



## LIBER DIGITAL ACTIVITIES

### WORKSHOPS, PAPERS AND ROUND TABLES

#### Wednesday, 5 October

- 10:00**      **Round table**  
***Academic digital distribution: giving exposure to academic books***  
Participants: Ms. Victoire Chevalier, Director of e-Libro España  
Mr. Álvaro Tébar, General Manager of Libromares (academic book distributor)  
Mr. Pedro Rújula López, Publications Manager of Prensas Universitarias de Zaragoza and Head of the New Technologies and Intellectual Property Division of the Board of Directors of the Union of Spanish University Publishers (UNE)  
Mr. Ramón Rodríguez, Head of Electronic Publishing of the Spanish National Research Council (CSIC)  
Moderated by: Mr. Miguel Ángel Puig-Samper, Director of Publications of the Spanish National Research Council (CSIC)  
Organised by: LIBER Digital  
Place: **Room A6.1**  
1st floor **Pavilion 6** (IFEMA-Feria de Madrid)
- 11:30**      **Workshop**  
***How to be a freelancer 2.0 in the publishing industry***  
Participants: Ms. Celia Martín, Director of Cálamo & Cran  
Organised by: LIBER Digital  
Place: **Room A6.1**  
1st floor **Pavilion 6** (IFEMA-Feria de Madrid)
- 12:00**      **Paper**  
***Book Cloud: a Cloud-based book service for students and families***  
Participants: Mr. Jonas Suassuna, Chairman of Gol Mobile  
Organised by: **Gol Mobile**  
Place: **Room S11**  
1st floor **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)
- 13:00**      **Paper**  
***Key aspects to take into account in Internet book sales***  
Participants: Mr. Javier Celaya, Director of Grupo Dosdoce de Comunicación Cultural  
Ms. Arantxa Mellado, General Manager of Ediciona  
Organised by: LIBER Digital  
Place: **Room A6.1**  
1st floor **Pavilion 6** (IFEMA-Feria de Madrid)

- 15:30**            **Round table**  
***New capitalisation methods for small and medium-sized publishing companies***  
Participants:      Ms. Patricia Arancibia, Manager, International Content Acquisition - Digital Group at Barnes & Noble  
                         Mr. Luis Collado, Director of Google Books for Spain & Portugal  
                         Ms. Matilde Sanz, Head of Business Development of Movistar ebook  
Moderated by:    Ms. Blanca Rosa Roca, Director of Roca Editorial  
Organised by:    LIBER Digital  
Place:              **Room A6.1**  
                         1st floor **Pavilion** (IFEMA-Feria de Madrid)
- 16:30**            **Round Table**  
***Digital distribution in Latin America and the United States Libraries: experience and new opportunities***  
Participants:      Mr. Leslie Lee, Vice-Chairman of ebrary contents  
                         Mr. Felipe Varela, Chairman of e-Libro  
Moderated by:    Ms. Victoire Chevalier, Director of e-Libro España  
Organised by:    e-Libro  
Place:              **Room S21**  
                         Basement floor 2 - **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)

## **Thursday, 6 October**

- 10:00**            **Round table**  
***Digital distribution, generating value in the intermediation between publishers and bookshops***  
Participants:      Mr. Enric Faura, Director of Edi.cat  
                         Ms. Arantza Larrauri, Director of Libranda  
                         Mr. Álex Samaranch, Director of Koomik and Esdecomic  
                         Mr. Josep Maria Terré, Director of 36L/Leqtor  
Moderated by:    Mr. Silvano Gozzer, Director of Anatomía de la edición  
Organised by:    LIBER Digital  
Place:              **Room A6.1**  
                         1st floor **Pavilion** (IFEMA-Feria de Madrid)
- 10:30**            **Paper**  
***Hybrid bookshops. Success stories related to the integration of IBD and eBook in the book supply chain***  
Organised by:    Publidisa  
Place:              **Room S11**  
                         Basement floor 1 **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)
- 11:45**            **Workshop**  
***New global digital platforms - contracting terms and conditions***  
Participants:      Mr. Marià Capella, lawyer specialised in intellectual property - Capella Advocats  
Organised by:    LIBER Digital  
Place:              **Room A6.1**  
                         1st floor **Pavilion** (IFEMA-Feria de Madrid)
- 12:00**            **Paper**  
**Creation, management and distribution of digital content for eBooks and digital magazines using Adobe Solutions**  
**Digital Publishing Suite Workflow Overview**  
Participants:      Mr. José Luis Hidalgo, Business Development Manager of PDI, Ms. Ana Mesas, Senior Systems Engineer of Adobe Ibérica and Mr. Jordi Masfarné, Territory Account Manager of Adobe Ibérica  
Organised by:    Adobe Ibérica and PDI Consultores  
Place:              **Room S11**  
                         1st floor **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)

