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**Digital Book World Survey: Start-Ups in Publishing**
New Survey Collects Information that will facilitate Start-Up/Publisher Understanding

**NEW YORK** – November 1, 2013 – **Digital Book World** today announced that a brand new survey – “Start-Ups in Publishing” – is open for responses. The survey is aimed at publishers to find out what they want fledgling businesses to focus on, as well as at the start-ups themselves, to understand how they view the potential for working with publishers. The survey results will be revealed on the main stage at the **Digital Book World Conference + Expo**, January 13-15, in New York City. Survey closes: November 18th <http://svy.mk/1aKavJZ>

“This is a subject that generated a lot of discussion among our Conference Council,” said **Mike Shatzkin**, organizer of the **Digital Book World** program. “And there’s a lot of frustration all around. Many start-ups find publishers to be hide-bound and unwilling to experiment. But publishers see many start-ups as funded tech companies in search of a problem and with too little understanding of the business they want to help, or disrupt.” In addition to the survey results, **Digital Book World** panels will feature real talk from publishers, industry start-ups, and the investors who back them.

Shatzkin says that the survey will also help the **Digital Book World** conference team frame the questions the two panels will discuss. And the start-ups’ questionnaire, particularly, will uncover new perspectives and panelists to staff that conversation. “We know the business development people at the publishers; we’re thinking we’ll find some new and interesting start-ups from the responses,” he added.

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**About Digital Book World**
The Digital Book World Conference + Expo is the largest event dedicated solely to the business of digital publishing worldwide. It consists of a 2-day multi-track, multi-faceted digital publishing program, pre-conference events, Digital Book Awards gala and exhibition hall**.** Digital Book World, an F+W Media event, attracts an international audience of 1,500 industry professionals, 50 exhibitors and more than 100 speakers. <http://conference.digitalbookworld.com>

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