeline McIntosh, Random House; Carolyn Pittis, HarperCollins; Michael Pietsch, Little, Brown; Sue Fleming, Simon & Schuster #DBWauthpub	Talking to the Genre Fiction Reader: Publisher-driven genre communities Sarah Weinman, Publishers Lunch <i>(mod)</i> ; Liz Edelstein, Macmillan; Tim Holman, Orbit, Ben LeRoy, F+W Media; Matt Schwartz, Random House #DBWvertical	The Future for Print Books in Public Libraries Nora Rawlinson, EarlyWord <i>(mod)</i> ; George Coe, Baker & Taylor; George Stanley, Wiley; Miriam Tuliao, NY Public Library; Anne Silvers Lee, Free Library of Philadelphia #DBWlibs	Understanding Global Markets Michael Healy, CCC <i>(mod)</i> ; Robin Birtle, Sakkam (Japan); Ronald Schild, Libreka (Germany); Marco Ferrario, Bookrepublic (Italy); Ricardo Costa, PublishNews (Brazil); Jason Craig, Penguin (UK) #DBWglobal	Interactive session with Futurist David Houle <i>Audience Q&A with</i> David Houle, Author and futurist #DBWhoule
11:30am-12:20pm	Pricing of eBooks: What do we know about what works and what doesn't? <i>Presented by</i> Michael Tamblin, Kobo <i>Followed by audience Q&A</i> #DBWpricing	Enhanced eBooks: CD-Rom again or different this time around? Peter Meyers, Author and Digital Book Producer <i>(mod)</i> ; Nicholas Callaway, Callaway Digital Arts; Liz Kessler, Hachette; Dan Oja, Media Technics; Mindy Stockfield, Hyperion #DBWenhanced	Discovery and Libraries in an Age of Fewer Bookstores Heather McCormack, Library Journal <i>(mod)</i> ; Beth Jefferson, BiblioCommons; Ruth Liebmann, Random House; Kate Sheehan, Bibliomation, CT; Matt Tempelis, 3M Library Systems #DBWlibs	Breaking out of the Box: New channels for your content Chris Kenneally, Beyond the Book <i>(mod)</i> ; Sara Domville, F+W Media; Phil Ollila, Ingram; Tom Turvey, Google; Bob Nelson, Baker & Taylor #DBWchannels	Using Content to Build Community: Specialist publishers and topic-based vertical development Gary Lynch, F+W Media <i>(mod)</i> ; Matt Baldacci, St. Martin's; Margo Baldwin, Chelsea Green; Jim Bashour, Cool Springs Press, Quarto; Sue Fleming, Simon & Schuster #DBWvertical
12:30pm	EXHIBIT HALL AND LUNCH				
1:30pm-2:20pm	The Digital Future for the Illustrated Book Laura Hazard Owen, paidContent <i>(mod)</i> ; Ken Fund, Quarto; Ami Greko, Kobo; Sriram Panchanathan, Aptara; Steven Sandonato, Time Home Entertainment #DBWillust	Doing It on Their Own: Self-publishing authors find success Jeremy Greenfield, Digital Book World <i>(mod)</i> ; Bella Andre; Elle Lothlorien; Bob Mayer; Tony Van Veen, BookBaby #DBWauthors	New Models for eBook Sales to Libraries Barbara Genco, Library Journal <i>(mod)</i> ; Rich Freese, Recorded Books; Tom Mercer, 3M Library Systems; Steve Potash, OverDrive; Monique Sendze, Douglas Co. Lib. #DBWlibs	The Bookstore Renaissance: New experiments and innovations from independent booksellers John Mutter, Shelf Awareness <i>(mod)</i> ; Roxanne Coady, RJ Julia; Brad Graham, Politics & Prose; Suzanna Hermans, Oblong Books; Mitchell Kaplan, Books & Books #DBWindie	Understanding Metadata <i>Presented by</i> Bill Newlin, Avalon; Fran Toolan, Firebrand Technologies <i>Followed by audience Q&A</i> #DBWmetadata
2:30pm	AFTERNOON COFFEE BREAK AND EXHIBITS		<i>Empire Ballroom</i>		
General Program <i>Metropolitan Ballroom #DBW12</i>					
3:00pm	Kobo Takes eBooks Around the World Michael Tamblin, EVP, Content, Sales and Merchandising, Kobo, Inc.				
3:15pm	Metadata and Sales Data and the Connections Between the Two Jonathan Nowell, President, Nielsen Book				
3:30pm	Bookish Caroline Marks, Bookish				
3:45 pm	Verso Media: Study of book-buying behavior Jack McKeown, Books & Books				
4:00 pm	Observations of a Publisher-Centric Digital Retailer Matteo Berlucchi, Anobii				
4:15pm	Where we are, where we're going <i>Moderated by Mike Shatzkin, The Idea Logical Company and Michael Cader, Publishers Marketplace; With Mark Allin, John Wiley & Sons; Evan Schnittman, Bloomsbury; Clare Peeters, The Perseus Books Group</i>				
5:00pm	CLOSING REMARKS				

