

JANUARY 13-15, 2014 • SHERATON NEW YORK HOTEL & TOWERS • NYC

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DIGITAL
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WORLD
conference + expo

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+ A Welcome from our Chairman and CEO

Everybody believes in innovation until they see it. Then they think, 'Oh, no; that'll never work. It's too different.' - Nolan Bushnell

As I welcome you to our fifth annual **Digital Book World Conference + Expo**, I'm reminded of the astonishing amount of change the publishing industry has seen over the last five years. For comparison, recall that the first iPad was unveiled during the same week as our inaugural event in January, 2010. And the rate of change is only accelerating. **Digital Book World** is critical to setting the tone for the industry and providing a forum to help you think differently.

During these upcoming days, we'll explore new revenue models at panel discussions like *Agile Content: Developing Responsive Publishing Models* and *Building Direct Sales Relationships: Suppliers Helping Publishers Get There*. We'll better understand our consumers (and our businesses) in *What Consumers Want: Utilizing Data for Acquisitions and Marketing* and *What Really Influences Customers in the Age of (Nearly) Perfect Information*. And we'll analyze key industry players—Amazon, Start-Ups, Self-Publishers, the YA market—in a packed program curated with the most recent developments in mind.

If you're attending **Digital Book World** for the first time, please let me personally welcome you to the conversation; I look forward to hearing your perspective on the challenges and opportunities that uniquely present themselves to the publishing industry. And if you're one of the charter attendees who have been a part of **Digital Book World** since its founding, I offer a sincere thank you for making **Digital Book World** a true community of the brightest minds in publishing.

This event is made possible with the help of our Chairman and Conference Partner Mike Shatzkin, our Conference Co-Partner and Publishers Lunch founder Michael Cader, our community council members and advisors, our esteemed speakers, sponsors and exhibitors, and my team at **F+W Media**. Thank you all.

Here's to the next five years of **Digital Book World** and beyond. Our opportunities are limited only by our imaginations.

Best,



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

+ PRE-CONFERENCE EVENTS*

MONDAY, JANUARY 13

(*Additional fee required for all pre-conference events.)

PRESENTED BY

DIGITAL BOOK WORLD conference + expo

The DBW Digital Design & Production Conference: The Mechanics of Ebook Implementation

At this one-day conference, presented immediately before the opening of Digital Book World Conference + Expo, you'll get nuts-and-bolts instruction and best practices for production, workflow, design, EPUB3, typography and the future of ebook production.

	Ebook Production Track	Ebook Design Track
	New York Ballroom West	New York Ballroom East
8:30 AM – 10:00 AM	A PRACTICAL INTRODUCTION TO EPUB3 <i>Joshua Tallent</i>	EBOOK DESIGN: BEYOND STRAIGHT TEXT <i>Colleen Cunningham</i>
10:00 AM – 10:30 AM	MORNING BREAK	
10:30 AM – 12:00 PM	INTRODUCTION TO EPUB CREATION WITH ADOBE INDESIGN CC <i>Chris Kitchener</i>	FIRST, DO NO HARM: BEST PRACTICES FOR TYPOGRAPHY IN EBOOKS <i>Charles Nix</i>
12:00 PM – 2:00 PM	LUNCH ON YOUR OWN <i>FOR OTHER DINING CHOICES, SEE PAGE 32</i>	
2:00 PM – 3:30 PM	ADVANCED EPUB CREATION FOR IPAD WITH ADOBE INDESIGN CC <i>Chris Kitchener, Douglas Waterfall</i>	UX DESIGN FOR DIGITAL BOOKS: LEARN AND APPLY UXD FOR A BETTER EBOOK EXPERIENCE, PART 1 <i>Anne Kostick, Pamela Hilborn</i>
3:30 PM – 4:00 PM	AFTERNOON BREAK	
4:00 PM – 5:00 PM	FINDING THE FUTURE OF EBOOK PRODUCTION AND WORKFLOW <i>Joshua Tallent, Chris Kitchener, Matt LeBlanc, Douglas Waterfall</i>	UX DESIGN FOR DIGITAL BOOKS: LEARN AND APPLY UXD FOR A BETTER EBOOK EXPERIENCE, PART 2 <i>Anne Kostick, Pamela Hilborn</i>

PRE-CONFERENCE EVENTS

MONDAY, JANUARY 13

PRESENTED BY

PublishersLaunch
CONFERENCES

LaunchKids

8:45 AM – 5:00 PM

METROPOLITAN BALLROOM EAST

Launch Kids features top executives and innovators discussing the future of the children's book publishing business. Focused on both traditional print publishers moving into the digital space and digital players partnering with the established publishers, the conference highlights new digital products, platforms and channels.

PRESENTED BY



BISG

BOOK INDUSTRY STUDY GROUP

Making Information Pay for Higher Ed

9:00 AM – 5:30 PM

RIVERSIDE BALLROOM

With new results from Student Attitudes Toward Content in Higher Education, BISG's ongoing survey of content preference and use trends, and perspectives from industry leaders on content, platforms, and emerging models, this full-day conference is packed with value for senior managers in publishing technology and operations, marketing, strategy, and content development; retailers; and those involved in content delivery whether print or digital.



Pre-Conference Events are available for an additional fee, space permitting. Visit the registration desk on the Second Floor in the Metropolitan Foyer if you'd like to attend one of these events.

Lunch is not provided on Monday; check page 32 for restaurant recommendations.

01.

WELCOME

03.

PRE-CON

04.

AWARDS

05.

AGENDA

08.

WORKSHOPS

09.

SESSIONS

14.

SPEAKERS

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COUNCIL

31.

MAP

32.

RESTAURANTS

TUESDAY, JANUARY 14 • 7:00 PM

The Digital Book Awards Gala

The Digital Book Awards recognize innovation, creativity and excellence in all aspects of digital book publishing. Join us as we honor award winners and finalists in 15 categories who have demonstrated fresh thinking, inspired design and bold technology integration, pushing the boundaries of what's possible in this constantly evolving publishing arena.



We're proud to announce this year's emcee, LeVar Burton—Actor, Director, Producer and Curator-in-Chief of the RRKIDS/Reading Rainbow children's brand.

Categories:

- **Ebook Flowable**
 - Adult Fiction
 - Adult Nonfiction
 - Children's
 - Reference/Academic
- **Ebook Fixed Format/Enhanced**
 - Adult Fiction
 - Adult Nonfiction
- **Children's**
 - Reference/Academic
 - Illustrated/Comics/Graphic
 - Novels
- **Apps**
 - Adult Fiction
 - Adult Nonfiction
 - Children's
 - Reference/Academic
 - Illustrated/Comics/Graphic
 - Novels
- **Transmedia (any format)**
- **Inkling Habitat (special prize)**

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the judges

ANDREA COLVIN

VP, Content & Executive Producer, Book Division,
Andrews McMeel Publishing

PETER COSTANZO

Creative Director, NBC Publishing

COLLEEN CUNNINGHAM

Ebook Developer, F+W Media, Inc.

CHRISTINA BIAMONTE FAUBERT

Content Account Manager, Ebooks for Sony
ReaderStore

AMI GREKO

Book Marketing Strategist, Goodreads

ANNE KOSTICK

Principal, Foxpath IND

MATT LEBLANC

Director of Digital Workflow - Ebooks, F+W Media, Inc.

KELLY LEONARD

Digital Marketing Strategist

NATHAN MAHARAJ

Director of Merchandising, Kobo, Inc.