- 13:15**            **Round table**  
**Conciliation between design and reading, a new challenge for digital books**  
Participants:    Mr. Joaquín Rodríguez, Los futuros del libro  
                         Mr. Álvaro Sobrino, Director and Editor of Visual magazine. Chairman of the Association of Art Directors and Graphic Designers (ADG-FAD)  
Organised by:   LIBER Digital  
Place:            **Room A6.1**  
                         1st floor **Pavilion 6** (IFEMA-Feria de Madrid)
- 15:30**            **Workshop**  
**Metadata, an essential element for book sales**  
Participants:    Ms. Arantza Larrauri, Director of Libranda  
                         Mr. Jesús Peraita, Director of DILVE  
Organised by:   LIBER Digital  
Place:            **Room A6.1**  
                         1st floor **Pavilion 6** (IFEMA-Feria de Madrid)
- 17:00**            **Conference**  
**Drive profitability: control and distribute your digital publications**  
Participants:    Mr. Michael Gordon, Technical Manager of codeMantra  
                         Mr. Pablo Martínez, Director of Publicon - Grupo Ulzama  
Organised by:   codeMantra  
Place:            **Room S11**  
                         Basement floor 1 **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)
- 17:30**            **Round table**  
**Focus on all things digital. Independent digital publishers**  
Participants:    Mr. Pablo B. Aller, Director of Editorial Ganso y Pulpo  
                         Ms. Noemí Pes Escofet, Director of Editorial Tortuga Casiopea  
                         Mr. Aharon Quincoces Lorén, Director of Editorial Intangible  
                         Ms. Beatriz Rodríguez Delgado, Director of Editorial Musa a las 9  
Moderated by:  Mr. José Antonio Millán, Libros y Bitios  
Organised by:   LIBER Digital  
Place:            **Room A6.1**  
                         1st floor **Pavilion** (IFEMA-Feria de Madrid)

## **Friday, 7 October**

- 10:00**            **Workshop**  
**Digital marketing for publishing houses**  
Participants:    Mr. Silvano Gozzer, Anatomía de la edición  
                         Mr. Alberto Vicente, Anatomía de la edición  
Organised by:   LIBER Digital  
Place:            **Room A6.1**  
                         1st floor **Pavilion** (IFEMA-Feria de Madrid)
- 12:00**            **Round table**  
**New business models in the digital age**  
Participants:    Ms. Silvia Clemares, Representative of Kobo España  
                         Mr. Santiago Eximeno, Author specialised in crowdfunding  
                         Mr. Pablo Gavilán, Director of Entrelectores  
                         Mr. Tommaso Prenushi, Partner at Gol Mobile Europa  
                         Mr. David Sánchez, CEO of 24symbols  
Moderated by:  Mr. Rodolfo Carpintier, Chairman of DaD  
Organised by:   LIBER Digital  
Place:            **Room A6.1**  
                         1st floor **Pavilion 6** (IFEMA-Feria de Madrid)

## **DIGITAL CORNER PRESENTATIONS** **(LIBER DIGITAL SPACE - PAVILION 6)**

### **Wednesday, 5 October**

- 10:30 -10:50      ***EPUB: the best way of reaching new markets and creating better revenue sources***  
**Yuxi Pacific** - Ms. Karla Bolívar, Manager  
How eBooks can be used by publishers to facilitate a wider distribution of books and obtain new products and increase revenues through a “do it yourself” system using low-cost techniques.
- 11:00-11:20      ***The educational digital book market in Latin America: Current situation and development prospects***  
**Panspace Digital** - Mr. Guido Kovalskys, CEO  
Panspace Digital is a multinational company engaging in the development of educational digital content for mobile platforms. The company has offices in Miami (USA), Sao Paulo (Brazil) and Buenos Aires (Argentina), thereby allowing direct access to the main publishing markets of Latin America and to the Spanish market in the United States.  
In addition to developing proprietary and licensed educational content, Panspace Digital collaborates directly with some of the main publishing sector companies in the United States and Latin America, including booksellers Barnes & Noble (USA), Grupo Santillana (Spain) and Libreria Saraiva (Brazil), among others. In his presentation, Guido Kovalskys will be expounding his view of the current state of development of the educational digital content market in Latin America, as well as the main opportunities and challenges faced by the sector.
- 11:30-11:50      ***A new method for selling and reading books***  
**Copia** - Sol Rosenberg, Vice-Chairman of Business Development of TheCopia.com  
TheCopia.com is targeting the Spanish-language book market with the forthcoming launch of its platform in our country. The Company offers readers a completely new way of discovering, purchasing and consuming its books, newspapers and magazines, as well as a large variety of digital contents such as music, films, television shows, etc. TheCopia.com offers its reader community a semantic search engine that simulates the manner in which customers would normally see and select books at a bookshop, a book recommendation system based on variables other than purchase history, the possibility of sharing books, accessing notes made by other readers, one-click book purchases, customer care services, etc.
- 12:00-12:20      ***One-click Reading***  
**24symbols** – Mr. David Sánchez. Co-founder and Sales Manager  
24symbols is a platform for reading eBooks online with your friends on a subscription basis: a new business model for publishers.

