



The 4th
London Book Fair Digital Conference

The Digital Now: Creating Lasting Value

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01

Welcome to The London Book Fair Digital Conference

We are delighted to welcome you to The London Book Fair's 4th Digital Conference, The Digital Now: Creating Lasting Value.

One word defines the digital publishing landscape: change.

Keeping apace with all that's unfolding, whilst also running your print business, is a major challenge. The rapid growth in ebook sales, new models for ebook pricing, new market entrants, the rise of social media and self publishing are just a few of the challenges.

Today's programme, put together by an advisory committee comprising leading figures in digital publishing, includes an exciting and thought-provoking line-up of topics and speakers. This will be delivered under the inspirational chairmanship of Stephen Page, CEO, Faber and Faber. May I take this opportunity to thank Stephen and the committee for their extremely valuable input into the development of this excellent programme. In addition to attending the sessions, do make use of the networking breaks to meet and chat with your peers and don't miss the post conference drinks at 17.30 too: new business ideas often come from a chance meeting at these events!

I do hope that you will also be attending The London Book Fair over the next three days, which has a significant and varied digital offering.

Starting tomorrow, 11 April, at Earls Court exhibition centre, the Digital Zone boasts 53 exhibitors from 14 countries, including newcomers from Greece, Ireland, South Korea, Italy and Switzerland. Exhibitors will be showcasing digital solutions ranging from content management systems, distributors, apps developers to e-reading devices.

The Digital Zone has doubled in size, and is a 'must see' for all those serious about digital publishing. Alongside the exhibition is an impressive free-to-attend seminar programme, comprising over 150 hour-long seminars.

The digital seminar stream boasts over sixteen seminars, providing delegates with practical case studies and in-depth analysis on crucial topics ranging from epub3 and xml, through to new business models, legal considerations and online teaching and learning. Finally, I would like to thank both the Publishers Association, for their ongoing support and advice, and our sponsors today, Publishing Technology and Supadü.



Alistair Burtenshaw
Group Events Director

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The Publishers Association (PA) is the leading trade organisation for book, journal and electronic publishers in the UK. Its mission is to strengthen the trading environment for UK publishers by providing a strong voice for the industry in government, in society and with other stakeholders in the UK, Europe and internationally.

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Programme

The Digital Now: Creating Lasting Value

10.15	Conference Chair's Opening Remarks: Stephen Page, Faber and Faber
10.25	Keynote: Free v Paid in Film and TV Michael Comish, blinkbox
10.45	Keynote: Business Model Change Paul Brindley, Music Ally Ltd
11.05	Keynote: 2011: The Year the UK/US ebook Gap began to Narrow Evan Schnittman, Bloomsbury Plc
11.25	Case study: Optimizing your Digital Publishing through Kindle Gordon Willoughby, Kindle Europe
11.50	Coffee
12.10	Panel: How Consumers Shop for Digital Michael Tamblin, Kobo; Sol Rosenberg, Copia Interactive, LLC; Benedict Evans, Enders Analysis
12.55	Networking lunch
14:00	Panel: The Mobile Market, What's Next? Tanya Field, O2 Strategy Director; Daniel Winner, Cross Platform Media Business Expert; Andrew Bud, mBlox and Mobile Entertainment Forum
14:45	Panel: Investment, Innovation and Change Freya Thomas Monk, Pearson; Jane Tappuni, Publishing Technology; Mark Harvie Watt, Supadu
15.30	Tea
15.50	Forge your own Future: What Publishers need to do to Continue to add Value Kate Mosse, Author; Brian de Fiore, De Fiore and Company; David Shelley, Little, Brown
16.35	Digital Top of the Pops PA Digital Directors Group's 'Top 10' Digital Products Presented by Henry Volans, Faber and Faber; Fionnuala Duggan, Random House; Hannah Perrett, Cambridge University Press Chaired by Emma House, Publishers Association
17.25	Closing Remarks by Stephen Page followed by networking drinks reception

Programme correct at time of print



Paul Brindley, CEO, Music Ally

Paul Brindley is the co-founder and CEO of Music Ally – a digital music and media business information and services company which specialises in understanding how digital is changing the music and media industries. Music Ally provides research, strategy advice, market data and business focused information as well as training, events and marketing services to digital music and entertainment companies.



