



# PUBLICON 2012

## DIGITAL PUBLISHING

September 3-4, 2012  
FICCI, Federation House  
Tansen Marg, New Delhi



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### ABOUT THE CONFERENCE

Publishing has traditionally been associated with printed books. The emergence of e-books has added a new dimension to the business of publishing. With tablets and smartphones emerging as new platforms for reading, publishers are looking for innovative way to monetise e-content. Digital publishing is now at the heart of almost all publishing activities the world over. But there are aspects of digital publishing that need to be thoroughly looked into by publishers in India.

- How important are these new technologies to publishing and especially in the Indian context?
- What is the market for digital publishing in India?
- To what extent this market is expected to grow?
- What are the different mediums available to publishers today?

PubliCon 2012 will try to answer these questions. The programme will focus on the new wave of Digital publishing, with context to the Indian market. Speakers and keynote addresses will offer cutting-edge experiences on e-publishing in different platforms, content creation, creative business models, and the future course of publishing in India. Delegates will be able to connect with speakers during networking sessions, and will get a chance to engage with industry experts on different areas of digital publishing.



## WHO SHOULD ATTEND?

- Publishers
- Authors
- Policymakers
- Librarians
- Designers & Illustrators
- Content Creators
- Editors
- Self Publishers
- Booksellers & Distributors
- Bloggers
- Technology Companies
- Social Media Marketers
- Media
- Academia

## HOW TO REGISTER?

Please fill the registration form and send it along with cheque / demand draft in favour of FICCI payable at New Delhi.

**For online payment please visit**

<http://www.ficci.com/events-page.asp?evid=21051>

## REGISTRATION FEE INCLUDES

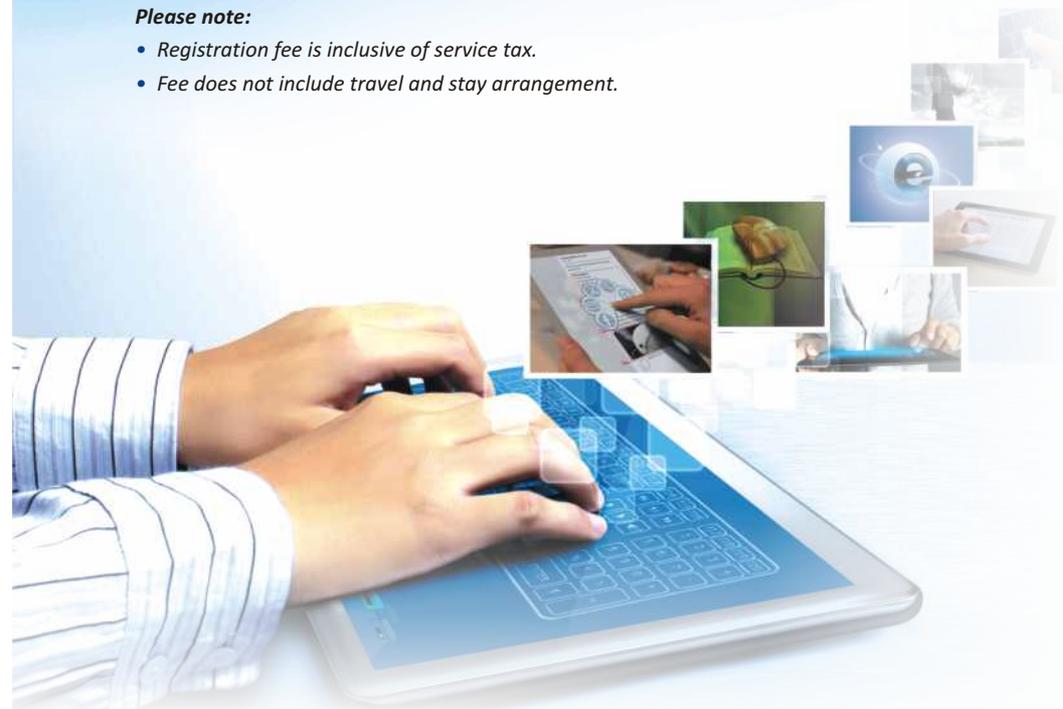
- Access to all sessions
- Networking cocktails on Day 1
- Lunch on both days
- DVD with complete coverage of the programme

## REGISTRATION DETAILS

Indian Delegates (Non-member)	FICCI Corporate Member (Discount 25%)	FICCI Associate Member (Discount 10%)	Foreign Delegates
₹ 2000	₹ 1500	₹ 1800	\$ 40

**Please note:**

- Registration fee is inclusive of service tax.
- Fee does not include travel and stay arrangement.



# DRAFT AGENDA

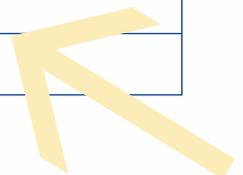


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### Day 1; September 3, 2012 (Monday)