- 12:30-12:50 ***Digitisation and Management of Digital Rights - Controlling value assets***  
**AEL Data** - Mr. Lindsay MacLeod, Executive Director  
 AEL will demonstrate its own DRM solution for eBooks on PCs and Android platforms. Its own secure encryption protects against unauthorised copies and ensures that content is only accessed by fee-paying customers.
- 13:00-13:20 ***Marketing fragmented content. Edi-cat's experience***  
**Edi.cat** - Mr. Enric Faura, Director of Edi.cat  
 Presentation of Edi-cat's experience marketing fragmented content of eBook chapters from the Edi-cat platform as a new online content distribution channel. Practical and operating experience since 2010.
- 13:30-13:50 ***Print On Demand (POD) and eBook. One stop shop operating for booksellers and publishers in Spain, Mexico, Colombia, USA and Argentina***  
**Publidisa**  
 Publidisa presents its eBook+paper **Print On Demand** system integrated in the point of sale. Easy to connect and compatible with SINLI, CEGAL EN RED and DILVE, it allows publishers, booksellers and distributors to guarantee their book supplies at national and international level. Operation and economy of the new model.
- 15:30-15:50 ***Training professionals: customised books***  
**CEP, Grupo Publicep**. Mr. Javier Valero, Vice-Chairman and Publishing-Sales Manager  
 Our comprehensive training catalogue offers you homogeneously structured training units, thereby ensuring that the resulting product is a customised manual containing the exact units the user intends to use, always with a consistent, unified and personalised format. We offer users and training organisations the possibility of configuring their own manuals, thus leveraging the characteristics of our print on demand system.
- 16:00-16:20 ***Klopotek, the best option for 350 publishers and information providers around the world***  
**Klopotek**. Mr. George Logan, Vice-Chairman of Marketing & Sales for Klopotek North America  
 Since 1992, Klopotek has been helping book and newspaper publishers to manage their business more effectively using its standard software solutions.
- 16:30-16:50 ***Micro-stories, micro-screens, macro-readers***  
**Editorial Intangible**. Mr. Aharon Quincoces Lorén, Publisher  
 The collection *Colección 5'*, dedicated exclusively to micro-stories, focuses on the most widespread digital reading format: mobile telephones and tablets. Theorisations on O'Reilly, Tamblyn or Norton's short stories only scratch the surface of a deeply rooted literary format which has enjoyed surprising success in Spain, something which could fall under the extreme epitome of "micro-style." Editorial Intangible proposes dignifying and providing a space for these reading formats which does not affect readers' rights. As a whole, they constitute the gateway for new generations in literature: a format with a future.
- 17:00-17:20 ***Bubok, new solutions for publishers***  
**Bubok**. Mr. Angel María Herrera, Founder  
 The Bubok platform places its extensive experience in the online publishing market at publishers' disposal: manage your electronic and paper book catalogue

with POD, discover new authors and books, white label Bubok software,... The Bubok Virtual Book Trade Fair will also be presented for the first time.

17:30-17:50

***The urgency of changing the current education model***

**Santillana.** Mr. Miguel Barrero, General Manager of Santillana Negocios Digitales

We aim to meet the need and urgency of creating a new model that will respond to the profound transformations of recent years. This is the age of digital natives, a generation which is growing up in a social and technological reality that exceeds society's traditional cultural schemes.

18:00 – 18:20

***A successful model of coexistence of formats***

**Virtusbooks:** Joan Puebla, Luis Mulero

Virtusbooks is a benchmark of success in the dissemination of digital books, with over 700,000 units shipped from leading publishers. Virtusbooks gives the publisher a DRM license control and facilitates the coexistence of formats (does not interfere in the politics of distribution and prices). The works are housed in accessible Virtusbooks intranets and Virtual Learning Environments (EVA) such as Moodle, VirtusClass...