Session Details

Tuesday, January 24

7:30am	REGISTRATION OPENS, COFFEE, AND EXHIBITS	<i>Empire Ballroom</i>
General Program <i>Metropolitan Ballroom #DBW12</i>		
8:30am	Welcome and Opening Remarks	David Nussbaum, F+W Media
8:40am	Remaking an Industry: What publishers should be thinking about in 2012 Publishers stand at the nexus of a digital revolution; everything they do and all the trading partners they do it with are being rethought and remade as print delivery of reading yields to digital. In this introduction to the 2012 Digital Book World Conference, Conference Chair Mike Shatzkin reviews what he thinks should be the key topics for publisher focus under five main headings: Technology, Channels to the Consumer, Marketing, the Products Themselves, and New Competitors (or Collaborators).	Mike Shatzkin Digital Book World Conference Chair and Founder & CEO, The Idea Logical Company
9:00am	Publishing Industry Forecast Results of the 2011 publishing executive survey For Digital Book World 2012, we've partnered with Forrester Research to conduct the second annual Publishing Executive Survey, which asks book publishing leaders to measure and report on their digital strategies, hopes, and concerns. The results of the 2011 Publishing Executive Survey will offer rare insight into critical areas including ebook pricing, publishing's take on disruptive new businesses, staffing changes, and more. This survey will help publishing professionals benchmark their own plans and experiences against their industry peers and will provide critical information about the range of options available to publishers craft digital plans for the coming year.	James McQuivey PhD, Vice President and Principal Analyst, Forrester Research
9:10am	A CEO's View of the Future Redux: Lessons Learned, Future Forecasts 365 days. 365 short days since our first CEO panel at Digital Book World 2011. Just one year in the media industry lifespan brought about the bankruptcy of Borders, new technology breakthroughs including the much-anticipated Kindle Fire, ebook library lending, and the prodigious growth of ebooks – what have we learned, and more importantly, what's next on the horizon? The popular, introspective, and somewhat controversial CEO panel, led by F+W Media Chairman & CEO David Nussbaum, will feature senior executives from some of the largest, most innovative and successful media companies today. Keeping to the core philosophy of Digital Book World, attendees will gain practical insights, innovative strategies, and real-world examples of what's worked, what's new, and how these business leaders will guide their companies into the next year and beyond.	<i>Moderated by</i> David Nussbaum CEO, F+W Media Ellen Archer President and Publisher, Hyperion John Donatich Director, Yale University Press John Ingram Chairman, Ingram Content Group Dominique Raccach Publisher & CEO, Sourcebooks
10:00am	MORNING BREAK AND EXHIBITS	<i>Empire Ballroom</i>
10:30am	Consumer Attitudes Toward eBook Reading An updated look at the ongoing BISG study The Book Industry Study Group has been studying ebook consumption habits with quarterly survey fieldings since 2009. Data for the study is collected from a nationally representative panel of book consumers as part of PubTrack Consumer, a service of Bowker. Kelly Gallagher of Bowker will return to Digital Book World once again with an update of BISG's data and fresh insight into how ebook consumer habits and attitudes are changing.	Kelly Gallagher Vice President, Publishing Services, R.R. Bowker
10:45am	Barnes & Noble's Digital Transition Barnes & Noble pioneered color ebook reading with their first Nook Color and is the one ebook retailers with its own full suite of device offerings: monochrome eInk, a color ebook reader, and a tablet. They have demonstrated that bookstores are a great environment in which to introduce readers to the joys of digital book consumption. With the first Christmas with the full suite of devices behind them, B&N will tell us what they're learning about what is working and what might not as illustrated ebooks move into the digital mainstream and what they see coming as the industry continues its digital transition.	Jim Hilt Vice President, eBooks Barnes & Noble
11:00am	Romance Publishing's Digital Evolution What publishing can learn from the romance genre Romance publishing is almost certainly the consumer segment most built out into a digital future. It has publishers as consumer brands, publishers selling direct, price experimentation, and a long history as a launching pad to more broad-based publishing success. All Romance eBooks, the leading online retailer dedicated to romance ebook publishing, will be conducting a survey of its customers with the results to be presented at DBW 2012. We'll learn what devices their customers favor, what formats they like best, and what they think about DRM. Through this data and a look at the history of romance e-publishing, we hope to glimpse the future and discover what can be applied to other ebook marketplaces.	<i>Presented and Moderated by</i> Julie Cummings All Romance eBooks (ARe) Raelene Gorfinsky Publisher, Ellora's Cave Publishing Inc. Angela James Executive Editor, Carina Press Liate Stehlik SVP, Publisher, Morrow/Avon/Voyager, HarperCollins Publishers
12:00pm	EXHIBIT HALL AND LUNCH	

Session Details

Breakout Sessions (Panel discussions unless otherwise indicated)

1:30pm – 2:20pm **eBooks for Everyone Else: eBook Production & Design**

eBook complexity exists on a continuum. At one extreme is the straight narrative text ebook which only needs to be reflowed. Automated online tools enable anybody to create one at minimal cost, but without the right technical expertise form may be sacrificed for function. At the other extreme are apps and highly complex and interactive ebooks which only the most tech-savvy person can create and which can be challenging even to manage through a service provider. And in between are illustrated books which might be presented with a “fixed page layout” that imitates a print version, but which might not work on every size screen. eBook creation experts will help attendees understand the differences and what they need to get the ebooks they want at the right cost.

Metropolitan East

Presented by
Ron Martinez, Aerbook
Joshua Tallent, eBook Architects

Followed by audience Q&A
Jenny Frost, Frost Associates (mod)

#DBWebee

Investment Marketing: Building platforms and relationships that pay off repeatedly

If you place an ad, that’s “expensed” marketing: you spend what it takes and then the impact is gone. But if you build traffic at a web site, subscribers to a mailing list, or get permission to email somebody about a future book, you have performed “investment” marketing where today’s spending pays off for years to come. Investment marketing requires a vertical publishing strategy, but it also requires the recognition that harvesting names and permissions is an outcome that pays dividends. A panel of publishers will talk about the marketing platforms they’ve built and how they pay off.

