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**Creating Content for Plugged in, Connected and Networked Kids**

**Find Insight and Opportunities at Launch Kids at Digital Book World Conference + Expo 2014**

December 11, 2013 – NEW YORK – Top publishing executives and innovators will discuss opportunities and challenges in children’s book publishing at **the third annual** Launch Kids on January 13, 2014 at the Sheraton Hotel and Towers in New York City. Focused on both traditional print publishers who are **developing digital initiatives**, and digital players partnering with established publishers, the event – **the largest conference focused on children's publishing in the US** – highlights new digital products, platforms, and channels. It is held in conjunction with the Digital Book World Conference + Expo. V**iew the complete program at** <http://conference.digitalbookworld.com>**.**

“The topics that are particularly important for children’s books – creating unique IP, branding it, licensing it, and making it work in a mobile environment – are all covered in this conference by active players. It really is a different world than adult books and this conference is really a great complement to Digital Book World," says Mike Shatzkin, co-founder with Michael Cader, of Publishers Launch Conferences.

The ***Launch Kids*** program, chaired by Lorraine Shanley at Market Partners International, brings together children’s publishers, research experts and developers of new platforms for children across all age groups. They’ll address the usage and influence of digital media, sharing insights into the trends and technology that children’s publishers should consider when developing content and identifying partners and paths to market. Participants come from major media companies, including Sesame Workshop, Random House, Simon & Schuster, Scholastic, Pearson, and Nielsen. Some topics to be covered:

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| * **Sizing Up the Kids’ Media Market: Trends in Digital Media Usage Among Toddlers, Teens, and In-Betweens**  with Stacey Matthias, Co-CEO, Insight Strategy Group
* **One-Stop Shopping: Growing Children’s Book Sales at Target, Wal-Mart, Costco, Toys R’ Us and Beyond** with Tara Catogge, Senior Vice President of Marketing ReaderLink
* **From Page Flip to Screen Swipe: 10 Keys to Ebooks and Learning** with Allison Bryant, Founder and President, PlayCollective
* **Who Controls the Franchise?** With Eric Huang, Development Director, Made in Me; Venetia Davie, VP New Business Development, Parragon Publishing and Veronica Wasserman, Brand Director, Wimpy Kid
* **Game Theory: New Perspectives on Gaming and Education**  with Michael Levine, Founding Director of the Joan Ganz Cooney Center at Sesame Workshop and Alan Gershenfeld, President of E-Line Media
* **Moving to Mobile: Developing a Mobile Strategy for Children’s Publishing** with Kristen McLean, Founder and CEO of Bookigee; Deborah Forte, President of Scholastic Media; and Jaki Clark, Random House Digital
* **Taking Control of Your Digital Future: Owning audiences and creating original IP** with Jess Brallier, SVP and Publisher, Poptropica/Pearson
* **Plugged-In, Connected, and Networked: Kids and Social Media Today** with Carol Fitzgerald, Co-Founder/President, The Book Report Network; Rebecca Levey, KidzVuz.com; Ashleigh Gardner, Wattpad; and Anna Jarzab, Penguin Random House
* An **Executive Wrap-Up Panel** with Susan Katz, President of HarperCollins Children’s; Jon Anderson, EVP and Publisher of Simon and Schuster Children’s; Lorraine Shanley, President, Market Partners International and Launch Kids Program Chair; and Mike Shatzkin, Founder and CEO of The Idea Logical Company

In addition to the children’s-themed content at Launch Kids, the following day at **Digital Book World Conference + Expo** will feature breakout sessions exploring children’s publishing topics such as the evolving YA market, startups and new propositions in children’s digital media, and new opportunities with Common Core anddigital content in the classroom. The Launch Kids conference and first day of the Digital Book World Conference are included in the Launch Kids Package. To view the complete program and learn more about the flexible registration options for Launch Kids and Digital Book World 2014, visit <http://conference.digitalbookworld.com>. **Register by December 13 for the best price available.**# # #**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>**About Publishers Launch Conferences**Publishers Launch Conferencesis a joint venture between Michael Cader, creator of the widely-read Publishers Lunch newsletter and PublishersMarketplace.com web site, and Mike Shatzkin, founder and ceo of The Idea Logical Company and author of the influential Shatzkin Files blog ([www.idealog.com](http://www.idealog.com/)). Since 2011, Publishers Launch has crafted comprehensive conference programs to address the urgent needs and business concerns of trade book publishing professionals around the world.[www.publisherslaunch.com](http://www.publisherslaunch.com/)Press Inquiries: Stacie Berger, Vice President, Communications, F+W Media, Inc. stacie.berger@fwmedia.comPrograms Inquiries:Jess Johns, Director of Operations, Publishers Launch Conferencesjess@idealog.com |