

CONFERENCE PROGRAM

<idpf> 2012 DIGITAL BOOK



JAVITS CENTER
New York City • June 4-5

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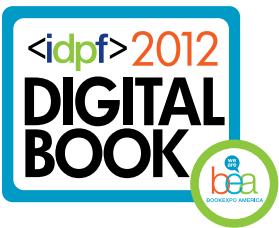


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JUNE 4-5

Javits Center, New York City

SESSIONS & WORKSHOPS

Monday, June 4

7:30-8:30 REGISTRATION AND CONTINENTAL BREAKFAST
(*Special Events Hall*)

8:30-8:45 WELCOME (*Special Events Hall*)

8:45-9:05 THE ATTENTION ECONOMY

Book publishing was built on scarcity—scarce paper, scarce shelf space, scarce book reviews. That's all changing. Hear from Seth Godin—entrepreneur, writer, and speaker—about how he and others are radically reinventing the paradigm of publishing.

Seth Godin (Bestselling Author)

9:05-9:25 EMERGING MODELS FOR CONTENT MONETIZATION

Publishers and authors increasingly realize they need to think beyond just repurposing print content in digital channels. But which strategies make the most sense? Ernie Sander, Executive Editor of paidContent and GigaOM, will offer looks at some promising monetization models from different corners of the content world, from media and video to apps and games.

Ernie Sander (GigaOM)

9:25-10:10 PUBLISHERS' ROUNDTABLE

Executives discuss tablets, enhanced eBooks, “e-shorts”, and other recent events and trends.

Richard Charkin (Bloomsbury)

Jane Friedman (Open Road Media)

Madeline McIntosh (Random House)

10:10-10:30 PREPARING FOR LIFE AFTER THE DOWNLOAD

(“Wait, But We've Only Just Started?!”)

Richard Nash (Small Demons)

10:30-11:00 NETWORKING BREAK

(*Special Events Hall*)

11:00-11:45 BUSINESS & MARKETING TRACK

(Room 1E10)

WHY PUBLISHERS NEED DATA

“Big Data” is a hot topic but it’s not just for data scientists: making data-driven decisions about titles, pricing, and marketing is increasingly critical for business leaders. Dominique Raccah, CEO of SourceBooks, an innovative independent publisher, will describe how she uses large-scale sales information and small-scale data including user-level Web and social analytics to measure and optimize her business—and why you should be doing likewise.

Dominique Raccah (SourceBooks)

TECHNOLOGY & PRODUCTION TRACK

(Special Events Hall)

STREAMING DIGITAL BOOKS: EPUB® 3

This talk presents a vision of EPUB 3 as the ultimate publication master format: manuscript, asset management system, learning tool, and data warehouse all in one. HTML5 & EPUB 3 will enrich this ecosystem, and enable much more: information-dense, responsive publications that can be personalized and delivered on request in the appropriate display size, language, and educational level, with contextually relevant media and assistive enhancements. Examples of publications using streaming HTML5 distribution and EPUB 3 features will be provided throughout.

Liza Daly (Safari Books Online)

EDUCATION & PROFESSIONAL TRACK

(Room 1E02,03)

CASE STUDY: A WINDOW INTO THE FUTURE

THE WORLD'S FIRST SCHOOL TO GO FULL E-ONLY

During 2011-2012 the South Kent School, a private high school in Connecticut, went “cold turkey”—replacing all textbooks with iPads and digital content from a variety of sources. This talk will be a first hand report by diverse stakeholders on results from this leading-edge experiment.

Phil Darrin (Dean, Academic Affairs)

Gonzalo Garcia (CIO)

Delano Williams (Class of 2012)

11:50-12:35 BUSINESS & MARKETING TRACK

(Room 1E10)

DISRUPTIVE BUSINESS MODELS

Two leading publishing startups will discuss out-of-the-box approaches to monetizing digital books.

Eric Hellman (unglue.it)

Sol Rosenberg (Copia)

TECHNOLOGY & PRODUCTION TRACK

(Special Events Hall)

EPUB 3 UNDER THE COVERS

Noted expert EPUB expert and author Liz Castro will show how to create content that takes advantage of all the features that the latest platforms have to offer... while avoiding the pitfalls and inconsistencies.