Metropolitan West

Matt Mullin, Digital Book World (mod);
Matt Cavnar, Vook
Rachel Chou, Open Road
Michael Harbolt, Macmillan
Shane Norman, HarperCollins

#DBWmkting

Navigating New Digital Workflows: Getting help with the digital switchover

The change to a digital workflow is challenging, but a number of service providers have developed tools and expertise to make it easier for publishers to execute. These companies also develop “best practice” understandings; they bring experience of prior transformations to each new project they work on. A panel of service providers, all of whom have deep experience with building digital workflows inside publishing houses that had print-oriented workflows in the past, will explain what they’ve learned, what companies need to do to be successful at this shift, and how they can help.

New York East

Scott Lubeck, Bert Davis Executive Search (mod)
Andrew Malkin, Innodata
Shyam Sekar S, Datamatics
Gregg Sullivan, SPi Global

#DBWorkflow

New ePublishing Initiatives: Digital-first (and digital-only) publishing comes of age

Although the first epubliishers, Rosetta Books and eReads, are over a decade old, we have seen more digital-first publishing operations spring up more recently: Jane Friedman’s Open Road, Scott Waxman’s Diversion Books, and new ebook imprints for out-of-print titles from traditional publishers like Dzanc and Penguin.

eBook-first or –only publishers avoid the costs of inventory and the overheads associated with it, but they also give up print sales, or at least much of the margin on print sales. Do we expect to see more digital-first publishing in the future, and will it come from upstarts or from established houses? What benefits do these initiatives have over the traditional publishing model, and what are the best practices they’re importing from print-book publishing?

New York West

David Wilk, Booktrix (mod)
Richard Curtis, eReads
Jeff Sharp, Open Road
Liate Stehlik, HarperCollins
Scott Waxman, Diversion Books

#DBWepub

Publishers Launchpad

Publishers Launchpad, a new conference feature from Publishers Launch Conferences, is a forum to highlight new propositions for the trade publishing value chain. From both start-ups and established publishing players, these new services and tools are at the digital cutting edge of the book industry.

The Atavist built a robust custom content management system out of necessity. They needed a system that enabled contributing writers to upload and edit content (text, audio, video) for the Atavist app on the fly. Publishers can now license the system, Periodic Technology, for one-click digital publishing. The online interface allows anyone to create and dynamically update multimedia publications for the iOS, Kindle, Nook, Kobo, Sony, and (soon) Android. Journalist and Atavist founder Evan Ratliff will demo the Periodic CMS and explain how publishers are using the system to publish digital content.

Cookstr is a technology company dedicated to cooking and food. It aggregates recipes from the books of many publishers. Using its position as a “Switzerland” among publishers of recipes, Cookstr developed a taxonomy and tagging system that permits the recipes to be found and organized in multiple useful ways and to enable relevant other content, product, and services to be connected to the recipes. The tools and processes Cookstr has developed to do this can be applied in many other verticals. At this Publishers Launchpad session, Art Chang of Cookstr will describe how Cookstr works, how the same benefits can be applied to other verticals, and how a player with audience in other verticals can apply the Cookstr tools to create their own success.

Subtext enables social reading and information sharing in the pages of ebooks. Subtext users can engage in Facebook-style conversations and access all types of annotations — notes, polls, Web links, video — from authors, experts and other members as they read. Subtext is currently available for free on the iPad, and consumers can access their Google Books library and read any Adobe DRM-protected book in the app. Co-founder Rachel Thomas will demo the newest update of Subtext and highlight how publishers can take full advantage of the platform.

Central Park West

4 x 7-minute presentations

Presented by
Evan Ratliff, The Atavist
Art Chang, Cookstr
Rachel Thomas, Subtext
Joshua Cohen, Ganxy

Followed by audience Q&A
Linda Holliday, Semi-Linear (mod)

#DBWLaunch

Session Details

2:30pm – 3:20pm **eBooks for Everyone Else: Digital Marketing**

When an author, agent, or small publisher starts selling ebooks, they face a series of marketing challenges and opportunities that are different than they are for print. How do you reach ebook reviewers and bloggers? What's the role of the author's and publisher's web sites? What does the do-it-yourself author need to know about SEO (search engine optimization) and metadata? Marketers who have worked with authors and publishers across the spectrum of knowledge and experience will discuss how any publisher, even one with only one book, can be effective, and cost-effective, in their marketing efforts. They'll highlight concrete examples of successful marketing campaigns and offer practical insights to help get any ebook in front of potential readers.

Metropolitan East

Presented by

Iris Blasi, Hilsinger Mendelson East
Lori Culwell, Get Creative, Inc.

Followed by audience Q&A

Jenny Frost, Frost Associates (mod)

#DBWebee

The Social Future of the Book: Creating conversation and community in and around the book

In these days when you're just not in the game if you don't have a Facebook page and a Twitter feed, every publisher and author is supposed to be a marketer creating their own followings. New opportunities to connect with readers and add social elements to books crop up every day. What works best? And how do publishers best navigate the opportunities to both build their own marketing capability and support authors in building theirs? A panel of publishers and social marketing tool-creators will share their experiences to help us all to a better understanding of what efforts are worth the trouble, what tools and services exist to make it simpler, and what's a waste of time.

Metropolitan West

Travis Alber, Read Social (mod)
Sanj Kharbanda, Houghton Mifflin Harcourt
Sol Rosenberg, Copia
Adam Salomone, Harvard Common Press

#DBWsocial

Success Stories and Lessons from the Digital Workflow Transition

Two of the more high-profile successful implementations of digital workflow have been at Big Six publisher Hachette and the innovative independent Sourcebooks. For this discussion, we will feature a panel of publishers who have done this workflow transformation so they can report on what was hard, what was not, and what they learned that could be helpful to publishers still facing this change.

