



12-14 APRIL 2016  
OLYMPIA, LONDON



## The Virtual Conference: Around the World in 8 Hours

### Programme

Wednesday 27 January 2016

Time (GMT)	Country	Network	Abstract	Participants	How to Get Involved
07:00	China	Email	Children's publishing in the world's largest consumer market	Moderator: Alicia Liu Jo Lusby, Penguin North Asia Jonathan Stolper, Nielsen Ms Jingling, Dandelion	All registered delegates (FREE) will receive an email with a Podcast on this topic. It will also be shared across our social channels
08:00	New Zealand	Twitter	An overview of the New Zealand publishing industry	Moderator: Tilly Lloyd ( <a href="#">@unitybookswgtn</a> ), Unity Books Melanie Laville-Moore( <a href="#">@LavilleMoore</a> ), Director A&U Kevin Chapman ( <a href="#">@kevpub</a> ), Upstart Press Nevena Nikolic ( <a href="#">@NielsenBook</a> ), Nielsen	This will take the form of a Twitter chat – please follow <a href="#">#quantum16</a> via <a href="#">@londonbookfair</a>
09:00	Poland	LinkedIn	An overview of the Polish publishing industry	Moderator: Rüdiger Wischenbart Mr. Grzegorz Gauden, Polish Book Institute Mr. Włodzimierz Albin, Wolters Kluwa Sonia Draga	Please head to our <a href="#">LinkedIn group</a> for this Q&A session

10:00	India	LBF webcast platform	eBooks in India – is the electronic format getting off the ground in a market still in love with print books	Moderator: Vikrant Mathur, Nielsen Ankit Pahwa, Kobo Mr P.M. Sukumar	This will take place on our chosen webcast platform, <b>BrightTALK</b> . Sign up to listen in by <a href="#">clicking here</a> . The link to listen on demand, 24/7, will also be sent out after the session to all registered delegates.
12:00	Publishing Markets World Tour	LBF webcast platform	Nielsen reveals key market stats for all countries featured in Around The World in 8 Hours	Moderator: Porter Anderson ( <a href="#">@Porter Anderson</a> ) Andre Breedt ( <a href="#">@NielsenBook</a> ), Nielsen	This will take place on our chosen webcast platform, <b>BrightTALK</b> . Sign up to listen in by <a href="#">clicking here</a> . The link to listen on demand, 24/7, will also be sent out after the session to all registered delegates.
13:00	Philippines	Twitter	How Wattpad has turned online fiction into a multimedia phenomenon	Moderator: Porter Anderson ( <a href="#">@Porter Anderson</a> ) Ashleigh Gardner ( <a href="#">@AshleighGardner</a> ), Wattpad Christine Ko ( <a href="#">@SummitMedia_PH</a> ), Summit Books Viva Psi-Comm Publishing	This will take the form of a Twitter chat – please follow <a href="#">#quantum16</a> via <a href="#">@londonbookfair</a>
14:00	Africa	Twitter	What sells in South Africa?	Moderator: Jennifer Malec ( <a href="#">@BooksLIVESA</a> ), Live Books ZA Deon Meyer ( <a href="#">@MeyerDeon</a> ), Author Charlie Human ( <a href="#">@charliehuman</a> ), Author	Twitter discussion moderated by Live Books ZA about commercial fiction in South Africa. Please follow <a href="#">#quantum16</a> via <a href="#">@londonbookfair</a>
15:00	Brazil	LBF webcast platform	An overview of the Brazilian publishing industry	Moderator: Carlo Carrenho Luiz Gaspar, Nielsen Renata Pettengill, Editora Record	This will take place on our chosen webcast platform, <b>BrightTALK</b> . Sign up to listen in by <a href="#">clicking here</a> . The link to listen on demand, 24/7, will also be sent out after the session to all registered delegates.
16:00	US	Twitter	US market overview	Kempton Mooney ( <a href="#">@kemptonm</a> ), Nielsen	This will take the form of a Twitter chat –

					please follow <a href="#">#quantum16</a> via <a href="#">@londonbookfair</a>
16:30	US	Twitter	Virtual Author of the Day: It's a Genre World out there	Moderator: Damien Walter ( <a href="#">@damiengwalter</a> ) <a href="#">Richard Kadrey</a> , Author Joe Abercrombie ( <a href="#">@LordGrimdark</a> ), Author	This will take the form of a Twitter chat – please follow <a href="#">#quantum16</a> via <a href="#">@londonbookfair</a>