Liz Castro (Cakewood Press)

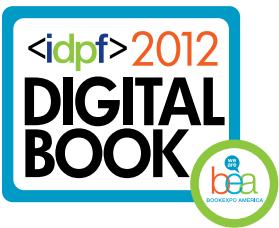
EDUCATION & PROFESSIONAL TRACK

(Room 1E02,03)

FROM TEXTBOOKS TO INTERACTIVE LEARNING MATERIALS: PRINCIPLES OF BIOLOGY

“Principles of Biology” is a true breakthrough in digital learning materials—developed as a dynamic, evolving website, not a static download. Hear from the visionary who made it happen, about what's working and where it's going.

Vikram Savkar (Nature Group)



JUNE 4-5

Javits Center, New York City

12:35-1:40 LUNCH (Special Events Hall)

1:40-2:00 MAKING IT AS AN INDIE eBOOK AUTHOR: LESSONS LEARNED A YEAR AND 700,000 eBOOKS LATER

As “one of the top digital writers in America” (*Washington Post*) Bella Andre will share her story of jumping onto global bestseller lists with indie eBook and audio book releases. She will explore her strategies for price points, global marketing, diversifying her author brand portfolio and sub-genre targeting, and the surprising lessons she’s learned about metadata.

Bella Andre (Bestselling Romance Author)

2:00-2:20 NATIVELY DIGITAL

Software for creating and consuming interactive content must operate fully outside of the constraints of the printed page. And yet to date, almost every digital product has been shoehorned into software that enforces those constraints. Inkling CEO Matt MacInnis will showcase how new publishing technologies can redefine the way we create and consume interactive content and carry the industry to a world beyond print.

Matt MacInnis (Inkling)

2:20-2:50 HOW CONSUMERS DISCOVER BOOKS ONLINE

Otis Chandler, founder & CEO of leading book social community Goodreads, will give a quantitative and qualitative analysis of consumer behavior, including presenting the latest statistics from a site with over 11M books cataloged and nearly 20M visitors/month. Who is searching for books online? How are they discovering books and how many are they discovering, and then reading? What are the key factors in book discovery and how is the picture different for books in the head vs the long tail?

Otis Chandler (Goodreads)

2:50-3:05 GOOGLE PLAY AND GOOGLE BOOKS GOING GLOBAL

Tom Turvey, Director of Strategic Partnerships at Google, will give an overview of Google Play and Google’s international efforts in launching eBookstores.

Tom Turvey (Google)

3:05-3:20 MORE, BETTER, FASTER: THE GLOBAL RACE FOR INTERNATIONAL eBOOK RETAIL

Michael Tamblyn (EVP Content, Sales & Merchandising) will discuss Kobo’s digital book platform, highlighting new data learned as Kobo has moved from market to market globally: consumer reading and book buying behavior, take-up of enhanced eBooks and manga, and more.

Michael Tamblyn (Kobo)

3:20-3:50 NETWORKING BREAK (Special Events Hall)

3:50-4:35

BUSINESS & MARKETING TRACK

(Room 1E10)

eBOOKS FROM PRODUCT TO MARKET: SOUP TO NUTS

This session is an in-depth look, from an industry insider, at the state of the eBook distribution ecosystem. You'll hear about how to build and manage your own eBook distribution platform and deliver content directly to your customers on mobile devices. If you are new to digital publishing, this session is your express lane to understanding the overall landscape. If you are a veteran, you'll get insights into the latest wrinkles in distribution, DRM infrastructure, and eBook apps.

Micah Bowers (Bluefire)

TECHNOLOGY & PRODUCTION TRACK

(Room 1E02,03) *Please note room change.

BREAKING THE PAGE: DESIGNING FOR INFINITE CANVASES

"Repurposing" print books for tablets via page-replica "digitization" fails to exploit the intrinsic capabilities of the digital medium. *Breaking the Page* author Peter Meyers will demonstrate how to maximize the value of next generation content on a canvas that can do so much more than print, including showcasing options enabled by new tools such as Apple iBooks Author.

Peter Meyers (Author and Consultant)

3:50-5:25

TABLE TOPICS—*all invited*

(Special Events Hall) *Please note room change.