New York East

Neal Goff, Egremont Associates (mod)
Sarah Cardillo, Sourcebooks
Dylan Hoke, Hachette Book Group
Joan O'Neil, Wiley
Matt LeBlanc, F+W Media

#DBWorkflow

Digital Shorts and Singles: Developing a short-form content strategy

Amazon Singles and The Atavist were two relatively early examples of the emergence of short-form content being monetized at prices that wouldn't work in the print supply chain. Apple has recently announced a similar initiative called Quick Reads. In fact, when Kobo was created, it was called "Shortcovers" in anticipation of this trend which has, since then, gained steam. Short-form publishing challenges conventional book publishing economics but it offers opportunity to deliver timely content quickly and to satisfy authors, two objectives most publishers see as valuable. This panel of traditional publishers and news organizations working at the intersection of short stories and long-form journalism will discuss the emerging market for this content.

New York West

Jack Perry, 38enSo Publishing Services (mod)
Tim Holman, Orbit
Jon Meacham, Random House
Evan Ratliff, The Atavist
Ben Sevier, Dutton

#DBWshort

Publishers Launchpad

Publishers Launchpad, a new conference feature from Publishers Launch Conferences, is a forum to highlight new propositions for the trade publishing value chain. From both start-ups and established publishing players, these new services and tools are at the digital cutting edge of the book industry.

Small Demons is the "New Serendipity," a set of digital experiences to help readers discover new books using all the rich detail from within the book itself—the people, places, movies, music, other books, food, fashion, gadgets, events etc that give so many books their texture and resonance. By indexing books with computer and human assistance, they can create dynamic web- and app-based browsing experiences based on those networked indices. VP Richard Nash will demo the site, describe the apps to come, and outline the ways in which publishers, booksellers, librarians, media and bloggers can use Small Demons to drive digital discovery.

ACX (the Audiobook Creation Exchange), is an online marketplace developed by Audible. ACX directly connects rights holders (authors, agents, publishers) with audio narrators and producers to turn audio rights into audiobooks. On ACX.com, rights holders can hire a producer (often a narrator with a professional home studio) or partner with a producer in a shared royalty structure (therefore incurring no upfront costs). At this Publishers Launchpad session, ACX Head Jason Ojalvo will explain how the service works and how authors and publishers alike can use it to gain entry to the rapidly growing and increasingly important digital audio market.

BookRiff allows readers to build their own curated collections, or "riffs", from published books, essays, and magazine articles. Users may supplement their riffs with their own content as well. BookRiff's technology manages the authoring, bundling, licensing, attribution, and payment details for each of these custom compilations. CEO Rochelle Grayson will demo the site and explain the benefits for publishers who enable their content to be distributed through the BookRiff platform.

Vook's publishing platform offers end-to-end, cloud based ebook creation, distribution and sales tracking services. Vook has produced over 1,000 titles for major media companies, publishers, leading authors and literary agents. Matt Cavnar will demonstrate how users can create straight text and multimedia ebooks without any special software or ebook design expertise. He will also highlight Vook's push-button file creation system and real time sales reporting and analytics capabilities.

Central Park West

4 x 7-minute presentations

Presented by

Richard Nash, Small Demons
Jason Ojalvo, Audible/ACX
Rochelle Grayson, BookRiff
Matt Cavnar, Vook

Followed by audience Q&A

Linda Holliday, Semi-Linear (mod)

#DBWlaunch

3:30pm **AFTERNOON COFFEE BREAK AND EXHIBITS**

Empire Ballroom

Session Details

4:00pm – **eBooks for Everyone Else: eBook Distribution**
4:50pm

Most of the big ebook sales channels can be accessed through a web portal: Kindle Direct Publishing at Amazon, B&N's PubIt!, and Smashwords for many others, including Apple and Sony, have served tens of thousands of authors. But hitting them all is a lot of work; that's why there are companies (including Smashwords) that offer services to put ebooks on sale across a range of outlets. Some, like BookBaby, provide primarily an automated solution. Others, like Constellation, Ingram Digital, Donnelly's new acquisition LibreDigital, and BookMasters, provide a human-mediated one. How hard is it to do it yourself? At what size or complexity does a service make sense? And what is the real difference in cost between the various solutions? Michael Cader of Publishers Lunch has looked under the hood of the various digital service offerings, categorized them, and enumerated the points a careful shopper for these services needs to check. He will describe the landscape of these services and answer specific questions about the best approach for fledgling ebook publishers of various sizes and descriptions.

Awareness Marketing: Improving discovery and finding audiences book by book

Even with big publishers starting to market by vertical topic and genre, most books offered by general trade houses require an individualized marketing effort. What does that look like as we get deeper into the digital age? For one thing, marketers are increasingly focused on metadata management and improving the flow of information across the supply chain. But the process of finding endorsements and influencers is also changed by the web.

A panel of publishing marketers will discuss the challenge of finding cost-effective ways to market individual titles.

Cloud-Based Book Publishing: The Next Step in the Digital Transformation

We are in the middle of a technology shift that is much larger than publishing and promises to transform every aspect of how books are made, marketed and sold. Just as digital devices are changing how books are read, every day new publishing tools are migrating from internally-managed software to cloud-based services offered over the Web, changing how they are created.

The advent of cloud-based applications for publishers holds the potential to change not only the way publishers spend their technology budgets, but also the workflows that govern how editors, production managers, marketers, and just about everyone else in a publishing house does their jobs. A panel of publishing executives who have begun to embrace SaaS (Software as a Service) solutions explore how far this trend can go and what competitive advantages can flow to publishers that master the new way of building out their IT infrastructure.