RON MARTINEZ

Founder & CEO, Aerbook, Invention Arts

TOM MCCLUSKEY

Operations Director, Digital Bindery

BILL MCCOY

Executive Director, International Digital Publishing
Forum

MATT MULLIN

Manager of Digital Content, Barnes & Noble

ALISON NORRINGTON

CCO & Founder, storycentralDIGITAL

LIZ SCHEIER

Senior Product Manager, Brilliance Audio

RONSON SLAGLE

Art Director, *Print* Magazine

JOSHUA TALLENT

Chief Ebook Architect, Firebrand Technologies

IRA WOLFMAN

President, POE Communications

+ DIGITAL BOOK WORLD AT-A-GLANCE

MONDAY, JANUARY 13

7:30 AM REGISTRATION OPENS

Conferences:			
8:30 AM – 5:00 PM	DIGITAL DESIGN & PRODUCTION CONFERENCE: THE MECHANICS OF EBOOK IMPLEMENTATION <i>presented by DBW</i>		
8:45 AM – 5:00 PM	LAUNCH KIDS CONFERENCE <i>presented by Publishers Launch</i>		
9:00 AM – 5:30 PM	MAKING INFORMATION PAY FOR HIGHER ED <i>presented by BISG</i>		
Workshops:	Riverside Suite	Conference Room D	Conference Room L
9:00 AM – 12:00 PM	DRIVING AGENCY GROWTH: FRESH CASE STUDIES, MODELS & TOOLS FOR AGENTS & MANAGERS <i>Jason Allen Ashlock</i>	FINDING AND BUILDING AN AUDIENCE: ON DISCOVERY AND DISCOVERABILITY <i>Andrew Rhomberg, Ashleigh Gardner</i>	LICENSING COPYRIGHT IN THE DIGITAL AGE <i>Michael Healy, Skott Klebe, Kimberly Potvin, Bill Rosenblatt, Devereux Chatillon</i>
Workshops:	Conference Room K		
2:00 PM – 3:00 PM	SPI GLOBAL - CONTENT DEVELOPMENT AND PRODUCTION FOR MULTI-PLATFORM USE <i>John Wheeler</i>		
3:00 PM – 4:00 PM	SPI GLOBAL - EDUPUB: NEXT STEPS FOR CONTENT STANDARDS FOR DIGITAL PUBLISHING IN EDUCATION <i>Bill McCoy, Paul Belfanti</i>		
4:00 PM – 5:00 PM	SPI GLOBAL - SMART CONTENT – FROM DISCOVERY TO ENGAGEMENT <i>John Prabhu, John Wheeler</i>		
Workshops:	Riverside Suite	Conference Room D	Conference Room L
2:00 PM – 5:00 PM	BOOSTING EBOOK EXPOSURE AND DISCOVERY THROUGH LIBRARIES <i>Wendy Bartlett, Nora Rawlinson, Larra Clark, Alan Inouye, Maja Thomas</i>	EBOOKS AND THE LAW: THE EBOOK IMPACT ON CONTRACTS, CONTENT AND CONSUMERS <i>Judith B. Bass, Kim Scheffler</i>	EBOOK PUBLISHING FOR EVERYONE: HOW NON-BOOK-PUBLISHING COMPANIES CAN PROFIT FROM EBOOK-PUBLISHING INITIATIVES <i>Jason Allen Ashlock, Jack Perry</i>
SPECIAL EVENT: 5:30 PM <i>Metropolitan Ballroom East</i> , OUT OF PRINT, RECEPTION & SCREENING - A Film by Vivienne Roumani Q+A SESSION WITH Vivienne Roumani, Jane Friedman, Darcie Chan, and Ira Wolfman, hosted by DBW's Jeremy Greenfield BENEFITS GODDARD RIVERSIDE COMMUNITY CENTER			

TUESDAY, JANUARY 14

7:30 AM REGISTRATION OPENS, COFFEE, AND EXHIBITS

General Session:	Metropolitan Ballroom
8:30 AM – 8:35 AM	WELCOME AND OPENING REMARKS
8:35 AM – 8:50 AM	THE PAST, PRESENT AND FUTURE OF THE PUBLISHING INDUSTRY <i>Mike Shatzkin</i>
8:50 AM – 9:30 AM	CEO ROUNDTABLE: THE EXECUTIVE'S VIEW OF THE FUTURE <i>David Nussbaum, Tim O'Reilly, Dominique Raccach, Carolyn Reidy, Moderator: Michael Cader</i>
9:30 AM – 9:45 AM	CHANGE IS GOOD: HOW TO GET YOUR ORGANIZATION MOVING FASTER <i>Carolyn Pittis</i>
9:45 AM – 10:15 AM	MORNING BREAK AND EXHIBITS
9:45 AM – 10:15 AM	CASE STUDY: APTARA: BUILDING A BASELINE EPUB 3 PRODUCTION TEMPLATE <i>Jean Kaplansky, Tzviya Siegman</i> • Located in New York Ballroom West
10:15 AM – 10:40 AM	THE WINDS OF CHANGE: UNDERSTANDING THE GLOBAL BOOK MARKET <i>Jonathan Nowell, Jo Henry</i>
10:40 AM – 10:55 AM	THE REAL EBOOK REVOLUTION IS JUST BEGINNING <i>Tim O'Reilly</i>

+ DIGITAL BOOK WORLD AT-A-GLANCE

TUESDAY, JANUARY 14

10:55 AM – 11:05 AM	RESULTS OF DBW'S PUBLISHING TECHNOLOGY AND START-UP SURVEY <i>Mike Shatzkin</i>
11:05 AM – 11:20 AM	PUBLISHERS IN A TECH-DRIVEN WORLD – PARTNER OR PERISH <i>Andrew Rhomberg</i>
11:20 AM – 11:30 AM	BRANDED AUTHORS: WHAT EVERY PUBLISHER NEEDS TO KNOW <i>Peter Hildick-Smith</i>
11:30 AM – 12:00 PM	DATA-DRIVEN DECISION MAKING: PUBLISHING SMARTER <i>Ken Brooks, Chantal Restivo-Alessi, Chad Phelps, Moderator: Ken Michaels</i>
12:00 PM – 1:30 PM	EXHIBITS AND LUNCH (BOXED LUNCH PROVIDED; FOR OTHER DINING CHOICES, SEE PAGE 32)

CASE STUDIES:	New York Ballroom East	New York Ballroom West
12:00 PM – 12:30 PM	INKLING: THE CULINARY REVOLUTION GOES DIGITAL: HOW MODERNIST CUISINE AT HOME BROKE THE MOLD <i>Rachel Castillo</i>	IMPELSYS: MAXIMIZING REVENUE POTENTIAL OF YOUR CONTENT ASSETS THROUGH INNOVATIVE BUSINESS MODELS <i>Sameer Shariff, Terri Lynn Soutor</i>
12:30 PM – 1:00 PM	GUTENBERG TECHNOLOGIES: EPUB3 & ADAPTIVE EBOOKS. CHANGE THE READER'S EXPERIENCE <i>François-Xavier Husherr and David Liu</i>	SPI GLOBAL: PRINT TO DIGITAL, DIGITAL FIRST, SIMULTANEOUS PUBLISHING – WHAT'S YOUR STRATEGY? <i>John Prabhu, Paul Belfanti, Matthew Cavnar</i>
1:00 PM – 1:30 PM	APTARA: PRODUCE HIGHLY-INTERACTIVE CONTENT EBOOKS AT SCALE <i>Maria Bartoszewicki</i>	INGRAM: MAKING THE DATA MAKE SENSE – HOW TO USE ANALYTICS TO DRIVE DIGITAL AND PRINT DECISIONS