Andrew Bud, mBlox

Andrew Bud is the Founder and Chief Strategy Officer of mBlox Inc., the world's largest mobile transaction network. He co-founded the business in 2000, was CEO until 2003 and Executive Chairman until 2009. Last year mBlox processed 3.5 billion application-to-person SMS messages and premium payments worth \$500m on behalf of enterprises worldwide, and is a market leader in the United States, Europe and APAC.

He is the Global Chair of the Mobile Entertainment Forum, the industry body representing the value chain supplying this \$35 billion global market. He has served as Chair since 2008.

He also serves as a Non-executive Director of several companies and initiatives, and in 2009-10 chaired Bloomberg NEF's Consortium on Digital Energy. From 2005-2008 he was a Board Director of PhonepayPlus, the agency of UK regulator Ofcom. Andrew is a Fellow of the IET and a graduate of the University of Cambridge.



Michael Comish, CEO, blinkbox

Montreal-born Michael Comish is co-founder and CEO of blinkbox.com, the UK's most popular video-on-demand website. The company was founded in 2006 and launched in early 2008. It has since built an audience of over 2 million unique users per month who watch a library of 8,000 movies and TV shows on PCs, macs, games consoles, tablet computers and internet connected TV sets.

Previously, he was Managing Director of 4 Services at Channel 4, and prior to this Michael played a central role in building the pioneering online-video company AtomFilms, which he co-founded in 1998.

A graduate of both The University of Western Ontario and the INSEAD MBA programme in France, he spent the years 1988 to 1995 at Braxton Associates, before becoming a partner at Mercer Management Consulting between 1995 and 1998.



Fionnuala Duggan, Director of Random House Group Digital

Fionnuala has over eighteen years of senior management experience in digital media. She was Vice President, New Media, EMI Recorded Music Europe and International, where she oversaw group strategy and commercial operations for new media activities outside the US. As Director Multimedia Services at EMI, she set up Abbey Road Interactive, the first European DVD-Video facility.

She was Chairman of the Digital Content Forum, a secretariat that provides a two-way conduit between government and the digital media industries, on matters of policy-making and was a partner at Impresario Media LLP.

Previously, as New Media Development Director at Macmillan Publishers Ltd, Fionnuala set up Macmillan Interactive Publishing. Fionnuala's media career began at Maxwell Multi Media, a CD-ROM publisher. Fionnuala holds an MBA from INSEAD, Fontainebleau (1991) and a BA Mod in Experimental Physics from Trinity College Dublin (1987).

Benedict Evans, Enders Analysis

Benedict Evans covers mobile content, digital media and electronic publishing for Enders Analysis, a research and consultancy boutique. He has worked in strategy and business development for NBC Universal, Channel 4 and Orange, and previously worked as a sell-side Equity Research Analyst covering European telecoms companies for several investment banks.



Tanya Field, O2 Strategy Director

Tanya Field joined Telefonica O2 UK in September 2006 as Head of Content for the UK operation. In this role she was tasked with delivering the portal content strategy, managing both third party relationships and in-house content development. In September 2007 Tanya Field joined Telefonica S.A. as Director – Mobile Data Group with an operational remit to deliver solutions for user interface, mobile advertising and internet products and services across both Telefonica Europe and Telefonica.

She is currently delivering leading edge mobile internet solutions for the portfolio of Telefonica companies and delivered the first Telco based Global Mobile Advertising Solution in 2009. As Director of the Mobile Data Group she is ultimately responsible for determining the three year development and delivery plan for global solutions across the above mentioned three work streams.



Brian de Fiore, De Fiore and Company

Brian de Fiore is the founder of De Fiore and Company, a New York literary agency started in 1999 that now comprises eight agents and hundreds of authors. Notable agency authors include John Grogan (*Marley and Me*), Jen Lancaster (*If You Were Here*), Benjamin Hale (*The Evolution of Bruno Littlemore*), Frank Warren (*PostSecret*), Lauren Conrad (*L.A. Candy*), Rick Yancey (*The Monstrumologist*) and Dr. Neal Barnard (*The 21-Day Kickstart*). He is a member of the Board of Directors of the Association of Author's Representatives and an adjunct lecturer at New York University Center for Publishing. Before starting the agency, de Fiore held several executive positions at major publishing houses, including Publisher and Editor-in-Chief of Villard Books at Random House, and Editor in Chief of Hyperion.



Mark Harvie Watt, Chief Technical Officer, Supadü Ltd.