INTERACTIVE ROUNDTABLES ON VARIOUS TOPICS, WITH EXPERT CONVERSATION STARTERS

This participatory "Birds of a Feather" session will feature tables devoted to key topics of interest, with a knowledgeable expert "conversation starter" at each table. Choose a table and dive in to the discussion—or circulate! See sidebar for a partial list of topics and expert conversation starters.

4:40-5:25

BUSINESS & MARKETING TRACK

(Room 1E10)

LIBRARIES AND eBOOKS PANEL

Libraries are an important sales channel and a critical resource for discovery. But eBook lending by libraries does not naturally hew to patron-district boundaries and has become an area of concern for publishers. Two leading service providers and a key library stakeholder will discuss the latest developments.

George Coe (Baker & Taylor)

Erica Lazzaro (OverDrive)

Ian Singer (Library Journals)

TECHNOLOGY & PRODUCTION TRACK

(Room 1E02,03) *Please note room change.

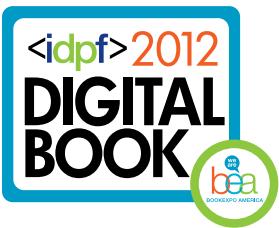
UPFRONT XHTML: FOR WORKFLOW, NOT JUST THE WEB

HTML 5 is now the lingua franca of EPUB and online publishing. XML can give it the rigor and power needed for your whole workflow, not just the end of it. In this session, Bill Kasdorf and Dave Cramer will show how XHTML is being used to create foundational models that provide the structure and semantics demanded by repositories, multi-channel rendering, and repurposing, as well as the agility needed to streamline editorial, print, and e-publishing workflows using today's wealth of HTML-based tools and technologies.

Dave Cramer (Hachette Book Group)

Bill Kasdorf (Apex)

- Indie Authors**
Bella Andre &
Barbara Freethy
- Fixed-Layout EPUB**
Luc Audrain (Hachette-Livre)
- ONIX / Supply-Chain Protocols**
Graham Bell (EDITEUR)
- eLearning / eTextbook Integration**
Dr. Yong-Sang Cho (KATS/KERIS)
- Metadata**
Laura Dawson
- EPUB #ePrdctn**
Iris Amelia Febres
(O'Reilly Media)
- Enhanced / Children's eBooks**
Theodore Gray (Touch Press)
Chintu Parikh (SachManya)
- EPUB 3 Futures**
Markus Gylling (IDPF)
- Copyright Legal Issues**
Lloyd Jassin
(Attorney / Copylaw.com)
- Accessibility**
George Kerscher (DAISY)
- Fonts in eBooks**
Vladimir Levantovsky
(Monotype Imaging)
- Readium / Open Source**
Matthew Robertson (Evident Point)
- eBook DRM**
Bill Rosenblatt (Giant Steps)
- Social Marketing**
David Wilk (Booktrix)



JUNE 4-5

Javits Center, New York City

5:25-6:00 MIXER & BOOTH STROLL
(Special Events Hall)

6:00-7:15 IGNITE BEA
“ENLIGHTEN US... BUT MAKE IT QUICK!”
(Special Events Hall)

This session will showcase digital publishing startup innovators giving fixed-length, 5-minute talks with slides that auto-advance every 15 seconds. Audience will judge winners via applause-o-meter. If you've been to an Ignite talk before you know how entertaining this format is; if you haven't, you're in for a treat.

Sponsored by O'Reilly Media / Tools of Change

Kat Meyer (O'Reilly Media) **Moderator**
Henrik Berggren (Readmill)
Andrew Brenneman (Finitiv)
Brian Felsen (BookBaby)
Theodore Gray (Touch Press)
Justo Hidalgo (24 Symbols)
Caleb Mason (Publerati)
Andrew Rhomberg (Jellybooks)
Matthew Robertson (Evident Point)
Nick Ruffilo (Aerbook)
Miral Sattar (BiblioCrunch)
David Wilk (Booktrix)

You're Invited

DIGITAL DISCOVERY ZONE

Join your fellow attendees and the IDPF for cocktails in the **DIGITAL DISCOVERY ZONE** (BEA Exhibit Hall)

Cocktail hour will be held on Tuesday and Wednesday from 4-5pm.