Breakout Sessions:	New York Ballroom East	New York Ballroom West	Conference Room D	Metropolitan Ballroom	Conference Room E
1:30 PM – 2:20 PM	INVESTING IN PUBLISHING INNOVATION <i>Adam Salomone, Troy Williams, David Roland</i> Moderator: <i>Clare Peeters</i>	CHANGE PEOPLE – HOW TO DESIGN A CULTURE OF GROWTH <i>Martin Klopstock, Laura Baldwin, David Nussbaum</i> Moderator: <i>Wendy Elman</i>	KIDS LAUNCHPAD: NEW WAYS TO REACH YOUNG READERS <i>Rebecca Levey, Marjan Ghara, Shira Schindel, Eric Huang</i> Moderator: <i>Jess Johns</i>	WHAT CONSUMERS WANT: UTILIZING DATA FOR ACQUISITIONS AND MARKETING <i>Peter McCarthy, David Boyle, Suzie Sisoler, Rebecca Smart</i> Moderator: <i>James McQuivey</i>	HTML5 IS THE FUTURE OF BOOK AUTHORSHIP <i>Tim O'Reilly, Sanders Kleinfeld</i>
2:30 PM – 3:20 PM	START-UPS WORKING WITH PUBLISHERS <i>Andrew Rhomberg, Jason Illian, Henrik Berggren, Joanna Stone Herman</i> Moderator: <i>Jeremy Greenfield</i>	CHANGE PROCESS – HOW TO IMPROVE TEAM PRODUCTIVITY <i>Kevin Sullivan, Daryl Lubin, Bill Bosak</i> Moderator: <i>Julie Blattberg</i>	NEW OPPORTUNITIES WITH COMMON CORE AND DIGITAL CONTENT IN THE CLASSROOM <i>Roy Kaufman, Michelle Luhtala, Jeff Livingston, Mary-Alice Moore</i> Moderator: <i>Neal Goff</i>	EMERGING STRATEGIES FOR EBOOK PRODUCTION <i>Liisa McCloy-Kelley, Sesha Bolisetty, Samantha Cohen, Paul O'Neill</i> Moderator: <i>Bill McCoy</i>	SUPPLY CHAIN – MANAGING PRINT INVENTORY AND SALES IN THE DIGITAL AGE <i>Ken Brooks, Craig Bauer, Larry Goldberg</i> Moderator: <i>Jack Perry</i>
3:30 PM – 4:00 PM	AFTERNOON COFFEE BREAK AND EXHIBITS				
3:30 PM – 4:00 PM	CASE STUDY: DE MARQUE <i>Marc Boutet</i> • Located in New York Ballroom West				
4:00 PM – 4:50 PM	PUBLISHERS WORKING WITH START-UPS <i>Andrea Fleck-Nisbet, Rick Joyce, Leslie Hulse, Stephen Laster</i> Moderator: <i>Edward Nawotka</i>	CHANGE TECH – HOW TO FIND AND SELECT (THE RIGHT) TOOLS <i>Steve Kasdin, Don Seitz, Matthew Bennett, Carolyn Pittis, Donna Ketler</i>	UNDERSTANDING AND REACHING THE YA MARKET <i>Sean Moss, Marianna Ricciuto, Alvina Ling, Jean Feiweil</i> Moderator: <i>Kristen McLean</i>	CROSSING THE CHASM: FINDING DIGITAL SOLUTIONS FOR NON-NARRATIVE CONTENT <i>Pavan Arora, Gus Gostyla, Ron Martinez, Bill Kasdorff</i> Moderator: <i>David Wilk</i>	BEYOND REPRESENTATION: BUILDING NEW BUSINESSES FROM AN AGENTING BASE <i>Jason Allen Ashlock, Joe Regal, Scott Waxman, Richard Curtis, Brenda Marsh</i>
5:00 PM – 7:00 PM	NETWORKING RECEPTION sponsored by 3M • Located in both Exhibit Areas				
7:00 PM – 9:30 PM	DIGITAL BOOK AWARDS GALA <i>Additional Fee Required, Space Permitting.</i> • Located in the Metropolitan Ballroom East				

DIGITAL BOOK WORLD AT-A-GLANCE

WEDNESDAY, JANUARY 15

General Session:	Metropolitan Ballroom				
8:30 AM – 8:35 AM	WELCOME				
8:35 AM – 8:50 AM	AMAZON'S "EVERYTHING" STRATEGY <i>Brad Stone</i>				
8:50 AM – 9:05 AM	DECONSTRUCTING AMAZON <i>Benedict Evans</i>				
9:05 AM – 9:15 AM	AMAZON'S GROWING SHARE OF THE INSTITUTIONAL MARKET <i>Joseph Esposito</i>				
9:15 AM – 9:45 AM	THE FUTURE OF AMAZON AND THE PUBLISHING BUSINESS <i>Brad Stone, Benedict Evans, Joseph Esposito</i> Moderator: <i>Mike Shatzkin</i>				
9:45 AM – 10:15 AM	MORNING BREAK AND EXHIBITS				
9:45 AM – 10:15 AM	CASESTUDY: JOUVE: SMART, LEAN, AGILE: A SERIES OF MINI-CASE STUDIES ABOUT SOLVING REAL-WORLD WORKFLOW, BUSINESS, AND TECHNOLOGY CHALLENGES <i>Thomas Riendeau</i> • Located in New York Ballroom West				
10:15 AM – 10:30 AM	WHAT REALLY INFLUENCES CUSTOMERS IN THE AGE OF (NEARLY) PERFECT INFORMATION <i>Emanuel Rosen</i>				
10:30 AM – 10:45 AM	WHAT AUTHORS WANT: UNDERSTANDING AUTHOR PRIORITIES IN THE SELF-PUBLISHING ERA <i>Phil Sexton</i>				
10:45 AM – 11:00 AM	SHOULD TRADITIONAL PUBLISHERS FEEL THREATENED BY THE POTENTIAL OF SELF-PUBLISHING? <i>Dana Beth Weinberg</i>				
11:00 AM – 11:15 AM	MAD MONEY'S JIM CRAMER REPORTS ON INVESTMENT PROSPECTS FOR THE PUBLISHING INDUSTRY <i>Jim Cramer</i>				
Breakout Sessions:	Metropolitan Ballroom	Conference Room D	New York Ballroom East	Conference Room E	New York Ballroom West
11:25 AM – 12:15 PM	AMAZON Q & A <i>Brad Stone, Joseph Esposito, Benedict Evans, Laura Hazard Owen</i>	REACHING BOOK READING COMMUNITIES ONLINE <i>John Adamo, Ashleigh Gardner, Patrick Brown, Sarah Wendell</i> Moderator: <i>Jane Litte</i>	EXAMINING NEW BUSINESS MODELS <i>John Tayman, Karl Weber, Lyron Bennett, Brandi Larsen</i> Moderator: <i>Chris Kenneally</i>	THE FUTURE OF BOOKSTORES <i>Roxanne Coady, Margot Sage-EL, Sarah McNally, Bradley Graham</i> Moderator: <i>Chris Kerr</i>	SUBSCRIPTIONS FOR BOOKS: PUBLISHERS PUTTING BOOKS INTO SUBSCRIPTION MODELS <i>Sara Domville, Deborah Forte, Mary Cummings, Chantal Restivo-Alessi</i> Moderator: <i>Lorraine Shanley</i>
12:15 PM – 1:45 PM	EXHIBITS AND LUNCH (BOXED LUNCH PROVIDED; FOR OTHER DINING CHOICES, SEE PAGE 32)				
CASESTUDIES:	New York Ballroom East		New York Ballroom West		
12:15 PM – 12:45 PM	BOWKER: METADATA AND IDENTIFIERS DRIVING NEW BUSINESS MODELS <i>Han Huang, Laura Dawson, Patricia Payton</i>		INNODATA: NATIONAL FIRE PROTECTION ASSOCIATION AND INNODATA CREATE HIGHLY INTERACTIVE DIGITAL PRODUCTS WITH OPTIONAL BACK-TO-PRINT WORKFLOW <i>Angela Burke and Gayle Hart</i>		
12:45 PM – 1:15 PM	DATAMATICS: TOOLS FOR SEEING WHAT'S NEXT <i>Gordon Laws</i>		QBEND: SELLING DIRECT AND BUILDING YOUR COMMUNITY		
1:15 PM – 1:45 PM	INKLING: CREATE A COMPLETE DIGITAL LIBRARY: BUILD BEAUTIFUL, STRUCTURED COLLABORATIVE CONTENT AT SCALE <i>Paul Dever and Dana Lindsay</i>		BLURB: PRINT OR DIGITAL: AUTHORS CREATE, READERS DECIDE <i>Donna Boyer</i>		

WEDNESDAY, JANUARY 15

Breakout Sessions:	Conference Room D	New York Ballroom East	Metropolitan Ballroom	New York Ballroom West	Conference Room E
1:45 PM – 2:35 PM	OPTIMIZING METADATA FOR GLOBAL IMPACT <i>Cameron Drew, Phil Madans, Laura Dawson, Noah Genner</i> Moderator: Len Vlahos	PANNING FOR GOLD: MARKETING THE BACKLIST <i>Paige Smith, Anne Marie Tallberg, Jennifer Weltz, Sanj Kharbanda</i> Moderator: Peter McCarthy	AGILE CONTENT: DEVELOPING RESPONSIVE PUBLISHING MODELS <i>Pip Tannenbaum, Amanda D’Acierno</i> Moderator: Michael Cairns	DIGITAL EXPERIMENTS: HOW UNIVERSITY PRESSES ARE REINVENTING PUBLISHING <i>Gita Manaktala, Marlie Wasserman, Greg Britton, John Sherer</i> Moderator: Peter Berkery	BUILDING DIRECT SALES RELATIONSHIPS: SUPPLIERS HELPING PUBLISHERS GET THERE <i>Sameer Shariff, Doug Lessing, Micah Bowers, Marc Boutet</i> Moderator: Ted Hill
2:45 PM – 3:35 PM	THE FUTURE OF LIBRARIES <i>Brian Kenney, Jamie Watson, Christopher Platt, Chris Fischbach</i> Moderator: Meredith Schwartz	PUBLISHING WITHOUT INVENTORY <i>Marcello Vena, Allison Dobson, Arthur Klebanoff</i> Moderator: Phil Ollila	SOCIAL MEDIA: WHAT MATTERS, WHAT DOESN'T, AND HOW TO KNOW THE DIFFERENCE <i>Kristin Fassler, Rachel Chou, Brad Parsons, Penny Sansevieri</i> Moderator: Murray Izenwasser	PUBLISHERS BUILDING VERTICAL COMMUNITIES <i>Lucille Rettino, Jeanenne Ray, Ilene Gallo, Erin Cox</i> Moderator: Randy Petway	SUBSCRIPTION SERVICE PROVIDERS <i>Bryan Batten, Andrew Weinstein, Matthew Shatz, Justo Hidalgo</i> Moderator: Devereux Chatillon
3:35 PM – 4:05 PM	AFTERNOON COFFEE BREAK AND EXHIBITS				
3:35 PM – 4:05 PM	CASESTUDY: APP ANNIE - BIG DATA TO THE RESCUE! SET YOUR DATA FREE WITH APP ANNIE ANALYTICS Nick McIntosh • Located in New York Ballroom West				