Mark Harvie Watt is architect of Supadü, the company's on-line website creation and content management system for non-technical users. Formerly he was responsible for helping to formulate the online strategy for BSkyB and set up the production team for Sky Interactive. Mark is responsible for originating and turning into reality many of the company's innovative ideas.



Emma House, Trade & International Director, The Publishers Association

Emma House joined the PA after seven years' experience as Head of International Development at The London Book Fair and six years' experience in international business-to-business magazine publishing. Emma heads up the international anti-piracy campaigns on behalf of PA members, as well as monitors and lobbies for secure market conditions in key export territories. Emma works closely with bodies such as UK Trade & Investment and the British Council to find export opportunities for UK publishers and promote the UK publishing industry in overseas markets.



Kate Mosse, Author

Kate Mosse has written two non-fiction books and five novels to date, including the No 1 multi-million international bestsellers *Labyrinth* and *Sepulchre*, both of which are published in 38 languages. *Labyrinth* won 'Richard & Judy's Best Read' at the 2006 British Book Awards and was chosen as one of Waterstone's Top 25 novels of the past 25 years. Her next project, *Citadel*, will be published in the UK in September 2011. Set before and during the Second World War in the South of France and Spain, it is the third novel in the Languedoc Trilogy, following *Labyrinth* and *Sepulchre*.

She is a guest presenter for BBC Radio 4's "Open Book", "Saturday Review" and "A Good Read" and writes for various publications including the *Guardian*, *Times*, *Sunday Times*, *Observer*, *Independent*, *New Statesman*, *Financial Times* and *Bookseller*.



Stephen Page, Publisher and CEO, Faber and Faber

Stephen Page has been CEO and Publisher for Faber & Faber since 2001. After reading history at Bristol University, he began his career in the book trade as a Bookseller at London's Sherratt & Hughes bookshop. His first publishing role was as a Marketing Executive at Longman, and he subsequently worked for Transworld and Fourth Estate, before becoming Group Sales and Marketing Director for HarperCollins UK. Stephen is a past President of the Publishers Association.



Hannah Perrett, Director Digital Partnership Sales at Cambridge University Press

Hannah has over ten years' experience in selling and marketing online products and e-books. Her current role is Director Digital Partnership Sales at Cambridge University Press with responsibility for the promotion and sale of online products and eBooks via all global channels. Prior to this, she worked at ProQuest, first as Marketing Manager for Chadwyck Healey products and subsequently as International Business Development Manager for Serials Solutions and the institutional repository solution, Digital Commons. A language graduate, Hannah has worked within a variety of both product and service led industries, from education and learning, to hi-tech engineering.



Sol Rosenberg, VP, Business Development & Content Acquisition, Copia Interactive LLC

Mr. Rosenberg is Vice President of Business Development and Content Acquisition for Copia Interactive – the first social e-reading platform.

At the forefront of e-books and digital content for more than a decade, Sol Rosenberg is a leading expert in the world of eBooks, digital publishing & marketing strategies.

He was a co-founder of the eBook pioneer Versaware and has helped major publishers with their digital initiatives – companies like McGraw-Hill, Cengage, Taylor & Francis, Simon & Schuster, Jones & Bartlett, Encyclopedia Britannica and many others. This blending of communications and high-technology began when Sol created the first nationally-syndicated computer-focused radio show. He also introduced the first consumer computer with a built-in CD-ROM, was a pioneer in multimedia and emerging digital technologies and then active in the sphere of digital content for global publishers.



Evan Schnittman, Managing Director Group Sales and Marketing, Print and Digital, Bloomsbury Publishing Plc.

Evan Schnittman splits his time equally between Bloomsbury's London and New York offices and is in charge of all sales, marketing, publicity, rights and technology across Bloomsbury's group companies. Evan spent eight years at Oxford University Press as Vice President of Corporate & Business Development. He was responsible for digital partnerships and

licensing across OUP's various content divisions. He has over 25 years of publishing-related business experience, having held positions as Executive Vice President at The Princeton Review, Senior Editor at Little, Brown, and editorial and sales positions at FA Davis. Evan started his publishing career at Barnes & Noble's main store on 5th Avenue in Manhattan. Evan is widely known in the industry as a thought leader – and is widely sought out to speak and write on the key issues facing content companies in a digital world. His blog, *BlackPlasticGlasses*, has become required reading for anyone wishing to understand book publishing in the digital age.



