

3 April 2008

**Building E-book Collections 2008:  
Publishers, Librarians and Distributors Share Experiences  
Monday, 14 April  
15:30 – 17:00 Marlborough Rooms  
Earls Court, London, UK**

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**Who should attend**

Publishing managers in product development, editorial, marketing, production or business development - from smaller and larger organisations.

**Overview**

The e-book prophecy is a reality. Following up on 2007's e-book panel, the panelists will share their recent experiences - sharing the 'ups and downs' of the e-book business. Join your colleagues in a panel and lively discussions that will help you navigate these complex waters.

**Chair & Organizer**

**Chris Gibson**, Publishing Consultant

**Panelists:**

**So where do we go from here? A look at a publisher's recent experience of entering the E-book arena**

**Rolf Janke**, Vice President, Publisher, Sage Reference

<http://www.sagepub.co.uk/reference.nav>

Sage Reference just entered the on line reference market last year and Rolf will discuss the experience of launching an on line platform in the midst of a significantly changing environment. The presentation will try to answer some of the following questions:

- Where did the students go? It's all about Gen "Y" and do they really want E-Books?
- Collection – database-bundle. Does one size fit all?
- Is there a perfect business model behind selling E Book Collections?
- Building a global E Book collection and sales strategy.

**Distributing eContent: Today and Tomorrow**

**Mark Carden**, Senior Vice President and General Manager, EMEA, [MyiLibrary](#)

Many publishers are looking at digital content and the ways they can exploit revenue growth through the different media available. Taking a title from file to customer is a complicated process. In this presentation, Mark Carden will explore the different routes to market,

present and future opportunities for publishers and why now is the time to start leveraging digital opportunities.

**The use of core reading e-books in UK universities and colleges: a report from the JISC National E-Books Observatory**

**David Nicholas**, Director of the School of Library, Archive and Information Studies, University College London (UCL), and Director of the UCL Centre for Publishing and the research group CIBER.

<http://www.publishing.ucl.ac.uk/>

The paper will provide an early report on the functioning of the JISC national e-books observatory, an innovative project that involved providing more than 120 UK universities and colleges with free access to nearly forty core reading e-books. The books covered Business and Management studies, Engineering, Medicine, and Media Studies. The books are being offered on the Wolters Kluwer Health and MyiLibrary platforms. CIBER are evaluating their use and impact through deep log analysis, online questionnaires and interviews. The paper will be specifically report on a questionnaire that went to scholars in all the institutions participating, which sought to gather background data on e-book use and perceptions. The questionnaire obtained a response of some 20,000 people, probably the largest of its kind, so its findings should carry some weight.

***Admission is free for the panel, but advance registration is required for the panel and the London Book Fair. Registration form attached.***

**Visit us at the London Book Fair – STM Stand N615**

## REGISTRATION FORM

### **Building E-Book Collections 2008: Publishers, Librarians and Distributors Share Experiences**

Monday, 14 April (15:30 – 17:00)  
Earls Court, The Marlborough Rooms  
London, England

Admission is free for attending the panel, but advance registration is required for both the panel and the London Book Fair.

Name \_\_\_\_\_

Business title \_\_\_\_\_

Company/Institution \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Fax \_\_\_\_\_ E-mail \_\_\_\_\_

### **Visit us at STM Stand N615**

STM Member

Non-Member

Registration form should be faxed to Sofie Peeters at **+32 2 774 96 90**.

Questions, please e-mail [info@stm-assoc.org](mailto:info@stm-assoc.org)