General Session:	Metropolitan Ballroom
4:05 PM – 4:20 PM	PUTTING PUBLISHERS BACK IN THE DRIVER'S SEAT Matt MacInnis
4:20 PM – 4:35 PM	RETHINKING FAILURE: FINDING THE OPPORTUNITIES IN OUR CHALLENGES Dominique Raccah
4:35 PM – 5:15 PM	LOOKING FORWARD / LOOKING BACK <i>Simon Lipskar, John Ingram, Mary Ann Naples</i> , Moderators: Michael Cader, Mike Shatzkin

+ PRE-CONFERENCE WORKSHOPS

MONDAY, JANUARY 13

9:00 AM – 12:00 PM

DRIVING AGENCY GROWTH: FRESH CASE STUDIES, MODELS & TOOLS FOR AGENTS & MANAGERS

Jason Allen Ashlock, Co-Founder & President, Movable Type Management
This workshop will invite a variety of industry-leading voices to analyze experimental models and introduce new tools for the efficient and creative management of authors and literary properties. You'll walk away inspired and equipped to find new ways of serving clients and driving growth.

9:00 AM – 12:00 PM

FINDING AND BUILDING AN AUDIENCE: ON DISCOVERY AND DISCOVERABILITY

Andrew Rhomberg, Founder, Jellybooks.com

Ashleigh Gardner, Head of Content, Wattpad

In this DBW workshop, you will learn about a selection of effective online marketing tools, tactics and strategies for authors and publishers to reach potential new audiences, including: discoverability, purchasing paths, social discovery, analytics, distributed discovery, incentivized discovery, lifecycle marketing and author platforms.

9:00 AM – 12:00 PM

LICENSING COPYRIGHT IN THE DIGITAL AGE

Michael Healy, Executive Director, Author and Publisher Relations,

Copyright Clearance Center, Skott Klebe, Product Evangelist, Copyright

Clearance Center, Devereux Chatillon, Attorney, Chatillon Law

Bill Rosenblatt, President, GiantSteps Media Technology Strategies

Kimberly Potvin, Director of Content Acquisition and Intellectual Property Practices, Cengage Learning

For trade and educational publishers, it's time to view rights and permissions as a revenue generator, not a cost center. Join industry thought leaders for an interactive session that will provide immediate, viable solutions to turn rights licensing into a strategic imperative for your organization.

2:00 PM – 5:00 PM

BOOSTING EBOOK EXPOSURE AND DISCOVERY THROUGH LIBRARIES

Nora Rawlinson, Co-founder and Editor, Early Word.com, Wendy Barlett,

Collection Development Manager, Cuyahoga County Public Library,

Larra Clark, Program Director Office for Information Technology Policy,

American Library Association, Alan Inouye, Director Office for Information

Technology Policy, American Library Association, Maja Thomas, Consultant

Libraries are crucial to the reading ecosystem, and digital content presents new opportunities for libraries to increase ebook exposure and discoverability. In this workshop, knowledgeable practitioners will lead an interactive session that considers today's practice, emerging innovations and "blue sky" ideas for boosting discovery.

2:00 PM – 5:00 PM

EBOOKS AND THE LAW: THE EBOOK IMPACT ON CONTRACTS, CONTENT AND CONSUMERS

Judith B. Bass, Owner, Law Offices of Judith B. Bass,

Kim Scheffler, Partner, Levine, Plotkin & Menin, LLP

Electronic content distribution changed everything in the media world, including the already legally complex realm of books. In this workshop, you'll learn about the finer points of book contracts, business and legal issues involving crowd-sourced content and get updated on Apple ebook litigation and its effects.

2:00 PM – 5:00 PM

EBOOK PUBLISHING FOR EVERYONE: HOW NON-BOOK-PUBLISHING COMPANIES CAN PROFIT FROM EBOOK-PUBLISHING INITIATIVES

Jason Allen Ashlock, Co-Founder & President, Movable Type Management

Jack Perry, Owner, 38enso Inc.

Ebook publishing is becoming increasingly attractive to savvy companies, and content- and idea-rich brands eager to harness the power of ebooks. In this workshop, you'll see what's happening in this fast-moving market, discuss successful case studies, learn to capitalize on opportunity and meet helpful, experienced vendors.

2:00 PM – 3:00 PM

WORKSHOP: SPI GLOBAL – CONTENT DEVELOPMENT AND PRODUCTION FOR MULTI-PLATFORM USE

John Wheeler, SVP, Strategy and Emerging Technologies, SPi Global

Publishing is no longer limited by the physicality of books, and more business models have been introduced recently than ever before. This workshop will discuss how companies plan and conceptualize content development while providing for more channels and maximizing that content most effectively.

3:00 PM – 4:00 PM

WORKSHOP: SPI GLOBAL – EDUPUB: NEXT STEPS FOR CONTENT STANDARDS FOR DIGITAL PUBLISHING IN EDUCATION

Bill McCoy, Executive Director, IDPF, Paul Belfanti, Director of Content

Architecture, Pearson Education North America, Dan Haynam,

Implementation Manager, Inkling

Bill McCoy and his panelists will recap the recent EDUPUB workshop and review next steps in what has become a major cross-industry initiative to develop interoperable standards for connected, interactive e-textbooks based on EPUB3 and HTML5.

4:00 PM – 5:00 PM

WORKSHOP: SPI GLOBAL – SMART CONTENT – FROM DISCOVERY TO ENGAGEMENT

John Prabhu, VP, Solutions Architect, SPi Global,

John Wheeler, SVP, Strategy and Emerging Technologies, SPi Global,

Nathan Schultz, Chief Content Officer, Chegg

Richard Rubin, Executive Director, Editorial & Content Re-engineering Programs, Wolters Kluwer Law & Business

In this workshop, learn how publishers utilize tagged format and semantically structured content to provide immersive user experiences. Examine integrated approaches that ensure enriched, discoverable content and learn how enriched data generates new revenue streams. Explore the opportunities and challenges of the move toward smarter content.



Workshop tickets are available for an additional fee, space permitting.

Visit the registration desk on the Second Floor Metropolitan Foyer if you'd like to purchase a workshop.

+ CONFERENCE SESSIONS

TUESDAY, JANUARY 14

general program

8:30 AM – 8:35 AM

WELCOME AND OPENING REMARKS

David Nussbaum, Chairman & CEO F+W Media, Inc.
David Nussbaum kicks off the fifth annual Digital Book World Conference + Expo.

8:35 AM – 8:50 AM

THE PAST, PRESENT, AND FUTURE OF THE PUBLISHING INDUSTRY

Mike Shatzkin, Conference Council Chair, Founder & CEO, The Idea Logical Company
Gain perspective on publishing's current challenges within a historical framework as Mike Shatzkin considers significant developments, including: perspectives on shelf space reduction; Amazon's ability to shape publishing economics; the rise of competitors from outside publishing through "atomization," and, most critical, marketing's increasing significance as the driver of publishing success.

8:50 AM – 9:30 AM

CEO ROUNDTABLE: THE EXECUTIVE'S VIEW OF THE FUTURE

Michael Cader, Founder, Publishers Lunch,
David Nussbaum, Chairman & CEO, F+W Media, Inc.,
Tim O'Reilly, Founder & CEO, O'Reilly Media, Inc.,
Carolyn Reidy, President & CEO, Simon & Schuster,
Dominique Raccach, Publisher & CEO, Sourcebooks
Michael Cader will moderate this discussion among leading publishing CEOs about how the next installment of industry change is being managed from the top. Learn what changes they can point to as being most impactful over the last five years, since the inaugural Digital Book World in 2010.

