

**Westminster Media Forum Keynote Seminar**  
**Prospects for UK publishing - retail, eBooks and digital opportunities**

Timing: Morning, Thursday, 24<sup>th</sup> May 2012

Venue: Rutherford Theatre, 76 Portland Place, London W1B 1NT



**WESTMINSTER  
MEDIA FORUM**

Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chairman's opening remarks**  
**Guto Bebb MP**, Member, All-Party Parliamentary Writers Group
- 9.05 - 9.15 **The state of UK publishing**  
*What is the outlook for high street, independent, online and supermarket booksellers? How far have eBooks penetrated the market beyond early buyers of eReaders? How are they changing publishers' pricing strategies and consumers' buying habits? Where are publishers investing in new digital content?*  
**John Boxall**, Director, Strategy Consulting, PricewaterhouseCoopers
- 9.15 - 9.25 **The future of bookshops**  
*What is the long-term outlook for the presence of bookshops on the high street? Where might book sales remain resilient, e.g. the gift market? How would a reduced number of outlets affect retailers' ability to market books for publishers?*  
**Miriam Robinson**, Head of Marketing, Foyles
- 9.25 - 10.20 **Books on the shelves**  
*What business models are bookshops adopting in response to declining sales and where do they differ? As fewer high street outlets discount books, how will in-store promotion change and how will this affect revenue from publishers? What are the opportunities for independent bookshops to offer a service distinct from that of the online and supermarket retailers? How could alternative revenue streams like coffee shops be preserved despite outlet closures? How will a reduced number of outlets for midlist books affect what is published? What case could the industry put to policymakers for intervention in favour of bookshops and what forms might intervention take? How might bookshops evolve to fulfil different roles in the community?*  
**Lisa Byfield-Green**, Retail Analyst, Planet Retail  
**Chris Conway**, Managing Director, The Book Partnership  
**David Roche**, Owner and Director, David Roche Enterprises  
**Barry Cunningham**, Publisher and Managing Director, Chicken House  
Questions and comments from the floor with **John Boxall**, Director, Strategy Consulting, PricewaterhouseCoopers and **Miriam Robinson**, Head of Marketing, Foyles
- 10.20 - 10.25 **Chairman's closing remarks**  
**Guto Bebb MP**, Member, All-Party Parliamentary Writers Group
- 10.25 - 10.45 Coffee
- 10.45 - 10.50 **Chairman's opening remarks**  
**The Earl of Erroll**, Chair, EURIM (The Information Society Alliance)
- 10.50 - 11.00 **Future Perfect? The outlook for UK publishers**  
*Has the publishing industry done enough in response to the growth of eBooks and decline of bookshop sales to preserve commercial incentives to write and publish? Do traditional publishers need to make a better case to authors for the value they add to titles to draw them away from straight-to-digital alternatives?*  
**Richard Mollet**, Chief Executive, The Publishers Association
- 11.00 - 11.50 **The eBook market comes of age**  
*How will growing competition between eReader manufacturers and between sellers like Android Market and the Kindle Store shape the products and services coming to market? What future is there for the eReader as tablets and mobiles are increasingly targeted towards the book market? How great a challenge to traditional publishers do straight-to-digital services pose, e.g. Amazon Publishing and Kobo Books, and crowd-sourced finance models like Unbound? Which kinds of authors and titles stand to gain more by bypassing traditional publishers? How can publishers and authors best exploit the growing value of the digitised backlist of out-of-print works?*  
**Alexander Ross**, Partner: Music, Publishing and Digital Media, Wiggin  
**Nicola Solomon**, General Secretary, Society of Authors  
**Matteo Berlucchi**, Chief Executive Officer, Anobii  
**John Mitchinson**, Co-founder, Unbound  
Questions and comments from the floor with **Richard Mollet**, Chief Executive, The Publishers Association
- 11.50 - 12.00 **The opportunities for academic publishing from digital**  
*How will academic publishing be changed by the eBook and the new publishing options? What will be the impact on availability of information for academic institutions and professionals?*  
**Yvonne Ridge**, Content Strategy Director, Education, ELSEVIER
- 12.00 - 12.55 **New digital content, applications and revenue**  
*What emerging models of digital content could publishers use to add value to print? What new revenue streams will spring from developing online spaces for print titles and IP assets, e.g. Pottermore? To what kinds of titles can new digital content, e.g. Faber's The Waste Land app, add the most value? How can digital enhancement best add value to printed content, e.g. the Telegraph Go app? What can publishers learn from other models of online payment for content? How will apps and digital content affect publishers' marketing strategies as bookshops disappear from high streets?*  
**Dominic Young**, Founder, Ytrium  
**Tarek Nseir**, Founder and Chief Executive Officer, TH\_NK  
**Ian Grant**, Managing Director, Encyclopædia Britannica (UK)  
**Henry Volans**, Head of Digital Publishing, Faber and Faber  
**Lucia Predolin**, Global Marketing Communications Director, Buongiorno Group and Board Member, Mobile Entertainment Forum (MEF)  
Questions and comments from the floor with **Yvonne Ridge**, Publishing Director, ELSEVIER
- 12.55 - 13.00 **Chairman's closing remarks**  
**The Earl of Erroll**, Chair, EURIM (The Information Society Alliance)  
**Thomas Raynsford**, Senior Producer, Westminster Media Forum

Seminar supported by