Brought to you by the IDPF, the **DIGITAL DISCOVERY ZONE** is a dedicated area on the show floor where you can explore all things digital, mix and mingle with technology providers, hear from our Platinum Sponsors, and see who will bring home the first-ever IDPF Innovation Award!

Tuesday, June 5, 4-5pm

Migrating from Flash to HTML5: A Roadmap for Successful Migrations

John Wheeler, Vice President, Strategy and Emerging Technologies, SPi Global

Digital Innovations from Baker & Taylor

Ralph Lazaro, Vice President, Digital Product Development, Baker & Taylor

Wednesday, June 6, 4-5pm

EPUB 3 is here – are you ready?

Rick Johnson, Chief Technology Officer, Vital Source Technologies, Inc., an Ingram Content Group company

Maximize eBook Discovery & Sell-through in Retail, Library and School Channels

Alexis Wiles, Manager of Publisher Relations, OverDrive, Inc.

Presentation of the First Annual IDPF Innovation Award

Presented by Bill McCoy, Executive Director, International Digital Publishing Forum

Tuesday, June 5

8:30-9:00 CONTINENTAL BREAKFAST (*located outside Room 1E10*)

9:00-9:45 BUSINESS & MARKETING TRACK

(*Room 1E04*)

THE e-SHORTS PHENOM: MONETIZING CONTENT NUGGETS

E-singles are an exciting new digital revenue stream for players from all parts of the publishing industry. paidContent and GigaOM's Laura Owen provides an overview of the space, including key participants, business models, successes and failures, and best practices.

Laura Owen (GigaOM)

TECHNOLOGY & PRODUCTION TRACK

(*Room 1E10*)

A PRAGMATIST'S GUIDE TO INDESIGN CS6 AND EPUB 3

What's new in InDesign CS6 for creating eBooks and other digital publications? What changes does EPUB 3 represent for the InDesign user? Kiyo Toma, Senior Product Manager on the InDesign team, will give an overview of the new features and share his perspective on EPUB 3 and HTML5.

Kiyo Toma (Adobe)

EDUCATION & PROFESSIONAL TRACK

(*Room 1E02,3*)

MAKING ENHANCED CONTENT, PROFITABLE CONTENT

The advent of EPUB 3 changes the game from content conversion to content creation. Skill sets will need to combine layout design, technical conversion and app development to create enhanced eBooks. Flash learning objects will evolve to enhancing premium learning materials via integrated HTML5 interactivity and rich media. Two expert speakers will explore these issues, relative to educational and STMS-oriented content.

Sriram Panchanathan (Aptara)

John Wheeler (SPi Global)

9:50-10:35 BUSINESS & MARKETING TRACK

(*Room 1E04*)

GETTING THE FRICTION OUT OF THE SUPPLY CHAIN

From inconsistent metadata to the uneven roll-out of EPUB 3, to unknowns about the size and scope of illicit file sharing, the industry faces many challenges. Executive Director Len Vlahos and Deputy Executive Director Angela Bole of the Book Industry Study Group will present the latest initiatives to help you navigate today's digital supply chain and help you understand the collaborative steps being taken to address key issues.

Len Vlahos (BISG)

Angela Bole (BISG)

TECHNOLOGY & PRODUCTION TRACK

(*Room 1E10*)

eBOOK PRODUCTION JUMPSTART: EPUB 3, KF8 AND MORE

This in-depth session, presented by a leading expert, will help you master what it takes to create eBooks that are ready for all major distribution channels.

Joshua Tallent (eBook Architects)

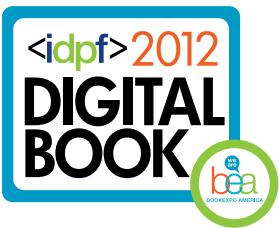
EDUCATION & PROFESSIONAL TRACK

(*Room 1E02,3*)

BEYOND THE JOURNAL AS ARTIFACT: NEW MODELS FOR INCREASING REACH AND MONETIZING DIGITAL CONTENT

Kent Anderson, CEO & Publisher, JBJS, and President, Society for Scholarly Publishing, is a leader in pioneering innovative business models around content, in a field that has gone further in digital transformation than most other segments of the publishing industry. Kent will cover lessons learned and emerging best practices both in his own business and in journals overall.