9:30 AM – 9:45 AM

CHANGE IS GOOD: HOW TO GET YOUR ORGANIZATION MOVING FASTER

Carolyn Pittis, Managing Director, Welman Digital LLC
Become a change leader within your organization using lessons gleaned from this session, which explores change management initiatives. Effective publishers focus on clearly defined goals and empower both individuals and cross-functional teams. New operating measures, peer-led management, and cross-functional decision making all increase the speed and scale of creating and marketing books.

9:45 AM – 10:15 AM • MORNING BREAK AND EXHIBITS

10:15 AM – 10:40 AM

THE WINDS OF CHANGE: UNDERSTANDING THE GLOBAL BOOK MARKET

Jonathan Nowell, President, Nielsen Book
Jo Henry, Director, Nielsen Book
Nielsen Book has a unique worldwide view of global book sales. In this presentation, NB president, Jonathan Nowell, and his head of consumer research, Jo Henry, will give us a comprehensive picture of the global book market and enumerate headwinds and tailwinds the publishing industry will encounter as digital evolution continues.

10:40 AM – 10:55 AM

THE REAL EBOOK REVOLUTION IS JUST BEGINNING

Tim O'Reilly, Founder & CEO, O'Reilly Media, Inc.
Until now, the tools of ebook production have been limited—but a new crop of tools is democratizing ebook authorship, enabling both a self-publishing revolution and the rise of new publishers. You'll leave this session inspired about the future of ebook publishing.

10:55 AM – 11:05 AM

RESULTS OF DBW'S PUBLISHING TECHNOLOGY AND START-UP SURVEY

Mike Shatzkin, Conference Council Chair, Founder & CEO, The Idea Logical Company
Join the discussion as Mike Shatzkin examines results from surveys DBW conducted with both start-ups and established publishers about the interplay between each as well as the industry's projected direction. This session sets the stage for break-out panels throughout DBW about start-up investment and the views on collaboration from both start-ups and publishers.

11:05 AM – 11:20 AM

PUBLISHERS IN A TECH-DRIVEN WORLD – PARTNER OR PERISH

Andrew Rhomberg, Founder, Jellybooks.com
In this presentation, Andrew will talk about the substantial innovation challenges publishers will be facing in what he sees as an unprecedented period of upheaval still ahead for the book business. With the pace of change only increasing, Rhomberg believes that publishers — just like tech giants such as Apple, IBM, Facebook, and Google — will need to collaborate with partners, particularly start-ups, and experiment more, a lot more.

11:20 – 11:30

BRANDED AUTHORS: WHAT EVERY PUBLISHER NEEDS TO KNOW

Peter Hildick-Smith, Founder & CEO, Codex Group
Peter Hildick-Smith of the Codex Group has been surveying book consumers for over a decade. He has developed a data-driven understanding of the power of author brands. In this session, he will offer lessons for publishers about their value that will help target their marketing and help them avoid leaving good money on the table.

11:30 AM – 12:00 PM

DATA-DRIVEN DECISION MAKING: PUBLISHING SMARTER

Ken Brooks, SVP, Global Supply Management, McGraw-Hill, Chantal Restivo-Alessi, CDO, HarperCollins Publishers, Chad Phelps, CDO, F+W Media, Inc., Ken Michaels, Global COO, Macmillan Science and Education
As publishing becomes a data-centric endeavor versus a gut-feel business, questions inevitably arise. In this session, experienced publishing professionals will answer your data questions and share the methods you need today to provide real benefit tomorrow. Avoid challenges other publishers face as data-based decision making becomes more critical to your book business.

breakout sessions

1:30PM – 2:20PM

INVESTING IN PUBLISHING INNOVATION

Adam Salomone, Associate Publisher, The Harvard Common Press, Troy Williams, President, Macmillan New Ventures, David Roland, Chief Venture Capital Officer, Ingram Content Group, Clare Peeters, VP, Managing Director, Corporate Development, Axel Johnson
Learn from this panel of successful investors, from both outside the industry and from established publishing entities, who will share what they look for when they consider investing in new companies and new technology. Find out the most current views on investing in publishing innovation at this session.

CHANGE PEOPLE: HOW TO DESIGN A CULTURE OF GROWTH

Martin Klopstock, Digital & Operations Director, Kogan Page Ltd., Wendy Elman, Founder & President, Welman Digital LLC, Laura Baldwin, President, O'Reilly Media, David Nussbaum, Chairman & CEO, F+W Media, Inc.
If you want to know the future of publishing and what the cool jobs are likely to be, join us for this panel. Publishers and

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informed industry thinkers will discuss how they'd fill a publishing team for the future and how that differs from what was built in the past. What would your publishing house do—and not do?

KIDS LAUNCHPAD: NEW WAYS TO REACH YOUNG READERS

Rebecca Levey, Co-Founder, KidzVuz.com, Marjan Ghara, Founder & CEO, BiblioNasium, Jess Johns, Director of Operations, The Idea Logical Company, James Huggins, Managing Director, Made in Me, Shira Schindel, Content Acquisitions Manager, Qlovi, Eric Huang, Development Director, Made in Me
The younger reader's time and attention are limited—and today books compete with all other media: online, on tablets, and on smart phones. This panel of content creators will talk about how to create books kids want and how gaming, animation, and interactivity should be part of your publishing program.

WHAT CONSUMERS WANT: UTILIZING DATA FOR ACQUISITIONS AND MARKETING

Peter McCarthy, Founder, McCarthy Digital, David Boyle, SVP of Consumer Insight, HarperCollins Publishers, Suzie Sisoler, Senior Director of Consumer Engagement, Penguin Random House, James McQuivey, VP, Principal Analyst, Forrester Research
Rebecca Smart, CEO, Osprey Group
Get tools for making the publish-or-don't-publish decision in this session that encourages editors and marketers to become data driven. This panel of publishing marketers and editors will discuss the data available to them, how they use it, and what tools and help they need from technologists to gain the maximum benefits.

HTML5 IS THE FUTURE OF BOOK AUTHORSHIP

Tim O'Reilly, Founder & CEO, O'Reilly Media, Inc., Sanders Kleinfeld, Publishing Technology Engineer, O'Reilly Media, Inc.
Learn how O'Reilly has successfully combined both HTML5 and version control technologies to streamline production workflow, facilitate "digital first" content development, improve collaboration and ensure a consistent history of changes. Leave confident in your ability to effectively utilize both technologies.

2:30PM - 3:20PM

START-UPS WORKING WITH PUBLISHERS

Andrew Rhomberg, Founder, Jellybooks.com, Jason Illian, Founder & CEO, BookShout, Henrik Berggren, Founder, Readmill, Joanna Stone Herman, Founder, Librify, Moderator: Jeremy Greenfield, Editorial Director, Digital Book World
A panel of publishing start-ups, selected

with help from the Digital Book World Start-Ups Survey, will talk about problems they're working to solve for the publishing industry as well as possible opportunities. Learn how you can collaborate with these new industry players and what they've learned from leading publishing houses.

CHANGE PROCESS: HOW TO IMPROVE TEAM PRODUCTIVITY

Kevin Sullivan, Editor in Chief, Digital Products, F.A. Davis Company, Daryl Lubin, VP, Digital Program and Portfolio Management, McGraw-Hill Education, Bill Bosak, President, Graymtr Group, Julie Blattberg, Executive Director, Consumer Engagement, Open Road Integrated Media Inc.

Organize to survive and thrive. Learn how to subvert the time-honored silo structure of most publishing companies to make way for a high-functioning, high-productivity environment. This panel – consisting of a cross-section of publishing functions – will talk about their ideas for increasing workflow collaboration to drive speed and scale to market.

NEW OPPORTUNITIES WITH COMMON CORE AND DIGITAL CONTENT IN THE CLASSROOM

Neal Goff, President, Egremont Associates, LLC, Roy Kaufman, Managing Director of New Ventures, Copyright Clearance Center, Michelle Luhtala, Library Department Chair, New Canaan High School
Jeff Livingston, SVP, Education Policy and Strategic Alliances, McGraw-Hill Education, Mary-Alice Moore, VP, Editorial Director, Book Publishing, Boyds Mills Press and Highlights For Children
Learn about two parallel developments that spell opportunity for trade publishers with content for younger audiences: the new Common Core curriculum being adopted in most states and the phenomenon of schools "going digital." This session will help you navigate the detours along the way to reach the proverbial pot of gold.