Agents Evolving: New developments in business models and publisher relations

Every day seems to bring a new report from a literary agency about their digital services. Digital Book World 2010 was the first conference to cover agents at a general event on digital change. Is agent-run publishing a competitor to publishers, or is it just another step on the ladder from unpublished author to a starring role with a major house? Is there really a difference between agents publishing their authors and advising them about how to self-publish using other people's operations? Is there a potential conflict of interest authors and agents need to be concerned about? With the rate of growth in this kind of activity just increasing, we'll put some agents on to talk about it.

Sizing-up the Children's eBook Market: The Opportunities and Challenges of Digital Publishing to a Digital Generation

As the publishing community pushes to make digital content available across its key revenue generating genres, the opportunities and challenges of making this happen in the children's market are both unique and substantial. While some believe the transition to digital to be obvious for a generation of 'techie natives' the current realities of digital content creation, marketing, and ultimately acceptance by the consumer present a set of challenges unique to this genre.

In this session, Kelly Gallagher of Bowker will present the latest findings of an ongoing national children's consumer study from the US that seeks to shed understanding on— and provide assessment of the market for children's digital consumer book products.

The presentation will be followed by a panel discussion among participating publishers in the study.

Metropolitan East

Presented by

Michael Cader, Publishers Lunch and PublishersMarketplace.com

Followed by audience Q&A

#DBWebee

Metropolitan West

Susan Ruzala, NetGalley (*mod*)

Suzanne Herz, Doubleday

Rick Joyce, Perseus

Liz Perl, Simon & Schuster

Kate Stark, Penguin

#DBWmktg

New York East

Ted Hill, THA Consulting (*mod*)

Brendan Cahill, Green Mountain

Noah Genner, Booknet Canada

Bruce Marcus, McGraw-Hill

#DBWorkflow

New York West

Charlotte Abbott, Publishing Journalist and Digital Strategy Consultant (*mod*)

Ginger Clark, Curtis Brown

Liza Dawson, Liza Dawson Associates

Brian DeFiore, DeFiore & Company

Jay Mandel, William Morris Endeavor

#DBWagents

Central Park West

Presented by

Kelly Gallagher, R.R. Bowker

Kristen McLean, Bookigee (*mod*)

Lori Benton, Scholastic

Suzanne Murphy, Disney

Diane Naughton, HarperCollins

Children's Books

#DBWkids

Session Details

Wednesday, January 25

7:30am	REGISTRATION OPENS, COFFEE, AND EXHIBITS	<i>Empire Ballroom</i>
General Program <i>Metropolitan Ballroom #DBW12</i>		
8:30am	Welcome	Mike Shatzkin , Idea Logical Co.
8:40am	Publishing in the Shift Age How the world is changing and what it means for the book business David Houle is "the CEO's futurist", with a background as a media executive (MTV, CNN), who has been putting our times into a historical and conceptual context for several years through his blog, Evolution Shift, and several books. At Digital Book World, David will explain his big picture of three overarching trends -- The Flow to Global, The Flow to the Individual and Accelerated Electronic Connectedness -- and explore how they relate to the book business. David's address will be followed by a Q&A breakout session for DBW attendees that want to further explore his views and their implications for publishing.	David Houle Author and futurist Evolution Shift
9:10am	A Kindle New Year: Looking Back and Looking Forward Russell Grandinetti of Amazon will reveal some of what Amazon has learned during this holiday season, including an update on its global expansion and what the addition of Kindle Fire has yielded for categories such as illustrated books and children's books. And he'll offer some thoughts on what to expect from Kindle in 2012.	Russ Grandinetti VP of Kindle Content, Amazon
9:30am	Bookselling Without Borders: A look at the independent bookstore landscape A top-of-mind concern for trade publishers is the survival of the bookstore network, and today that largely means the survival of independent stores. Oren Teicher is the CEO of the American Booksellers Association, and he will talk about how indies fared during the 2011 holiday season, one without competition from Borders but with ever-growing competition -- especially in the digital realm -- for consumers' discretionary time and money. Teicher will also talk about a number of ongoing tests involving new business models that include ABA member stores, and what these experiments might teach us all about how the entire book industry can adapt to the rapidly changing world in which we live.	Oren Teicher CEO, American Booksellers Association
9:45am	eBook Adoption Goes Global A review of device penetration, ebook adoption, and app sales around the world The global consulting firm A.T. Kearney's Milan office combined with Italian ebook retailer Bookrepublic to examine the state of digital transition in publishing markets around the world last January. They updated their data to report at the Publishers Launch Frankfurt conference. And they will be updating their data again for Digital Book World. They will be reporting on device penetration, online purchasing patterns, and ebook uptake in markets all over the world, giving American publishers a fix on where they can expect to be growing their sales abroad in the year to come.	Greg Portell A.T. Kearney Marco Ferrario Founder, Bookrepublic
10:00am	MORNING BREAK AND EXHIBITS	
Breakout Sessions <i>(Panel discussions unless otherwise indicated)</i>		
10:30am-	Changing Author-Publisher Relationships	<i>Metropolitan East</i>
11:20am	Once considered a last resort or a novel experiment, direct e-publishing without a publisher is tempting more authors and raising questions about a full-service publisher's role and revenue share. Publishers are working on a variety of responses: better author services, including online portals to display sales data and enhance publicity, speakers bureaus to help them promote their careers, and help with their brand-building and social-network marketing. A panel of publishers of scale will discuss what they are doing to make a better author experience and what further changes we'd expect to see in the future.	Simon Lipskar , Writers House <i>(mod)</i> Sue Fleming , Simon & Schuster Joe Mangan , Perseus Books Group Madeline McIntosh , Random House Michael Pietsch , Little, Brown Carolyn Pittis , HarperCollins <i>#DBWauthpub</i>
	Talking to the Genre Fiction Reader: Publisher-driven genre communities The most obvious verticals for big publishers are genre-based: romance, science-fiction, and crime. In genres, publishers already have a title output large enough to build a community around. But does it make sense for many large publishers and some smaller ones to be building "communities" of science-fiction or romance readers, or does that strategy just leave the field open for a third party super-aggregator to take everybody's business? A panel of large publishers with genre-based vertical efforts will discuss the development and future of communities built around genre reading habits.	<i>Metropolitan West</i> Sarah Weinman , Publishers Lunch <i>(mod)</i> Liz Edelstein , Macmillan Tim Holman , Orbit Ben LeRoy , F+W Media Matt Schwartz , Random House <i>#DBWvertical</i>

