

Assessing key issues in book publishing - monetising content, sector skills and new avenues for growth 3rd March 2016

CONDITIONS FOR USE OF TRANSCRIPTS:

This document is intended to provide a timely reference for interested parties who are unable to attend the event to which it refers. Some portions are based on transcripts of proceedings and others consist of text submitted by speakers or authors, and are clearly marked as such. As such, apart from where it is indicated that the text was supplied by the speaker, it has not been possible for the transcript to be checked by speakers and so this portion of the document does not represent a formal record of proceedings. Despite best endeavours by Westminster Forum Projects and its suppliers to ensure accuracy, text based on transcription may contain errors which could alter the intended meaning of any portion of the reported content. Anyone who intends to publicly use or refer to any text based on the transcript should make clear that speakers have not had the opportunity for any corrections, or check first with the speaker in question. If in doubt, please contact the forum first.

Contents

About this Publication	3
<u>Agenda</u>	4
Session Chair's opening remarks	
Lord Tope, Officer, All-Party Parliamentary Group on Literacy (transcript)	6
An overview of the UK consumer book market	
Douglas McCabe, Chief Executive Officer, Enders Analysis (transcript)	7
Competing in the wider content economy - commercial opportunities and challenges	
Nicola Solomon, Chief Executive, The Society of Authors (text submitted by speaker)	11
George Walkley, Head of Digital, Hachette UK Group (transcript)	14
Michael Tamblyn, President and Chief Executive Officer, Rakuten Kobo (transcript)	18
Tim Godfray, Chief Executive, Booksellers Association of the UK & Ireland (transcript)	22
Questions and comments from the floor with Douglas McCabe , Chief Executive Officer, Enders Analysis (transcript)	25
The publishing workforce - re-skilling and next steps for increasing diversity	
Josie Dobrin, Chief Executive, Creative Access (transcript)	33
Jacks Thomas, Director, The London Book Fair (transcript)	35
John Athanasiou, Director of People, HarperCollins Publishers (transcript)	37
Questions and comments from the floor (transcript)	40
Session Chair's closing remarks	
Lord Tope, Officer, All-Party Parliamentary Group on Literacy (transcript)	47
Session Chair's opening remarks	
Lord Clement-Jones, Vice Chair, All-Party Parliamentary Group on Intellectual Property (transcript)	48
Competing in the international book market - industry and policy priorities	
Emma House, Director for Publisher Relations, The Publishers Association (transcript)	49
New markets, export strategies and IP management	
Andre Breedt, Director, Book Research, Nielsen (transcript)	53
Gareth Cuddy, Chief Executive Officer and Founder, Vearsa (transcript)	54
Victoria Gaskell, Partner, Olswang (transcript)	57
Questions and comments from the floor with Emma House , Director for Publisher Relations,	•
The Publishers Association (transcript)	60
Cossion Chairle and Westerinston Media Famura alexina narroules	
Session Chair's and Westminster Media Forum closing remarks	
Lord Clement-Jones, Vice Chair, All-Party Parliamentary Group on Intellectual Property (transcript)	69
Amy Cutter, Producer, Westminster Media Forum (transcript)	70
<u>Comments</u>	71
Gerard Hill, Mentoring and Tests Director, Society for Editors and Proofreaders	
Gill Ringland, Director, Unlocking Foresight Know-How	
<u>List of Delegates Registered for Seminar</u>	73
Contributor Biographies	76
About the Core Sponsors of the Westminster Media Forum	79
ANDRE THE COLE SPONSOIS OF THE MACSTHINISTEL MICRIC FOR ALL MILLION	,,

Please be advised that speakers' PowerPoint presentations are included within the transcript itself, just beneath the relevant speaker's text. Please note that not all speakers are able to grant permission for us to include their slides.

About this Publication

This publication reflects proceedings at the Westminster Media Forum Keynote Seminar: Assessing key issues in book publishing - monetising content, sector skills and new avenues for growth held on 3rd March 2016. The views expressed in the articles are those of the named authors, not those of the Forum or the sponsors, apart from their own articles.

Although Westminster Media Forum is grateful to all sponsors for the funding on which we depend, participation in events and publications is never conditional on being a sponsor. As well as funding ongoing operations, sponsorship enables the Forum to distribute complimentary copies of publications, and offer complimentary tickets for events, to Government ministers, parliamentarians and officials most involved in policy.

This publication is copyright. Its copying, in whole or in part, is not permitted without the prior written consent of the publishers. However, extracts of the text may be reproduced for academic or review purposes, subject to the conditions of use outlined in the previous page, providing they are accurate, are not used in a misleading context and the author, their organisation and the Westminster Media Forum are acknowledged. We would also appreciate being informed.

Westminster Media Forum

UK Headquarters 4 Bracknell Beeches Old Bracknell Lane West Bracknell Berkshire RG12 7BW

T: 01344 864796 F: 01344 420121 publications@westminsterforumprojects.co.uk

Directors

Peter van Gelder Chris Whitehouse