SUPPLY CHAIN: MANAGING PRINT INVENTORY AND SALES IN THE DIGITAL AGE

Ken Brooks, SVP, Global Supply Management, McGraw-Hill, Craig Bauer, SVP, Publishing Operations & Strategic Planning, Hachette Book Group, Larry Goldberg, Executive Director of Inventory & Operations, Abrams, Jack Perry, Owner 38enso, Inc.
Get meaningful insight from this panel of publishing logistics experts who understand that managing printed books in today's supply chain is becoming increasingly critical. Gain an understanding of the importance of well-managed inventory, from the moment the printing is ordered until the book has been bought by its reader.

EMERGING STRATEGIES FOR EBOOK PRODUCTION

Bill McCoy, Executive Director, IDPF, Liisa McCloy-Kelley, VP, Director Ebook Development & Innovation, Penguin Random House Publishing Group, Sesha Bolisetty, VP, Content Management, John Wiley and Sons, Samantha Cohen, Director, Digital Content Development, Simon & Schuster, Paul O'Neill, Production Developer, Sourcebooks
In this session, organized by the International Digital Publishing Forum, publishing leaders will explore how they are approaching ebook production, particularly for enhanced/EPUB3 titles, whether they are working from print-oriented outputs (often created in InDesign) and/or have developed other digital-centric authoring approaches such as an XML-first workflow.

3:30 PM – 4:00 PM

AFTERNOON BREAK AND EXHIBITS

breakout sessions

4:00 PM - 4:50 PM

PUBLISHERS WORKING WITH START-UPS

Rick Joyce, CMO, Perseus Books Group, Leslie Hulse, SVP, Digital Business Development, HarperCollins Publishers, Edward Nawotka, Founder & Editor-in-Chief, Publishing Perspectives, Stephen Laster, CDO, McGraw-Hill Education, Andrea Fleck-Nisbet, Executive Director, Digital Publishing, Workman Publishing
Complementing our Start-Ups Working in Publishing panel, this panel features publishers who assess start-ups for their companies. They'll highlight what they're looking for from start-ups, how best to pitch a new idea, how they determine whether to pursue a relationship, and how they persuade their company it's worth the risk.

CHANGE TECH: HOW TO FIND AND SELECT (THE RIGHT) TOOLS

Steve Kasdin, Director of Digital Strategy, Curtis Brown, Don Seitz, SVP of Business Development, Author Solutions, Inc., Matthew Bennett, Director, Strategic Publishing Operations, Hachette, Carolyn Pittis, Managing Director, Welman Digital, LLC, Donna Ketler, Director, Content Management & Technology, John Wiley and Sons

While many established publishers are saddled with legacy technology systems, newer publishers enjoy countless options, but both sets of players will have to make critical, informed choices. This panel will present tools publishing people should try, discuss mistakes to avoid in selecting newer technology applications and high-light underrated existing tools.

CONFERENCE SESSIONS

WEDNESDAY, JANUARY 15

Additional fee required. See details on page 4.

UNDERSTANDING AND REACHING THE YA MARKET

Sean Moss, DMO, Walker Books, Marianna Ricciuto, Digital Commerce Manager & Online Marketer, Harlequin Teen, Alvina Ling, Executive Editorial Director, Little, Brown Books for Young Readers, Jean Feiwel, Senior VP and Publishing Director, Feiwel and Friends/Square Fish/Swoon Reads, Kristen McLean, Founder & CEO, Bookigee.com

As blockbuster hits like *Twilight* and *The Hunger Games* have demonstrated, the market for YA books is much larger than among teens themselves. This panel of YA publishers will discuss what teen readers respond to today—in terms of both content and marketing messaging—and how they are evolving their YA publishing programs to also serve a burgeoning crossover market.

BEYOND REPRESENTATION: BUILDING NEW BUSINESSES FROM AN AGENTING BASE

Jason Allen Ashlock, Co-Founder/President, Movable Type Management, Joe Regal, CEO, Zola Books Inc., Scott Waxman, Co-Founder, Waxman Leavell Literary Agency, Richard Curtis, President, Richard Curtis Associates, Inc., Brenda Marsh, Consultant, Clinton Street Consulting

While many established publishers are saddled with legacy technology systems, newer publishers enjoy countless options, but both sets of players will have to make critical, informed choices. This panel will present tools publishing people should try, discuss mistakes to avoid in selecting newer technology applications and highlight underrated existing tools.

CROSSING THE CHASM: FINDING DIGITAL SOLUTIONS FOR NON-NARRATIVE CONTENT

Pavan Arora, CIO, Aptara, Gus Gostyla, VP, Business Development, Inkling, David Wilk, Owner, Booktrix, Ron Martinez, Founder, Aerbook, Bill Kasdorf, VP, Content Solutions, Apex CoVantage

In this session, panelists from leading tech companies will discuss how they're helping publishers develop new products that meet the needs of digital consumers and encouraging publishers to re-think business strategies. Learn how to move beyond the "book" and refocus on ways in which consumers use and interact with content.

5:00 PM – 7:00 PM

NETWORKING RECEPTION

Sponsored by 3M

7:00 PM – 9:30 PM

DIGITAL BOOK AWARDS GALA

general program

8:30 AM – 8:35 AM • WELCOME

8:35 AM – 8:50 AM

AMAZON'S "EVERYTHING" STRATEGY

Brad Stone, Journalist/Author, The Everything Store: Jeff Bezos and the Age of Amazon

Based on a firm understanding of Amazon's nearly-20-year history and informed by countless interviews with Amazon employees past and present, Brad Stone will provide important insights into how the company works and how it sees itself and its ambitions. This session is essential for anyone involved in publishing books.

8:50 AM – 9:05 AM

DECONSTRUCTING AMAZON

Benedict Evans, Consultant, Enders Analysis

Benedict Evans sees Amazon as a conglomerate of hundreds of individual businesses working from a common technology platform. Evans's deconstruction of Amazon's many acquisitions, partnerships, and subsidiaries will give us all a clearer picture of a very complex company that is bound to be the critical player in the book industry for years to come.

9:05 AM – 9:15 AM

AMAZON'S GROWING SHARE OF THE INSTITUTIONAL MARKET

Joseph Esposito, Independent Management Consultant

Joseph Esposito—former top publishing executive and, for the past two decades, consultant with many clients in scholarly and academic publishing—will discuss his finding that many libraries are using Amazon as a principal source for book acquisitions, even though most publishers are not really aware of their active role in this marketplace.

9:15 AM – 9:45 AM

THE FUTURE OF AMAZON AND THE PUBLISHING BUSINESS

Mike Shatzkin, Conference Council Chair, Founder & CEO, The Idea Logical Company, Brad Stone, Journalist/Author, The Everything Store: Jeff Bezos and the Age of Amazon, Benedict Evans, Consultant, Enders Analysis, Joseph Esposito, Independent Management Consultant

This panel will convene for a discussion moderated by Mike Shatzkin to talk about what the future holds for Amazon and the publishing business. How long can the company's uninterrupted share growth of book sales go on? And how do other players in publishing need to view their own roles in relation to this still-growing behemoth?

9:45 AM – 10:15 AM • MORNING BREAK
AND EXHIBITS

10:15 AM – 10:30 AM

WHAT REALLY INFLUENCES CUSTOMERS IN THE AGE OF (NEARLY) PERFECT INFORMATION

Emanuel Rosen, Author, The Anatomy of Buzz
Emanuel Rosen will explain why many of the current mantras about the importance of brand, loyalty, and positioning are becoming less and less relevant. He'll outline how a company should design its communication strategy, market research program, and segmentation strategy to respond to a sea change in how people buy things.

10:30 AM – 10:45 AM

WHAT AUTHORS WANT: UNDERSTANDING AUTHOR PRIORITIES IN THE SELF-PUBLISHING ERA

Phil Sexton, Publisher, Writer's Digest

Phil Sexton will present the findings from a survey of more than 5,000 authors. The data will give us an author-centric picture of the trend toward self-publishing and how authors of all kinds are building their social media platforms, as well as capturing their views about advances, royalties, ebook prices, agents, ebooks in libraries and much more.

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SHOULD TRADITIONAL PUBLISHERS FEEL THREATENED BY THE POTENTIAL OF SELF-PUBLISHING?

Dana Beth Weinberg, Ph.D., Professor of Sociology and Director of the MA in Data Analytics & Applied Social Research, Queens College-CUNY

Utilizing extensive catalogue and survey data from Bowker as well as ethnographic detail from Romance Writers of America national conventions, Dana Beth Weinberg explores the changing relationships between authors, publishers, and readers and the implications for publishers' business models and authors' careers in the fiction, non-fiction, and academic markets.

