

Digitise or Die?

The conference for the book industry in the digital age

3rd July 2008

London Stock Exchange, London

In main room:

Plenary Sessions

09.00 The Bookseller welcome

09.15 **Keynote presentation: Jason Hanley**, strategic development partnership, **Google**

09.45 **Consumers identity- online and offline: books and digitisation**
Polly Courtney, head of insight, **BauerConsumer**

10.30 Morning Break

11.00 **The digital age and the book – why digital and why the fuss?**

- strategies for developing digital opportunities can sell more content to existing customers as well as new content and services to new customers
- in a networked world some markets will become wholly digital and others partially so, as a comparison of business and professional to consumer publishing shows
- positive strategies to build new markets and accommodate new customer requirements are the only way to offset the potential for damage inflicted on the music and newspaper industries
- the digital marketplace is now 25 years old, and the internet itself is aged 15; so what have we learnt?
- the road to success is paved with innovation, experimentation and collaboration with former competitors

David Worlock, chief research fellow, **Outsell**

11.45 **Monetising social media: unlocking value**

What are the “success” stories in online marketing?

What is the future for social media and retailing online?

How can this be effectively harnessed, if at all?

Andrew Keen, author and entrepreneur

12.30 **Finding and developing communities of readers online**

- What makes an effective book blog?
- Finding and developing communities of readers online

Meg Rosoff, author and blogger

13.15 Lunch

14.30 Break -Out Sessions

Break-out Sessions in different rooms:

Streamed Sessions:

14.30-15.30: **A: Panel: Digitising the book: Conversion Strategies**

Is everyone prepared for the digitisation of the written word?

Formats, which are best, or is there one?

- What must you make available?
- What are the likely standards? Are there any now or just around the corner?

- What about the hardware and its availability in the UK?
- What about colour and pictures in digital formats?
- Rights and DRM, especially international boundaries,
- Authors feelings, Publishers rights etc
- Amazon and Google, how will they treat publishers assets

Michael Smith, executive director, **International Digital Publishing Forum (IDPF)**
Wiggin

15.30 Afternoon break

15.45 **A: What are the new technologies that publishers should be thinking about that could improve their online presence?**

- BookAlchemy Content and eBook Conversions
- Digital Asset Management
- Digital Warehousing and Content Distribution
- Mobile Delivery
- Book Widgets and eMarketing
- eCommerce and DRM
- Data Migration and Hosting
- Content Creation & Repurposing
- Monetising Your Content

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Streamed Session B

14.30-15.30 B: **Digital Spaces**

- Different kinds of digital spaces: @ home on PC, out on the mobile, paid for content, UGC – what works on different platforms? To what extent do digital platforms fit into each other to enable content to live across hardware boundaries? How do young people in different cultures interact with digital platforms? (itunes, phones, PC, online etc...) and how does this culture affect the use of such devices?

Panellists:

Andrew Keen, author, entrepreneur

Yang Mai Oui, novelist, blogger and social media commentator

Kieron Smith, managing director, **BookRabbit**

15.30 **Afternoon Break**

15.45 **Session Two: SEO**

16.30 **End of Streamed sessions**

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Back in main room:

16.35 ***The Bookseller Interview: SONY***
Digitisation: what's that coming over the hill?

17.20 Chair's summary of the highlights of the day

17.30 Drinks Reception