



PubliCon 2014

Publishing Across Platforms

December 3, 2014

FICCI, Federation House, Tansen Marg, New Delhi





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About the Event

The digital revolution has brought a number of changes in the world of publishing. It has not only revolutionised the publishing process, but has also brought new models of book distribution and new platforms to read and interact with the book. In addition, digital has enabled the creative industries, publishing services, technological innovations and the internet revolution, to become an integral part of the publishing process today. Further, existence of numerous publishing apps clearly indicates that publishing is increasingly moving towards a mobile platform. These new developments have brought to the fore new challenges of innovation, strategy and adaptability.

The major challenge that a publisher faces today is how to make a book accessible across multiple platforms and to be able to access new revenue streams. Content strategy and information architecture management are the new buzz words through which the publisher grapples with. PubliCon 2014 will look into these new areas of publishing and will try to find solutions to some of these new challenges.

Who should attend?

- Policymakers
- Textbook and STM Publishers
- Trade Publishers
- Self-Publishers
- Booksellers & Distributors
- Content Creators
- Authors
- Editors
- Technology Companies
- Social Media Marketers
- Sales and Marketing Professionals

Key Highlights

- Plenary Keynote Address
- Adaptive Content: Apps, Books and Visual Media
- Securing a Robust IP Regime for Making India a Publishing Hub
- Online Media and Book Distribution
- Evolution of Publishing Services in India: Opportunities of Growth



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://ficci.com/events-page.asp?evid=22145>

Registration Details

Indian Delegates (Non-member)	FICCI Associate Member (Discount 10%)	FICCI Corporate Member (Discount 25%)	Foreign Delegates
INR 2500	INR 2250	INR 1875	USD 45

Please note:

- Registration fee is inclusive of service tax.
- Fee does not include travel and stay arrangement.
- Fee includes lunch/refreshments as per the agenda.

Draft Agenda

December 3, 2014 (Wednesday)

0900 - 1000 hrs	Registration			
1000 - 1100 hrs	Inaugural Session			
1100 - 1115 hrs	Networking Tea / Coffee			
1115 - 1200 hrs	Plenary Keynote Address			
1200 - 1330 hrs	Session 1: Adaptive Content: Apps, Books and Visual Media			
	We are moving into an increasingly mobile environment where content need to be created for multiple platforms. Currently, about 22 per cent of all web content is consumed via the mobile. The major challenge that publishers are facing today is how to create content for use and re-use across multiple platforms. Thus, content creation and writing should be structured in such a way that it merged with many forms that it will take in future. The session will look into the challenge of fragmenting content across different device-optimized platforms. Experts will speak on how content authorship and form could be interwoven, to enable a mind-set shift from content created for a platform to content that lives outside of platform and moves across platforms.	communication and content creation. The session will delve into the various nuances of the copyright regime in India and will link it to India's emergence as a publishing hub in the future.		
1330 - 1430 hrs	Networking Lunch			
1430 - 1545 hrs	Session 2: Securing a Robust IP Regime for Making India a Publishing Hub			
	The transition to digital devices will mean greater efficiencies and more focus on cost. How far will this transition help in leveraging IP and generating new revenue streams for publishers? This transition has initiated a rethinking of IP and DRM regimes in order to secure the content for the copyright holder. 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,	1545 - 1700 hrs	Session 3: Online Media and Book Distribution	Online media marketing is an excellent tool that eliminates printing and distribution costs, increase readership, boost online sales and greatly enhance the readers' choice for quality content. Online book distribution channels offer the opportunity to access large audience, improve discoverability of books across platforms, and optimize returns. Over the years, online retail portals have increased tremendously in numbers and offer an excellent opportunity for both print and online publishers to sell their content to reader whom they were unable to reach in the past. The session will bring experts to talk about online media marketing in books and content, and the ways in which publishers could make use of online retail for marketing and distribution.
		1700 - 1715 hrs	Networking Tea / Coffee	
		1715 - 1830 hrs	Session 4: Evolution of Publishing Services in India: Opportunities of Growth	Publishing services has emerged as an important component of the publishing process. India account for more than 80 per cent of the outsourced publishing services market globally. The major clients are leading academic and scholarly publishers based out of Europe and the United States. The publishing out source business has potential to grow further, and will be able to make India a global publishing hub. The session will delve into the evolution of the publishing services business in India and opportunities of growth in this sector.
		1830 - 1845 hrs	Closing	



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.



Contact us

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