



OLSWANG

From Hardbacks to Hot Bytes

The future of books and publishing in a connected world

An event organised by Olswang LLP and Rich Futures in association with MediaFuturist and The Sound Horizon.

Friday 19 March

8.30 -12.00

Olswang LLP

90 High Holborn

London

WC1V 6XX

The Market

To meet the explosive demand for content on e-readers, book publishers are rapidly transforming their businesses to serve digital distribution channels. This digitisation marks a first step into a world of rapid and permanent change, which will redefine the publishers' relationships with customers, authors, and business partners old and new.

But what are the underlying trends which will ultimately redefine the way customers use and interact with reading content in the digital environment?

Book buyers are increasingly connected, demanding and vocal. They will want their reading content accessible on any device and their reading patterns and history to be interwoven into their online social profiles. They'll also want to connect with authors via social media.

Authors and creators will embrace self-publishing tools and find connections with their audience. Liberated from the traditional book release cycles, the new generation of digital native authors may seek to create in real-time and communicate with their equally connected reading public.

The Challenge

- How can publishers respond to these rapidly emerging scenarios? Will books become "free" and ubiquitous on all digital networks? If customers continue to pay, will authors and their publishers get digital pennies instead of pounds?
- As reading becomes another part of new retail environments and other services, how will it be taken to market? And what are the additional services and usages which will form part of the new value proposition, and ultimately new revenue streams?
- Publishers need to act now to ensure that they continue to play a valuable role in fostering talent, nurturing careers and in providing great content to readers



OLSWANG

The Event

The Future of Books will present C-Level publishing executives with the real (and so far unspoken) learnings from the music industry, a business which has been in transition since the days of Napster 1.0 and the first MP3 players. The speakers will present their views on what book publishers need to understand, believe and do, to take advantage of this dramatic shift from selling copies of printed books to selling access to a digital book (or both).

The Speakers

Gerd Leonhard: Media Futurist, Author & Keynote Speaker The WSJ calls Gerd 'one of the leading Media Futurists in the world'. He is widely known for his books 'The Future of Music', 'Music2.0' and 'The End of Control'. Gerd work focuses on the Future of Media, Content, Technology, Business, Marketing, Advertising and Communications, and he is considered a leading expert and influencer. His keynotes are renowned for a hard-hitting and provocative yet inspiring and motivational style; with over 300 engagements in 28 countries during the past 6 years Gerd's clients include Nokia, Google, Sony/BMG, ITV, the BBC, Orange, Deutsche Telekom, DDB, NSN and many others. Gerd is a fellow of the Royal Society for the Arts (London), and resides in Basel, Switzerland.
www.mediafuturist.com www.twitter.com/gleonhard

Dominic Pride: Founder and Principal Consultant, The Sound Horizon. Dominic founded The Sound Horizon in 2009 to serve the growing number of companies wishing to create and maintain digital strategies, successfully manage innovation and create new service concepts. Key clients for The Sound Horizon include Nokia Media & Games and City Showcase. Prior to The Sound Horizon, Dominic was Product Marketing Director for Shazam, where he spearheaded the company's expansion into branded, application-based services on iPhone, Android, Blackberry, Windows and Nokia platforms, and helped to position the company as one of the planet's prime music discovery brands. At Orange / France Telecom Group, he drove the international market development of mobile and convergent music services and played a key role in DRM-free music.
dominic@thesoundhoizon.com twitter@thesoundhorizon.com

Clive Rich: Principal, Rich Futures and Consultant to Olswang. At Olswang, Clive works closely with the Firm's music and new media practices. Clive has a 25 year history of excellence in the Music business as a lawyer, Board Director and Strategic Director. At Sony BMG Music UK Clive created and ran the "Futures Division", responsible for all Sony BMG's new and developing business - including its digital music business, TV programming and brand partnerships. This included developing the business interests of Syco, SonyBMG's TV joint venture with Simon Cowell. Prior to that he held senior business affairs positions with BMG, and chaired PPL and the BPI Rights Committee. Through Rich Futures he has since provided business affairs services to, among others, the Royal Opera House, MySpace, SanDisk and the UK Government's Technology Strategy Board. He also assists in the business development of a number of emerging digital media companies in which he is a shareholder.
www.richfutures.co.uk

This event is by invitation only.

To RSVP to this event, please contact Verity Pike on verity.pike@olswang.com or 020 7067 3255.