Session Details

The Future for Print Books in Public Libraries

If the trend in reading is for more of it to be digital and less of it to be print, that will likely be true for library reading as well. The focus of publishers so far has been to try to manage the impact of library ebook distribution on digital book sales through retailers, but publishers might need to consider another question: will their print sales to libraries be diminishing, when, and by how much? Increased demand for ebooks and increased availability of titles means that libraries are devoting more of their limited budgets to digital books. This panel will discuss how ebook buying is being integrated into library collection development and what they see happening to acquisitions of trade books in print.

New York East

Nora Rawlinson, EarlyWord (*mod*)
George Coe, Baker & Taylor
Anne Silvers Lee, Free Library of Philadelphia
George Stanley, Wiley
Miriam Tuliao, NY Public Library

#DBWlibs

Understanding Global Markets

What we all know is that ebooks took off first in the US and are now catching fire in the UK. The key components of that growth were powerful retailers pushing good ereading devices, a large corpus of digitized content in the reflowable epub format, a high level of connectivity and ecommerce-habituated consumers, and, particularly in the US, a large number of people interested in the same content set operating with one currency and one set of commercial rules. These conditions don't exist to the same extent in most places in the world.

This panel of publishing executives and industry observers from Europe, Asia, and Latin America will deliver perspectives on the state of digital change from around the world. The panelists will discuss the barriers to ebook uptake everywhere else and what publishers, particularly, can do to make the transition profitable. We will get a variety of local perspectives about the VAT barrier (VAT is higher for ebooks than for print books just about everywhere in the world), the growth of device penetration, the digitization of local language content, and the impact of so much English-language content being available in each part of the world. The objective of this discussion is to give our attendees, who are mostly American, a more clearly-articulated view of where ebook breakthroughs are likely to happen next and where else we might be looking at a long wait.

New York West

Michael Healy, CCC (*mod*)
Robin Birtle, Sakkam (Japan)
Ronald Schild, Libreka (Germany)
Marco Ferrario, Bookrepublic (Italy)
Ricardo Costa, PublishNews (Brazil)
Jason Craig, Penguin (UK)

#DBWglobal

Interactive session with Futurist David Houle

Meet with David Houle for a Q&A discussion in follow-up to his keynote address. Any topic is on the table, but particularly digital trends, the future of media and content consumption, and how the book publishing business must evolve to remain relevant in an increasingly digital world.

Central Park West

Audience Q&A with

David Houle, Author and futurist

#DBWhoule

11:30am-12:20pm Pricing of eBooks: What do we know about what works and what doesn't?

We know there is a lot of experimenting taking place with ebook pricing but it is very hard to get much information about it. The retailers generally don't want to reveal what they know because their knowledge gives them competitive advantage. Publishers are quiet for that reason but for another as well: various government authorities are investigating agency pricing looking for evidence of price-fixing, so publishers are justifiably nervous about engaging in any discussion of pricing publicly or privately.

In this time of intensive investigation of, among other things, alleged collusion by big publishers over pricing models, we weren't successful at getting a publisher to join this conversation. But Michael Tambllyn of Kobo has agreed to conduct a full breakout session on pricing, including a presentation of some findings and a question and answer session. Tambllyn has been the only candid retailer -- indeed, the only really informed player -- discussing pricing information. He may not be able to answer every question the DBW audience throws at him but every attendee of this session is bound to learn things they never knew before about what is going on and what is the impact of pricing on the ebook marketplace.

Metropolitan East

Presented by

Michael Tambllyn, Kobo

Followed by audience Q&A

#DBWpricing

Enhanced eBooks: CD-Rom again or different this time around?

Epub 3 and a variety of new creation tools are making it easier all the time for publishers to add multi-media content to what might have originally been a straight text book. Unlike in the CD-Rom days, enhanced ebook products can be made without six-figure investments and can be accessed on devices that many people possess.

But is there a market? Is content that in bygone decades would have been delivered as reading material now improved in the consumers' eyes by having audio, video, animation, and interactivity added to it?

A panel of publishers working to create additional value by adding to the straight reading experience, along with a service provider making it easier for them to do it, will discuss what their experience and intuition tells them will work and what won't.

Metropolitan West

Peter Meyers, Author and Digital Book Producer (*mod*)
Nicholas Callaway, Callaway Digital Arts
Liz Kessler, Hachette
Dan Oja, Media Technics
Mindy Stockfield, Hyperion

#DBWenhanced

Discovery and Libraries in an Age of Fewer Bookstores

The library has long been a source of referral and discovery for readers and, of course, library readers can be part of word-of-mouth marketing just as effectively as a purchaser. With digital technology, new ways to employ the library as a marketing arm to make readers aware of books are emerging. A panel including 3M and BiblioCommons, which have propositions to make libraries more effective that way, will join a librarian and a publisher in a discussion of how libraries might play a larger role in book discovery both online and on-site, particularly as bookstore shelf space declines.