0930–1000 hrs	Registration
1000–1100 hrs	<b>Inaugural Session</b>
1100–1115 hrs	Tea/Coffee Break
1115–1200 hrs	<b>Keynote Addresses:</b> <ul style="list-style-type: none"><li>• <i>Digital Age and future of Indian publishing</i></li><li>• <i>Creating 360 degree content</i></li></ul>
1200 – 1330 hrs	<b>Session 1: Emerging content platforms</b> <p>Digital is becoming the pivot of all publishing activities the world over. With the coming of new content platforms, other creative industries have come to play an ever-increasing role in the business of book publishing. The session will offer a completely new dimension to publishing by showcasing content that can be moulded and tweaked into many platforms, giving readers more choice of interaction.</p>
1330–1430 hrs	Networking Lunch
1430 – 1600 hrs	<b>Session 2: Publishing industry and the amended Copyright Bill</b> <p>The transition to digital content will possibly lead to increase in piracy coupled with a rationalisation of prices. Governments the world over have formulated laws and policies to aid the actual holders of copyright against infringements. The Indian government has recently taken a leap to revamp the copyright act in order to bring it in line with new developments in the field of publishing, communication and content creation. The session will delve into the various nuances of the amendment and its impact on the publishing industry.</p>
1600–1630 hrs	Tea/Coffee Break
1630 – 1800 hrs	<b>Session 3: Monetising content in digital age</b> <p>The transition to digital devices will mean greater efficiencies and more focus on cost. How far this transition would help in leveraging IP and generating new revenue streams for publishers? The session will provide a completely new way of looking at content monetisation in the e-age.</p>
1900 hrs	Networking Cocktails



**Day 2; September 4, 2012 (Tuesday)**

1000 –1130 hrs	<b>Session 4. Managing distribution in digital age</b>  Internet has brought about a revolution in the field of book distribution. Readers can now buy books directly from publishers. But does this means that distribution channels are going to vanish in future? The session will look into the emerging distribution channels, online retailing, and the ease with which books and content distribution has been aided by advanced technology.
1130 –1200 hrs	Tea/Coffee Break
1200 – 1330 hrs	<b>Session 5 : Transforming education : Digital content for classrooms</b>  With tech savvy children, flipping pages on their iPads, the consumption of educational content is set for a complete transformation. The session will focus on the need for publishers to amend their core textbooks for an audio-visual classroom.
1330 hrs	Networking Lunch

## INVITE FOR PAPERS

FICCI is inviting Papers for this conference on the following or related topics:

- *Monetizing content in digital age*
- *Emerging platforms for e- publishing*
- *Digital content for the classroom*
- *Managing digital distribution*
- *Digital rights management*
- *Creating 360° content*
- *Digitisation of libraries*
- *Digital comics*
- *Self publishing*

Papers must be submitted in the following format:

- File Format: Word Document
- Font Style & Size : Calibri; 12 for text and 14 for title
- Line Spacing: 1.5 lines

Papers must be submitted by **August 17, 2012** to Mr. Osamazaid Rahman, Senior Assistant Director, FICCI, at [osamazaid.rahman@ficci.com](mailto:osamazaid.rahman@ficci.com). Selected papers would be published and circulated to all delegates attending the conference.

## About FICCI

Established in 1927, FICCI is the largest and oldest apex business organisation in India. Its history is closely interwoven with India's struggle for independence, its industrialization, and its emergence as one of the most rapidly growing global economies. FICCI has contributed to this historical process by encouraging debate, articulating the private sector's views and influencing policy.

A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry.

FICCI draws its membership from the corporate sector, both private and public, including SMEs and MNCs; FICCI enjoys an indirect membership of over 2,50,000 companies from various regional chambers of commerce.

FICCI provides a platform for sector specific consensus building and networking and as the first port of call for Indian industry and the international business community.

### Our Vision

To be the thought leader for industry, its voice for policy change and its guardian for effective implementation.

### Our Mission

To carry forward our initiatives in support of rapid, inclusive and sustainable growth that encompass health, education, livelihood, governance and skill development.

To enhance efficiency and global competitiveness of Indian industry and to expand business opportunities both in domestic and foreign markets through a range of specialised services and global linkages.

## PARTNERS

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### REGISTRATION FORM

REGISTRATION DETAILS (per delegate):

Please tick (✓) the delegate category which you would like to register for:

Indian Delegates (Non-members)	FICCI Corporate Members (Discount 25%)	FICCI Associate Members (Discount 10%)	Foreign Delegates
<input type="checkbox"/> ₹2000	<input type="checkbox"/> ₹1500	<input type="checkbox"/> ₹1800	<input type="checkbox"/> \$40

- Registration fee is inclusive of service tax.
- Fee does not include travel and stay arrangements.

#### Registration fee includes:

- Access to all sessions
- Lunches for both days
- Networking Cocktail on Day 1
- DVD with the complete coverage of the programme

#### PERSONAL DETAILS

Name.....

Designation .....

Organisation.....

Type of Organisation .....

Industry, please specify business area .....  Government

NGO  Academia  Others, please specify .....

Mailing Address (Please do not give Post Box number) .....

..... City .....

Pin ..... State ..... Country .....

Telephone (s)..... Fax.....

Email (Please provide email ID accessed by delegates directly).....

#### PAYMENT DETAILS

The payment should be made in Indian rupees for Indian delegates and in US dollar for foreign delegates by bank draft/cheque in favour of FICCI payable at New Delhi.

Cheque/DD No. \_\_\_\_\_ dated \_\_\_\_\_ drawn on (Name of the Bank) \_\_\_\_\_ in favour of FICCI payable at New Delhi for ₹/\$ \_\_\_\_\_.

For online payment please visit [www.ficci.com/events-page.asp?evid=21051](http://www.ficci.com/events-page.asp?evid=21051)



**CONTACT DETAILS: Please send the filled-in form to:**

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Mr. Osamazaid Rahman, Senior Assistant Director

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[Website: www.ficci.com](http://www.ficci.com)