Kent Anderson (Journal of Bone & Joint Surgery)



JUNE 4-5

Javits Center, New York City

10:35-11:10 **NETWORKING BREAK** (*located outside Room 1E10*)

11:10-11:45 **BUSINESS & MARKETING TRACK**

(Room 1E04)

THE LANDSCAPE OF CONTENT PROTECTION TECHNOLOGY: IMPLICATIONS FOR DIGITAL PUBLISHING

Bill Rosenblatt, a noted expert on content protection technologies, will survey content protection schemes currently used for eBooks and compare them with approaches being used for other content types (such as music, video, games, and corporate documents), including client-based technology, cloud-based solutions like UltraViolet, and watermarking and other “social DRM” approaches. Bill will discuss potential implications for how such solutions might or might not be constructively used in the near future in digital publishing, including retail and lending workflows. Hear all the latest developments on this rapidly evolving landscape that's of critical interest to authors, publishers, retailers, and readers.

Bill Rosenblatt (Giant Steps Media)

TECHNOLOGY & PRODUCTION TRACK

(Room 1E10)

CONTENT-CENTRIC PUBLISHING WORKFLOWS

Content management for publishers is no longer just about file storage. It's about moving content creation and editing directly into the cloud database, making adapting to print, the Web and digital publishing automatic, and customized on-the-fly reassembly a snap. In this session, hear from the founders of two innovative platforms for digital publishing as they discuss the radically more efficient workflows that these types of solutions enable, showcasing real-world publisher case studies.

Francois-Xavier Hussher (Gutenberg Technology)

Hugh McGuire (Pressbooks)

EDUCATION & PROFESSIONAL TRACK

(Room 1E02,3)

MAINSTREAMING ACCESSIBILITY IN HIGHER-ED PUBLISHING

This session will cover recent developments in higher-ed digital publishing relating to accessibility. Kent Freeman (COO, VitalSource) will showcase how adoption of open standards like HTML5 and EPUB 3 has helped the VitalSource platform and adopting institutions move accessibility into the mainstream. Paul Banks, Director, Developmental Education, McGraw-Hill, will focus in on how digital technologies, such as Live Ink, have proven useful in enhancing accessibility in the McGraw-Hill Connect platform.

Paul Banks (McGraw-Hill)

Kent Freeman (VitalSource)

11:50-12:35 BUSINESS & MARKETING TRACK

(Room 1E04)

HIGH-DESIGN & CHILDREN'S eBooks: BUSINESS OPPORTUNITIES AND DISTRIBUTION PLATFORM REALITIES

Leading traditional and born-digital publishers will showcase how they are delivering highly designed and enhanced eBooks and apps for children's and other market segments, exploring the opportunities and challenges in expanding beyond "straight text" eBooks.

Samantha Cohen (Simon & Schuster) **moderator**

Theodore Gray (Touch Press)

Liisa McCloy-Kelly (Random House)

Woody Sears (zuuka)

TECHNOLOGY & PRODUCTION TRACK

(Room 1E10)

EPUB 3: FUTURE DIRECTIONS FOR THE GLOBAL OPEN STANDARD

IDPF CTO Markus Gylling and Board members Garth Conboy (Google) and Roger Webster (B&N) will discuss recent and upcoming developments for the EPUB open standard and related work including Readium and other open source activities.

Garth Conboy (Google)

Markus Gylling (IDPF)

Roger Webster (Barnes & Noble)

EDUCATION & PROFESSIONAL TRACK

(Room 1E02,3)

eBOOKS IN EDUCATION—PUBLISHERS' PERSPECTIVE

Senior leaders in higher-ed publishing (Ken Brooks, COO, Cengage) and K-12 publishing (Evan St. Lifer, VP Digital, Scholastic) will review key features of digital publishing content and platforms from the perspective of improving learning experiences and outcomes in these closely related but yet very distinct market segments.