## **Thursday, 6 October**

10:30 -10:50

***Torrossa.it : an academic publications portal in digital format for libraries***

**Casalini Libri.** Ms. Antonella Fabbrini, Head of the Publishing Division of Casalini Libri.

Torrossa.it, Casalini's full-text platform, housing academic content from more than 110 Italian and Spanish publishers. Its catalogue, undergoing constant growth, offers libraries a wide selection of specialised content in the field of humanities and social science.

11:00-11:20

***Services and tools for readers in the digital e-book platform***

**e-Libro.** D. Felipe Varela, President of e-Libro

Presentation of exclusive tools at students' and teachers' disposal for customised study and research. Containing 40,000 books in Spanish, e-Libro is an academic aggregator with a double purpose: on one hand, offering **publishers** electronic distribution (subscription and/or purchase, loan, etc.) of their publications to libraries in Spain, Latin America and the United States and, on the other, allowing **libraries** to access over 40,000 books in Spanish, in accordance with the modalities authorised by each publishing house.

11:30-11:50

***Strategies for digitising and adapting pre-production processes at publishing companies***

**Produccioneditorial.com.** Mr. Juan Triviño, CEO of [www.produccioneditorial.com](http://www.produccioneditorial.com) and Ediciones Noufront.

The current market situation requires making decisions relative to how to adapt our content to the digital environment. But one thing is what we have already published, our collection, and an entirely different matter what we are going to do from now on. In our paper we will be proposing strategies for achieving, with optimum investment, the best possible result in this new stage as publishers with a digital collection.

12:00-12:20

***The solution for publishers and bookshops to participate in the digital book business***

**36L BOOKS.** Mr. Josep María Terré,  
Services we offer publishers.  
Integrated solution for bookshops.

12:30-12:50

***Publication services and software providers***

**codeMantra & Publicon.** Mr. Michael Gordon, Technical Manager of codeMantra and Mr. Pablo Martínez, Director of Publicon - Grupo Ulzama  
codeMantra's reputation is based on the quality of the conversion services. codeMantra annually processes millions of pages of contents for commercial publishing houses (STM, trade, academic and teaching). Its services are complemented by **collectionPoint™**, a digital distribution platform currently used by more than forty publishing houses. codeMantra will launch collectionPoint 3.0 in autumn 2011 together with cPMetalogic, a powerful Onyx powered by real-time metadata management and editing applications.  
At the Digital Corner we will be giving a live demo of our collectionPoint 3.0 platform and our digital publishing solutions.

13:00-13:20

**The future is here**

**Santillana -** Ms. Iría Álvarez, Trade Manager at Santillana Negocios Digitales  
The launching in Spain of one of the largest electronic distributors, Amazon, Google and Apple, implies an expansion in the Spanish-language book market and has spurred Spanish publishing houses and bookshops to accelerate their conversion to digital. These new business models have modified the book value chain on controlling several steps of the publishing process. "What changes will the future bring?"

13:30-13:50

**A new method for selling and reading books**

**Copia -** Sol Rosenberg, Vice-Chairman of Business Development of TheCopia.com

TheCopia.com is targeting the Spanish-language book market with the forthcoming launch of its platform in our country. The Company offers readers a completely new way of discovering, purchasing and consuming its books, newspapers and magazines, as well as a large variety of digital contents such as music, films, television shows, etc. TheCopia.com offers its reader community a semantic search engine that simulates the manner in which customers would normally see and select books at a bookshop, a book recommendation system based on variables other than purchase history, the possibility of sharing books, accessing notes made by other readers, one-click book purchases, customer care services, etc.

15:30-15:50

***Versus platform, new technologies applied to traditional books***

**Versus ,Grupo Publicep.** Mr. Jesús Núñez, CEO of Grupo Publicep

An innovative business model, Versus is Grupo Publicep's distribution on demand platform. Versus's "on demand" distribution system brings great versatility, personalisation, quality and maximum dissemination to production and distribution processes, which directly benefits the publishing industry and readers alike. E-versus facilitates access to publishers and booksellers to distribution on demand, increasing profitability, availability and reducing rotation cycles.

16:00-16:20

**Digibooks4all.** Mr. Panayiotis Paschalakis, Chairman

Take advantage of our white label platform to create your own online bookshop in order to sell books in any digital format.

The platform includes: an e-commerce site, Adobe DRM CS4, applications for mobiles with DRM (iOS, Android) for reading and purchasing, and hardware infrastructure (hosting).

With Digibooks4all you will become a member of a digital book-based social

network aimed at readers.