New York East

Heather McCormack, Library Journal (*mod*)
Beth Jefferson, BiblioCommons
Ruth Liebmann, Random House
Kate Sheehan, Bibliomation, CT
Matt Tempelis, 3M Library Systems

#DBWlibs

Session Details

Breaking out of the Box: New channels for your content

Bookstore shelf space is declining, but new opportunities for publishing sales are emerging. Baker & Taylor is using its Blio platform and its ability to deliver print to create print-and-digital sales opportunities with specialty retailers and mass merchants. Ingram has created a new service called Global Connect which can deliver a publisher's content by ebook or print locally delivered on demand across the globe. Google has an ebook program that is lining up independent bookstores to sell them, which they haven't been able to do before. And F+W Media has opened its proprietary vertical channels to books from all publishers, creating a new sales outlet for their competitors. We'll assemble these companies to talk about what they're doing and the new sales opportunities they're creating for publishers across the industry.

New York West

Chris Kenneally, Beyond the Book, Copyright Clearance Center (*mod*)
Sara Domville, F+W Media
Phil Ollila, Ingram
Tom Turvey, Google
Bob Nelson, Baker & Taylor

#DBWchannels

Using Content to Build Community: Specialist publishers and topic-based vertical development

Many big publishers are building vertical sites and communities around their nonfiction content. Some are organizing -- like Simon & Schuster's "TipsOn..." sites -- around practical how-to and lifestyle topics with a focus on search engine optimization and content syndication. Others are creating enthusiast communities, such as St. Martin's CommandPosts.com for military news and history, that connect authors, editors, and readers around a shared interest. Specialist publishers have the built-in advantage in a vertical world of having already built their lists around audiences, and they are learning how to expand on and monetize their expertise and targeted content in new ways.

This panel will have speakers from both the general and specialist worlds discussing how they are building communities with their content as a starting point. They'll talk about the opportunities that arise from doing that, including B2B content sales as well as a community to help them sell their existing books.

Central Park West

Gary Lynch, F+W Media (*mod*)
Matt Baldacci, St. Martin's Press
Margo Baldwin, Chelsea Green
Jim Bashour, Cool Springs Press, Quarto Group
Sue Fleming, Simon & Schuster

#DBWvertical

12:30pm **EXHIBIT HALL AND LUNCH**

1:30pm-2:20pm **The Digital Future for the Illustrated Book**

The wide distribution of color ereaders and tablets (the lines between which are blurring) means that devices that can handle illustrated book content are in the hands of many consumers. At the same time, the shelf space on which illustrated books are sold is shrinking because the migration to digital reading for straight text shows no sign of abating.

Will consumers be as satisfied with illustrated books on devices as they have become with straight text? Will a "fixed format" layout, perhaps with the ability to spread and pinch illustrations, deliver an experience that consumers will embrace? Are there particular topics or types of illustrated books that will be most commercially successful? Will different sized screens present difficulties for publishers, or can those challenges be easily overcome? And can illustrated ebooks be delivered for costs that make sense in what is still an experimental market?

A panel of publishers working with the challenge of delivering illustrated books to digital devices, along with a provider of services and tools for creating illustrated digital books, will discuss the challenges and expectations for illustrated books in a digital environment.

Metropolitan East

Laura Hazard Owen, paidContent (*mod*)
Ken Fund, Quarto
Ami Greko, Kobo
Sriram Panchanathan, Aptara
Steven Sandonato, Time Home Entertainment

#DBWillust

Doing It on Their Own: Self-publishing authors find success

There are more stories every day about authors who are succeeding financially publishing on their own. Some are building on name recognition they had from being previously published by a commercial house. But others are succeeding starting their careers from scratch. This panel will feature three successful self-publishing authors plus one service provider who has worked with many of them discussing what it takes for an author to succeed without a publishing house. They'll talk about what capabilities authors have to possess or develop to succeed as their own publishers as well as what publishers might do to keep commercially-appealing authors working through them rather striking out on their own.

Metropolitan West

Jeremy Greenfield, DBW (*mod*)
Tony Van Veen, BookBaby
And independent authors:
Bella Andre
Elle Lothlorien
Bob Mayer

#DBWauthors

New Models for eBook Sales to Libraries

In the world of ebooks, publishers are a bit befuddled about the role of the public library with a number of the largest publishers refusing to sell to ebooks at all and others looking for ways to place limitations on how libraries can use them. The most established model for ebook distribution to libraries has been a "one-copy/one-user" limitation modeled after print book lending that prevents simultaneous loans. But new concerns on both sides -- about licensing versus ownership, equitable and affordable access, perpetual licenses to ebook files, frictionless downloading, and fair compensation for authors -- have led to a variety of new models for ebook lending through libraries. This panel of ebook aggregators currently working to strike a balance between publishers and libraries, and one library that's developing their own system, will discuss the issues on both sides of the debate and where they're finding common ground.

New York East

Barbara Genco, Library Journal (*mod*)
Rich Freese, Recorded Books
Tom Mercer, 3M Library Systems
Steve Potash, OverDrive
Monique Sendze, Douglas Co. Lib.

#DBWlibs

Session Details

The Bookstore Renaissance: New experiments and innovations from independent booksellers

Independent booksellers are living through the same shift in the business that publishers and bookstore chains are -- watching much of the print book business that used to be theirs migrate to ebooks and online purchasing. We've seen the demise of Borders in 2011 take a large amount of shelf space out of the game, perhaps breathing new life into the chain and indie players that remain. Clever and entrepreneurial independent booksellers are fighting back, sometimes with the help of publishers, experimenting with new business models to try to preserve the brick-and-mortar bookstore network that is so critical to discovery and merchandising, no matter how the books are bought or consumed.