Ken Brooks (Cengage)

Evan St. Lifer (Scholastic)

Thank you to all of our generous sponsors, speakers and attendees for your continued support.

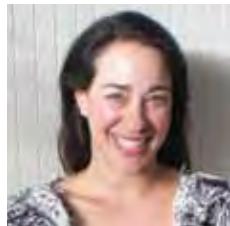
Save the date for the next IDPF Digital Book at BEA—June 3–4, 2013!

Follow us at #idpf and #digitalbook2012 for updates.

SPEAKERS



Kent Anderson
CEO & Publisher,
*Journal of Bone
& Joint Surgery*



Bella Andre
Author



Paul R. Banks
Director of Developmental
English, McGraw-Hill
Higher Education



Henrik Berggren
Founder and CEO,
Readmill



Angela Bole
Deputy Executive
Director, *Book Industry
Study Group, Inc.*



Micah Bowers
CEO, *Bluefire Productions*



Andrew Brenneman
Founder and President,
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Ken Brooks
SVP, Global
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Elizabeth Castro
Author



Otis Chandler
Founder and CEO,
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Garth Conboy
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Dave Cramer
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Liza Daly
VP of Engineering,
Safari Books Online



Phil Darrin
Dean, Academic Affairs,
South Kent School



Brian Felsen
President, *BookBaby / CD Baby / HostBaby*



Kent Freeman
COO, *Vital Source
Technologies Inc., an
Ingram Content Group Co.*



Jane Friedman
CEO and Co-Founder,
*Open Road
Integrated Media*



Gonzalo Garcia
CIO, *South Kent School*



Seth Godin
Author



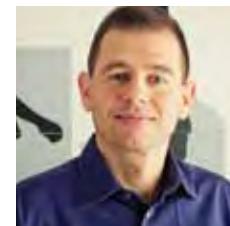
Theodore Gray
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Creative Director,
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Markus Gylling
CTO, *DAISY Consortium*



Eric Hellman
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Justo Hidalgo
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Erica Lazzaro
General Counsel &
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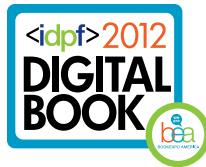


Matt MacInnis
Founder and CEO, *Inking*



Caleb Mason
Founder & Publisher,
Publernati

SPEAKERS



Kat Meyer
Conference Chair,
O'Reilly Media



Liisa McCloy-Kelley
VP, Director, eBook
Production, Strategy, &
Ops., Random House



Bill McCoy
Executive Director, IDPF



Hugh McGuire
Founder, PressBooks



Madeline McIntosh
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& Content Acquisition,
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—a DMC Company



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Roger Webster
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Noble's Digital Products



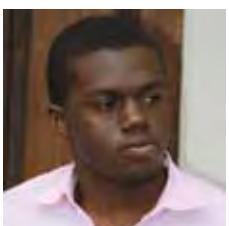
Andrew Weinstein
Founder, AW Media LLC



John Wheeler
VP, Strategy and Emerging
Technologies, SPI Global



David Wilk
Head Trickster,
BookTrix



Delano Williams
Student, Class of 2012,
South Kent School

Complete bios available at idpf.org/db12

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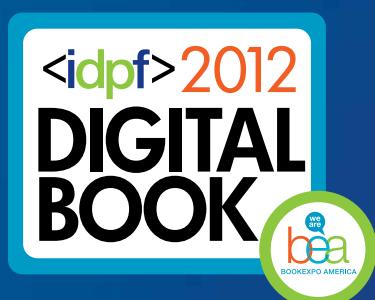
IDPF Digital Book 2012 at BookExpo America is produced by the International Digital Publishing Forum (IDPF).

The International Digital Publishing Forum (IDPF) is the global trade and standards organization dedicated to the development and promotion of electronic publishing and content consumption.

The IDPF develops and maintains the EPUB content publication standard that enables the creation and transport of reflowable digital books and other types of content as digital publications that are interoperable between EPUB compatible reading devices and applications.

The IDPF has over 300 member organizations including publishers, authors, libraries, retailers, government organizations, solution providers, and other stakeholders, collaborating to advance the digital publishing ecosystem.

For more information including benefits of membership visit <http://idpf.org>.



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