11:00 AM – 11:15 AM

MAD MONEY'S JIM CRAMER REPORTS ON INVESTMENT PROSPECTS FOR THE PUBLISHING INDUSTRY

Jim Cramer, Author of the new book Get Rich Carefully, CNBC's Mad Money

Jim Cramer, star of *Mad Money* and probably the most-watched stock picker in America, as well as author of *Get Rich Carefully* from Blue Rider Press (publishing on December 31), will give us his investor's view of publishing companies and sectors with his trademark insight and energy from the DBW stage. Cramer will identify key sector trends, analyze the financials and assess the investment prospects for publicly-traded stocks that are important to our industry. The DBW audience will enjoy a comprehensive and entertaining financial analysis of publishing from the most popular Wall Street watcher in the country.

breakout sessions

11:25 AM – 12:15 PM

AMAZON Q & A

Brad Stone, Journalist/Author, The Everything Store: Jeff Bezos and the Age of Amazon, Joseph Esposito, Independent Management Consultant, Benedict Evans, Consultant, Enders Analysis, Laura Hazard Owen, Book Publishing Reporter, GigaOM

This panel, featuring leaders of diverse online communities, will talk about their groups: who they are and how much the community influences what they read. They'll talk about what kind of promotion works on their platform and how they can be the leading edge of discovery that goes

far beyond their community.

REACHING BOOK READING COMMUNITIES ONLINE

Ashleigh Gardner, Head of Content, Wattpad, Patrick Brown, Director of Author Marketing, Goodreads, Sarah Wendell, Co-Founder, Smart Bitches, Trashy Books, Jane Litte, Founder, Dear Author, John Adamo, SVP Marketing, Random House Children's Books/Figment

This panel, featuring leaders of diverse online communities, will talk about their groups: who they are and how much the community influences what they read. They'll talk about what kind of promotion works on their platform and how they can be the leading edge of discovery that goes far beyond their community.

EXAMINING NEW BUSINESS MODELS

John Tayman, Founder & CEO, Byliner, Karl Weber, Chairman, Editorial Board, LID Publishing, Chris Kenneally, Director, Business Development & Author Relations, Copyright Clearance Center, Lyron Bennett, Business Development Manager, Sourcebooks, Brandi Larsen, Book Country Director, Penguin Random House

The basic shape of the book business—acquire copyrights, create inventory, then monetize by selling it—hasn't changed much until very recently. This panel of publishers trying new things—services, author focus, memberships and live events—will discuss what publishers can do, besides selling books one at a time, to generate revenue for themselves and their authors.

THE FUTURE OF BOOKSTORES

Roxanne Coady, CEO, RJ Julia Booksellers, Margot Sage-EL, Owner, Watchung Booksellers, Sarah McNally, Owner, McNally Jackson Books, Chris Kerr, Owner, Parson Weems LLC, Bradley Graham, Owner, Politics & Prose

Even while overall sales—and shelf space—at bookstores is declining, independent stores in some places are growing and even thriving. What's keeping brick-and-mortar booksellers alive? Meet these independent booksellers and learn more.

SUBSCRIPTIONS FOR BOOKS: PUBLISHERS PUTTING BOOKS INTO SUBSCRIPTION MODELS

Sara Domville, President, F+W Media, Inc., Deborah Forte, EVP/President, Scholastic Inc./Scholastic Media, Lorraine Shanley, President, Market Partners International, Chantal Restivo-Alessi, CDO, HarperCollins Publishers, Mary Cummings, Editorial Director, Diversion Books

This panel of publishers who are experimenting with subscription models, either starting their own or putting their books

into offerings from third parties, will talk about this new model, what their expectations for it are, and how their authors are reacting to it.

1:45 PM – 2:35 PM

OPTIMIZING METADATA FOR GLOBAL IMPACT

Cameron Drew, Director, Global Content Acquisition, Kobo, Inc., Len Vlahos, Executive Director, BISG Phil Madans, Director, Publishing Standards and Practices, Hachette Book Group, Laura Dawson, Product Manager for Identifiers, Bowker, Noah Genner, President & CEO, BookNet Canada

This session will cover global standardization (or lack thereof), and how publishers can optimize their metadata for global impact—including the knotty mechanics of pricing for different markets, dealing with multiple languages, and understanding how different retailers and search engines employ metadata around the world.

PANNING FOR GOLD: MARKETING THE BACKLIST

Peter McCarthy, Founder, McCarthy Digital, Anne Marie Tallberg, VP & Associate Publisher, St. Martin's Press, Jennifer Weltz, VP, Jean Naggar Literary Agency, Sanj Kharbada, VP, Digital Strategy, Houghton Mifflin Harcourt, Paige Smith, Director of Digital Marketing, Vintage Books, Anchor Books, & Everyman's Library

Many backlist marketing opportunities have been passed up because long distribution lead time doesn't allow for instant sales. That's all changed now that more than one-half of all book sales take place online. In this session, a panel of publishers will talk about how they have successfully marketed their backlist, with limited resources, long after the initial new title launch.

AGILE CONTENT: DEVELOPING RESPONSIVE PUBLISHING MODELS

Michael Cairns, COO, Online Division, Publishing Technology, Pip Tannenbaum, Digital Product Development Director, Parragon Books, Amanda D'Acerno, SVP, Publisher, Penguin Random House Audio, Fodor's and Living Language

This panel of new and traditional publishers will explore both the tech and business challenges of using old content to develop new businesses, and they will discuss how they are looking outside the traditional publishing model to improve speed-to-market and reuse, repurpose, and reinvigorate their existing content in exciting new ways.

CONFERENCE SESSIONS

THE CHANGING ENVIRONMENT FOR UNIVERSITY PRESSES

Gita Manaktala, Editorial Director, MIT Press, Marlie Wasserman, Director, Rutgers University Press, Greg Britton, Editorial Director, Johns Hopkins University Press, John Sherer, Director, University of North Carolina Press, Peter Berkery, Executive Director, Association of American University Presses

This panel of university press leaders will talk about the changes they've seen in the past few years and what they expect to come, as well as describing the strategies they are employing to assure a future for this particular segment of the publishing world.

BUILDING DIRECT SALES RELATIONSHIPS: SUPPLIERS HELPING PUBLISHERS GET THERE

Sameer Shariff, Founder & CEO, Impelsys Inc., Ted Hill, President, THA Consulting, Doug Lessing, President, Firebrand Technologies, Micah Bowers, Founder & CEO, Bluefire Productions, Marc Boutet, Co-Founder/President and CEO, De Marque, Inc.

This panel of suppliers of the capability for publishers to sell ebooks—individually or by subscriptions—will talk about how publishers think about these challenges, how much they have to spend and how hard they have to work to add this capability to their arsenal, and what makes a publisher successful in creating and owning this capability.

2:45PM - 3:35 PM

THE FUTURE OF LIBRARIES

Brian Kenney, Library Director, White Plains Public Library, Jamie Watson, Collection Development Coordinator, Baltimore Public Library, Meredith Schwartz, Senior Editor, News & Features, Library Journal, Chris Fischbach, Publisher, Coffee House Press, Christopher Platt, Director of BookOps, New York Public Library

What can libraries do to sustain their viability in an age when access to many books is a click away for most people? A panel of librarians, joined by at least one publisher with faith in the libraries' ongoing role, will discuss the future of public libraries in the digital age.

SUBSCRIPTION SERVICE PROVIDERS

Devereux Chatillon, Attorney, Chatillon Law, Bryan Batten, Founder, eReatah, Andrew Weinstein, VP, Content Acquisition, Scribd, Matthew Shatz, Head of Strategy and Partnerships, Oyster, Justo Hidalgo, Co-Founder, Business Development

This panel of today's leading subscription aggregators/purveyors will discuss their different approaches to the market, to the publishers, and to the authors. Publishers and agents will be listening closely to learn how this alternative approach to reach readers can promote discovery and incremental revenue and, perhaps, lower sales costs.

SOCIAL MEDIA: WHAT MATTERS, WHAT DOESN'T, AND HOW TO KNOW THE DIFFERENCE

Kristin Fassler, Director of Marketing, Penguin Random House, Rachel Chou, CMO, Open Road Integrated Media, Brad Parsons, Director of Culinary Marketing, Houghton Mifflin Harcourt, Murray Izenwasser, Co-Managing Partner & Strategy Practice Lead, Biztegra, Penny Sansevieri, Founder and CEO, Author Marketing Experts, Inc.

Discover the best approach to the vast (and ever-growing) list of marketing tools, services, data sources, channels, and platforms in this panel of leading marketing tacticians. One feature of this session will be "lightning summaries" of how best to use dozens of marketing venues, including Amazon pages, Facebook, Twitter, Pinterest, and many others.