You only have to add the name of your brand and logo, and you will be ready to shape the future!

16:30-16:50

***How to combat piracy and maximise your revenues***

**Attributor** - Mr. Yuri Burka, Business Developer Europe

The rapid rise of eBooks and eReader has proven to be both positive and negative for publishers: while these can benefit from the Internet to promote and sell more books, they must implement measures to protect themselves against digital piracy. The key to a successful digital strategy is being capable of understanding how and where the content is being used and understanding reader needs.

We will present the manner in which editors and authors can take control of their digital business, reduce unauthorised use of their content and better understand their online customers.

Yuri Burka will show us how Guardian and Insight are helping editors to protect, optimise and monetise their digital content.

17:00 – 17:20

***42 Links & Yudu Media: Bringing illustrated books, catalogues and magazines into the digital age***

**42 Links Ediciones Digitales** - Mr. Gabriel Portell, CEO of 42 Links Ediciones Digitales

Yudu Media joins forces with 42 Links Ediciones Digitales in Spain with the objective of helping publishers to become established in the digital scenario. Yudu's Publishing Pro self-publishing system helps publishers to become established in the new digital content distribution channels. It provides a method for increasing their revenues and disseminating content through tablets and other mobile reading devices.

17:30 – 17:50

***Book Cloud: a Cloud-based book service for students and families***

**Gol Mobile** - Mr. Jonas Suassuna, Chairman

Livros Nuvem of virtual library allows online consultation and works in a different environment with controlled access and authorized. More than a repository of books in digital format, is a gateway to a world of knowledge and information that encourages the public to read, learn and stay informed. Book is developed Nuvem Gol Mobile, a leading Brazilian company systems and apps for education. Mobile Europe now promotes Gol Gol Mobile solutions in Spain and throughout Europe.

**Friday, 7 October**

10:30 -10:50

***Walking the digital path with Libranda***

**Libranda** - Ms. Arantza Larrauri, General Manager

Who we are: Libranda, the digital eBook distributor.

What we offer: comprehensive services for publishers.

How to read the content distributed by Libranda: in Apple and Android environments.

Where we are going: keys for advancing in the digital world.

- 11:00-11:20 ***Distribution models for publishers at e-Libro and e-Libro.net***  
**e-Libro** - Ms. Victoire Chevalier, Director of e-Libro España  
 Presentation of the book selection interface and all the currently available distribution modalities: subscription, purchase and short-term loan.  
 e-Libro is an academic aggregator with a double purpose: on one hand, offering **publishers** electronic distribution (subscription and/or purchase, loan, etc.) of their publications to libraries in Spain, Latin America and the United States and, on the other, allowing **libraries** to access over 40,000 books in Spanish, in accordance with the modalities authorised by each publishing house.
- 11:30-11:50 ***Klopotek, the best option for 350 publishers and information providers around the world***  
**Klopotek**. Mr. George Logan, Vice-Chairman of Marketing & Sales for Klopotek North America  
 Since 1992, Klopotek has been helping book and newspaper publishers to manage their business more effectively using its standard software solutions.
- 12:00 – 12:30 ***Libraries lend eBooks***  
**Odilo TK**, Ms. Santi Marín  
 OdiloTK, state-of-the-art technology that revolutionises the traditional library lending system. From your library's website, direct from the Cloud, you can enjoy your books, music or films on your e-reader, tablet, laptop or Smartphone.
- 12:30 – 12:50 ***Creativity in education***  
**Santillana**. Ms. Angélica Suárez, Product Manager of Inevery Crea  
 Create, innovate, share, communicate, collaborate... key words in the context of education which are materialised thanks to the effective integration of technology in our classrooms. Advance towards environments and experiences that favour educational excellence and innovation as a method for sharing knowledge and common practices that will help us to develop the new attitude required for today's schools.
- 13:00 – 13:20 ***BookGenie: Your reference partner for the editorial production of digital content***  
**BookGenie**. Mr. Pranat Chowrari  
 BookGenie is an Indian company that forms part of the prestigious industrial group, USDI Group, which is present in different sectors of graphics and publishing activities. BookGenie offers all types of book creation, composition, design and preparation services, from the beginning to the end of the publishing process, both in print and digital format. More than 100 publishing firms worldwide (including Pearson - Longman, Harper Collins, McMillan, McGraw-Hill, Buchmedia, Racingpost, etc.) already work with BookGenie and benefit from our high-quality services at very competitive prices, which generate significant cost savings.



LIBER DIGITAL  
 Coordinators:

Silvia Mas  
 Arantxa Mellado