David Shelley, Little, Brown

David Shelley began his career in 1997 at independent publisher Allison & Busby, where he became Publishing Director in 2000. He joined Little, Brown in 2005 as Editorial Director, working on the company's crime list and its fledgling audio and ebook imprints. After several roles within the company, he was recently promoted to Little, Brown Group Publisher, overseeing its diverse range of imprints – *Atom, Abacus, Orbit, Hachette Digital, Virago, Little, Brown, Piatkus* and *Sphere*. As a publisher, the authors he works with personally include Mitch Albom, Mark Billingham, Patricia Cornwell, Dennis Lehane and Val McDermid.



Michael Tamblyn, EVP Content, Sales & Merchandising, kobo

At kobo Michael is responsible for sales, publisher and industry relations, content acquisition, and the merchandising experience across all of kobo's web and mobile services. He co-founded Canada's first online bookstore *Bookshelf.ca*, which was purchased by Indigo Books & Music in 1998, where he served as Vice President of online operations. Most recently, Michael was the founding CEO of the supply chain agency *BookNet Canada*, where he launched the national sales reporting service *BNC SalesData* and authored the publishing technology call-to-arms, "Six Projects That Could Change Publishing for the Better." Michael has a Masters in Business Administration from University of Western Ontario.



Jane Tappuni, Business Development Director, Publishing Technology plc

Jane Tappuni joined Publishing Technology in August 2009, bringing 16 years of publishing industry experience to her role as Business Development Director. She is responsible for generating sales, primarily in Europe, managing client relationships with existing clients and working between sales and marketing departments to ensure synergy. Her valuable industry insight, key contacts and general market knowledge consistently help the company to sustain its position as a market leader for publishing software products and services.



Freya Thomas Monk, Director of Content and Digital Management, Pearson International

Freya and her team aim to make the rich array of Pearson content shareable within Pearson and available to learners and educators on print and digital platforms and devices. Freya has been with Pearson since 2004, and has an MBA from INSEAD and an MA from Keble College, Oxford.



Henry Volans, Head of Faber Digital

Henry Volans is Head of Faber Digital, the new division at Faber responsible for developing digital products and services. Faber Digital's launch releases include *Malcolm Tucker: The Missing Phone* and *Solar System for iPad*. After joining Faber from Canongate in Edinburgh he worked as Non-Fiction Editor and Audio Publisher, and established Faber's debut e-book programme.



Gordon Willoughby, European Director, Kindle Europe

Gordon Willoughby is European Director of Kindle at Amazon. Prior to this current role he was Director for Books at Amazon.co.uk Ltd. Before joining Amazon he was Vice President of Operations and Customer Support for Europe at eBay, Global Circulation and Marketing Director at the Financial Times and a UK Divisional Director at Diageo. Gordon started his career at the Boston Consulting Group. He has a PPE degree from Balliol College, Oxford and an MBA from Insead.



Daniel Winner

Daniel Winner is an expert in building cross-platform media businesses for Corporates and Venture Backed Entrepreneurs, with a 15 year track record of innovation in the TV, Internet and Mobile markets. He brings to the table strong leadership skills, international experience, a deep understanding of digital markets and an instinct for new opportunities and the commercial acumen to turn them into successful services. Between 2008 and 2010 Daniel headed Vodafone Group's Multimedia division, with responsibility for businesses in digital music, games, TV and video-on-demand worldwide. Under his leadership Vodafone built a position as the number 1 paid-for music subscription service in Europe, developed a cross-platform video-on-demand service leveraging customer appetite for social TV, and restructured the company's legacy content operations.

05

The London Book Fair Digital Zone Exhibitor Profiles

The Digital Zone is a key feature of the London Book Fair, taking place at Earls Court, 11th-13th April 2011. Over 50 exhibitors fill the Zone, representing all aspects of the digital supply chain, these exhibitors are listed below.

The exhibition forms one of the three important strands of the overall LBF Digital offering. The other two are today's Digital Conference, and the excellent Digital Seminar Stream in the Cromwell Room EC1, covering topics ranging from EPUB3 to ebook pricing and digital rights.

Don't miss the presentations in the Digital Zone Theatre every twenty minutes, showcasing an impressive range of digital solutions companies and what they can do for your organisation. Register now, if you haven't already done so, to attend The London Book Fair at www.londonbookfair.co.uk

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