This panel of successful independent booksellers -- Roxanne Coady of RJ Julia, Brad Graham of Politics & Prose, Suzanna Hermans of Oblong Books, and Mitchell Kaplan of Books & Books -- will talk about how they're changing and innovating to meet the future and what experiments hold the promise of enabling a future for independent booksellers in challenging times.

New York West

John Mutter, Shelf Awareness (*mod*)
Roxanne Coady, RJ Julia
Brad Graham, Politics & Prose
Suzanna Hermans, Oblong Books
Mitchell Kaplan, Books & Books

#DBWindie

Understanding Metadata

Online book discovery and sales depend on quality metadata. Metadata powers search engines and ensures that virtual checkout counters send the correct books to customers. Your metadata determines where and how your books are found and purchased online. In this presentation, Bill Newlin of Avalon Travel and Fran Toolan of Firebrand Technologies explain the metadata basics: what it is, why it's important, and how to make sure the metadata on your ebook effectively enables both discovery and transaction. They'll enumerate specific challenges and benefits that can accrue to publishers that provide quality metadata and marketing information for all their books to all of their channel partners.

Central Park West

Presented by

Bill Newlin, Avalon
Fran Toolan, Firebrand Technologies

Followed by audience Q&A

#DBW/metadata

2:30pm **AFTERNOON COFFEE BREAK AND EXHIBITS**

Empire Ballroom

General Program *Metropolitan Ballroom | #DBW12*

3:00pm **Kobo Takes eBooks Around the World**

Having just experienced its first Christmas season with important new partnerships in Britain (WH Smith) and France (FNAC), Kobo heads into 2012 with new ownership that seems to suggest even more robust funding and aggressive international expansion. They have been the leading general ebook retailer with a robust social reading component and they have historically been the ebook retailer most willing to share its experiences and its data with the community at large. At DBW, Kobo EVP Michael Tamblyn will talk about what they've learned during the Christmas season about their audiences, pricing in different markets, and the sale and consumption of illustrated ebooks that are made possible by the iPad and by Kobo's own Vox tablet device.

Michael Tamblyn

EVP, Content, Sales and Merchandising, Kobo, Inc.

3:15pm **Metadata and Sales Data and the Connections Between the Two**

Nielsen is both the largest aggregator of sales data in the world and one of the leading bibliographic data providers. They see more clearly than most when poor metadata costs publishers sales and they see clearly that online sales channels are even more severely impacted by poor metadata than brick-and-mortar sales are. They are in the process of creating a new global ebook sales reporting service as well.

In this session, Jonathan Nowell, who runs Nielsen's book operations worldwide, will tell publishers about the state of metadata (hint: not as good anywhere as it should be and not as good outside the US and the UK as it is in those two markets), how it is costing them sales, and what fixes are most urgent for them to make to stop those losses. Nowell will also talk about the need for global ebook sales reporting and how Nielsen expects publishers to benefit when their service is rolled out in the near future.

Jonathan Nowell

President, Nielsen Book

3:30pm **Bookish**

Caroline Marks, CEO, Bookish

3:45 pm **Verso Media: Study of book-buying behavior**

For the third year in a row, Verso will present updated results of its survey of consumer book-purchasing behavior. The survey will probe such questions as:

How are former Borders shoppers redirecting their purchases online and in the bricks-and mortar space? How are avid readers splitting their purchases between paper editions and e-books? What is the current and projected level of U.S. e-reader, tablet and e-book penetration? How has consumer price sensitivity to e-books evolved over time? Has the threat of digital piracy increased dramatically? Are consumers ready for an indie-branded e-reader device? And how is new-title "discoverability" being hindered or served by the shift to online marketing, including social networks?

The survey once again will measure consumer attitudes among 5,000 statistically weighted respondents, providing a highly reliable snapshot of the current book marketplace.

Jack McKeown

President, Books & Books,
Westhampton Beach

Session Details

4:00 pm	Observations of a Publisher-Centric Digital Retailer <p>Anobii has existed as an online reading community since 2006. Now with investment from several of the UK's leading publishers, Anobii is developing a new approach to integrating social capabilities into book discovery and purchasing. Anobii combines the social elements of Facebook, Twitter and GoodReads, the crowd-sourced knowledge base of Wikipedia, and the retail back-end to sell ebooks directly to consumers. Readers can create and curate globally crowd-sourced topics and title groupings, providing a new way to browse and discover books while adding an exciting element to title metadata.</p> <p>Anobii is based and financed in the UK, but it is international and multi-lingual and could become influential in book discovery and sales anywhere in the world. CEO Matteo Berlocchi will describe Anobii's unique relationship with its shareholders and explore the challenges and opportunities for a fledgling ebook retailer. He will discuss the agency model, the future for DRM, and why Anobii thinks it's found the ingredients for a successful socially powered platform to sell ebooks.</p>	Matteo Berlocchi CEO, Anobii
4:15pm	Where we are, where we're going <p>It is a Digital Book World "tradition" that Conference Chair Mike Shatzkin and his Publishers Launch Conferences partner, Publishers Lunch's Michael Cader, wrap up the show co-moderating a provocative and wide-ranging panel discussion. The topic is loosely honored: "where are we now and where will be in 12 months". For this dialogue, Mike and Michael invite some of their favorite conversation partners, people who think about where the industry is growing and are inclined to speak their minds.</p>	<i>Moderated by</i> Mike Shatzkin , DBW Conference Chair Michael Cader , PublishersMarketplace Mark Allin , John Wiley & Sons Evan Schnittman , Bloomsbury Clare Peeters , Perseus Books Group
5:00pm	CLOSING REMARKS	David Nussbaum , F+W Media