PUBLISHING WITHOUT INVENTORY

Marcello Vena, General Manager of the Digital Trade Book Business, RCS Libri, Allison Dobson, VP, Business Development, Random House Publishing Group, Phil Ollila, CCO, Ingram Content Group, Arthur Klebanoff, CEO, RosettaBooks

This panel of low-and no-inventory publishers as well as digital-first imprints from traditional houses will discuss how they approach the new model and talk about how they're doing it, what internal investments and process changes had to occur, how their operations are scaling, and what opportunities are opened up by keeping inventory risk low.

PUBLISHERS BUILDING VERTICAL COMMUNITIES

Randy Petway, COO, Publishing Technology, Lucille Rettino, VP, Director of Marketing, Simon & Schuster Children's Publishing Division, Jeanenne Ray, Senior Marketing Manager, John Wiley and Sons, Irene Gallo, Associate Publisher, Tor.com, Erin Cox, Business Development Director, Publishing Perspectives

Randy Petway of Publishing Technology will be joined by trade, professional, and academic publishers to discuss their community-building efforts. They'll talk about both the pitfalls and successes, and how direct engagement with readers is creating new business opportunities and changing their marketing and product launch practices.

3:35 PM - 4:05 PM

AFTERNOON BREAK AND EXHIBITS

general program

4:05 PM - 4:20 PM

PUTTING PUBLISHERS BACK IN THE DRIVER'S SEAT

Matt MacInnis, Founder & CEO, Inkling

After four years of developing digital solutions for publishers, Matt MacInnis of Inkling has a first-hand view of how incumbents react to potential paradigm shifts. His observations contain important lessons for publishers, start-ups and established companies on how to stay relevant in an increasingly digital world.

4:20 PM - 4:35 PM

RETHINKING FAILURE: FINDING THE OPPORTUNITIES IN OUR CHALLENGES

Dominique Raccach, CEO & Publisher, Sourcebooks

Dominique Raccach, the owner and CEO of Sourcebooks, believes that "learning from failure is mission critical." The experiences Dominique describes will sound familiar to anybody in any company that's trying new things all the time, but we expect her lessons about how companies can progress through failure to inspire some new thoughts for others about how to handle it when it arises.

4:35 PM - 5:15 PM

LOOKING FORWARD/LOOKING BACK

Michael Cader, Founder, Publishers Lunch, Mike Shatzkin, Conference Council Chair, Founder & CEO, The Idea Logical Company, Simon Lipskar, President, Writers House, John Ingram, Chairman & CEO, Ingram Content Group, Mary Ann Naples, VP & Publisher, Rodale

Our fifth annual Digital Book World Conference + Expo 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 will assess the digitally driven developments in trade publishing over the preceding year and forecast what to expect in the year to come.

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Many thanks to our speakers who have agreed to share their expertise at Digital Book World.

JOHN ADAMO

SVP Marketing
RANDOM HOUSE CHILDREN'S
BOOKS/FIGMENT

PAVAN ARORA

CIO
APTARA

JASON ALLEN ASHLOCK

Co-Founder & President
MOVABLE TYPE MANAGEMENT

LAURA BALDWIN

President
O'REILLY MEDIA

WENDY BARTLETT

Collection Development Manager
CUYAHOGA COUNTY (OHIO)
PUBLIC LIBRARY

MARIA BARTOSZEWICKI

Director of Interactive Ebooks
APTARA

JUDITH B. BASS

Owner
LAW OFFICES OF JUDITH B. BASS

BRYAN BATTEN

Founder
EREATAH

CRAIG BAUER

SVP, Publishing Operations
& Strategic Planning
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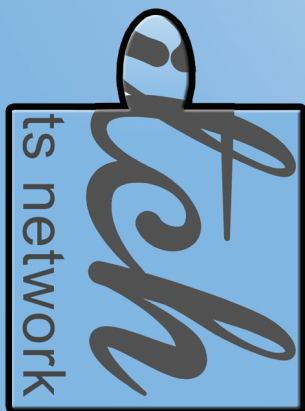
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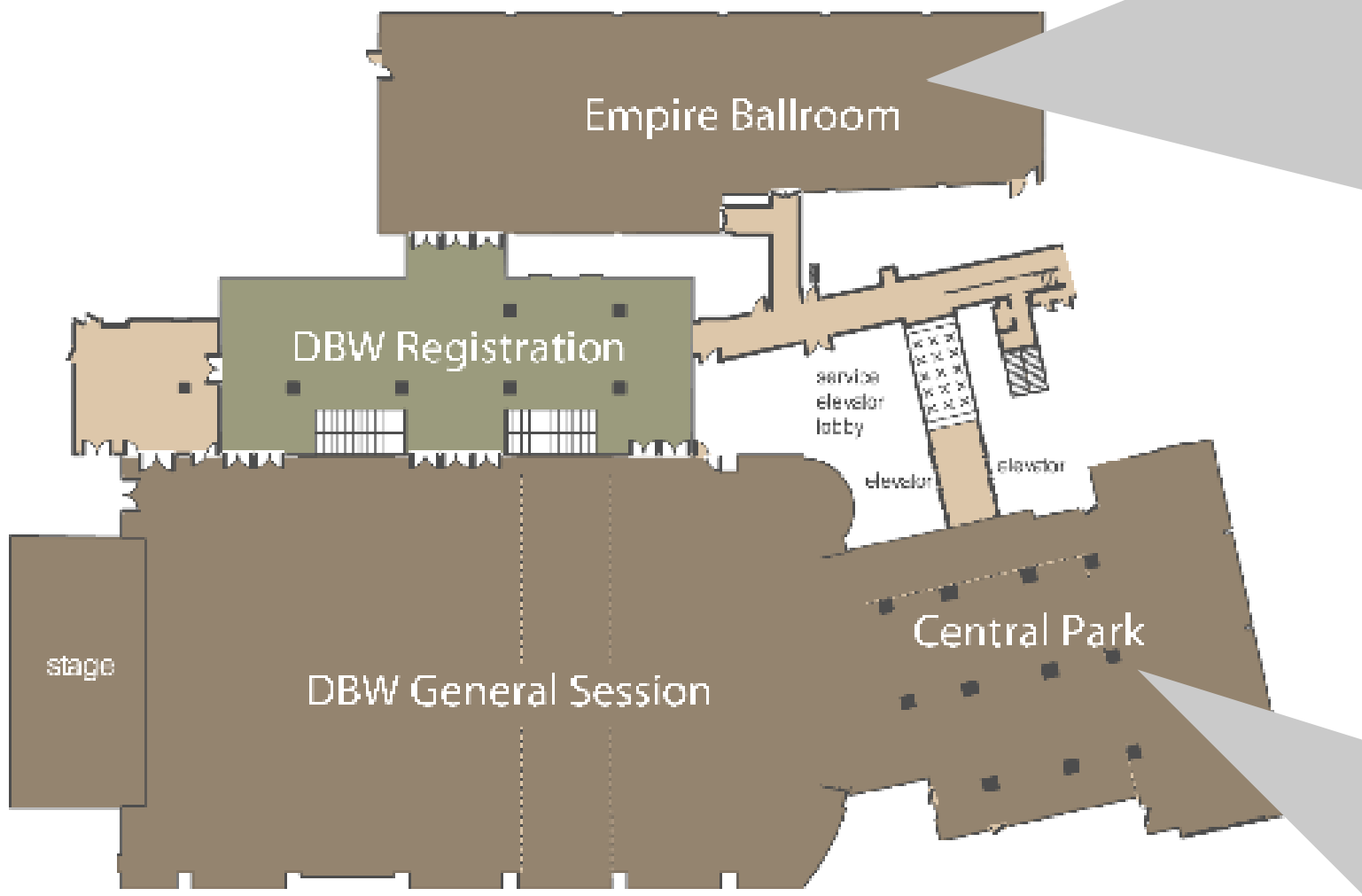
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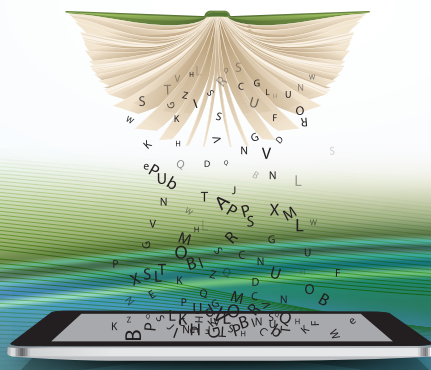
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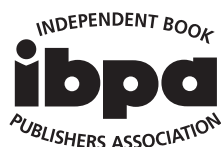
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