



THE FUTURES OF THE PUBLISHING INDUSTRY

GREAT CHALLENGES
FOR THE WORLD OF BOOKS

Barcelona, 16, 17 and 18 November 2005

WHAT IS THE PURPOSE OF THIS SYMPOSIUM?



his international conference aims to bring together leading experts and professionals to define the challenges for the publishing industry, to coincide with the Year of Books and Reading in Barcelona.

We aim to present our public with the best and most recent information about current developments in the world of books from the major figures in this field today.

In a dynamic and effective event, a group of well-known personalities will meet in Barcelona, the historical capital of publishing, to exchange views over three days.

Over these three days the contrasting trends and viewpoints of Catalan and Castilian publishing will be presented along with those of the international publishing industry.

THE THEMES FOR DEBATE



The world of books is experiencing one of the biggest transformations ever. Reduction of costs and the speed at which books can be manufactured, together with a large increase in intellectual production, have multiplied the number of books on offer. Should we be re-establishing the dimensions of the publishing industry?

Publishers have come together to create new formulas for working, while the independent imprints are seeking new ground for expansion. The mass use of Internet as a source of free and immediate information is changing the habits for acquiring knowledge, but it is also opening up new business opportunities. The media is looking for synergies with traditional publishing, and the new markets for secondary rights are reformulating the relationship of books with cinema and television.

How can we face these changes and equip ourselves with the tools necessary to maintain the strength of our publishing industry?

9.30-10.30

Opening ceremony led by **Joan Clos**, Mayor of Barcelona.

Presentation of the symposium by **Sergio Vila-Sanjuán**, Curator of the Year of Books and Reading.

The book: multi-dimensional reading

Talk by **Ferran Mascarell**, Councillor for Culture at Barcelona City Council.

10.45-11.45

The big groups: corporate creativity and competition

Conversation between **Jane Friedman**
and **Riccardo Cavallero**

The large publishing groups in the world compete with each other for market share and the maximum number of best sellers. But they also need to be creative and highly sensitive to the needs and trends of the readership. Two important publishing directors analyse the subject.

12.00-13.00

Internet and changes in readers' habits

Conversation between **Rabin Yaghoubi**
and **Ismael Nafria**

The mass use of Internet has revolutionised a large sector of the publishing industry and has brought about major changes in reading habits. Projects like "Google Library" cause a storm. What will the next areas of development be?

16.00-16.45

The present and future of book clubs

Talk by Fernando Carro

The President of the Círculo de Lectores, the leading book club, will give his view on the international perspectives for this kind of company.

16.45-17.45

Korea and India: two important emerging publishing industries

Conversation between Park Maeng Ho and Nuzhat Hassan, moderated by Xavier Folch

Korea and India are two countries with emerging publishing industries, which are experiencing great socio-economic changes and taking new shares of the market. Korea was the guest of honour at the 2005 Frankfurt Book Fair. India will be the guest in 2006 and Catalan culture in 2007.

18.00-18.30

Creation and editing: a vital project

Talk by Sonny Mehta

The experiences of a well-known editor.

18.30-19.30

Publishing industry and cultural creation: complementary paths

Conversation between Sonny Mehta, Jürgen Boos and Beatriz de Moura

How can industry and business live side by side with creation and culture within the context of the information society.

9.30-10.15

The dynamics of the big groups

Talk by José Manuel Lara

The Planeta Group is among the world's ten largest publishing groups. José Manuel Lara will explain the dynamics of its development and current plans for the future.

10.15-11.30

Printing trends and electronic books

- Presentation of Sony's latest generation of **E-Books by Pedro Navarrete**
- Presentation of the latest advances in **print on demand by Benoît Chatelard of IBM**
- Presentation of **printing today by Bernat Gómez**

Three viewpoints from the world of printing and electronic books.

11.45-12.45

The publishing industry in the USA and in Europe: a media analysis

Conversation between Sara Nelson and Josyane Savigneau

Publishers Weekly and *Le Monde* are two media references for the books sector. How is the publishing industry seen from their position? What are the main differences between the American and European publishing industries?

13.00-14.00

How to promote the publishing business through culture and through independence

Conversation between Jamie Byng and Sigrid Kraus

The independent publishing houses face a dual challenge: promoting their business and providing a cultural reference. Two editors who have succeeded in this challenge talk about their respective experiences.

16.00-16.45

Permanence and transformation of the bookshops

Talk by Antonio Ramírez

Bookshops are companies in constant transformation, and even more so now that they have to compete with the large multinational chains and the sale of books on Internet. Some bookstores have not only survived but have grown considerable. The director of the La Central bookshop offers his point of view.

16.45-18.00

Distribution of books in the daily press

Conversation between José Antich, Antonio Franco, Àlex Salmon and Fernando Rodríguez Lafuente moderated by Javier Aparicio

The heads of four Spanish newspapers talk about the distribution of books through the daily press, the space which is dedicated to them and the value which is placed on them. They will also talk about the commercial operation associated with special offers of books with newspapers.

18.15-19.30

Books and television

Conversation between Eva Beckman and Javier Rioyo

Television has become a powerful tool for the promotion of books, but achieving large audiences for book programmes or maintaining the interest of the viewers when talking about books is a great challenge. Two public TV book programme presenters from Sweden and Spain talk about their work and compare different book programmes throughout the world.

9.00-10.15

Publishing in Catalan, publishing in Catalonia

Talk by Xavier Marcé, Director of the Catalan Institute for Cultural Industries of the Generalitat de Catalunya.
And a conversation between Albert Vicens, Isabel Martí and Albert Pèlach

Catalonia is a great centre for Spanish and Latin American publishing, but publishing in the Catalan language offers its own particular characteristics. Three professionals working with Catalan editions analyse the situation and attempt to predict the situation for the immediate future.

10.30-11.00

Authors' rights in the 21st century: a personal viewpoint

Talk by Andrew Wylie

The experience of an international literary agent.

11.00-12.00

Changes in the world of creation and authors' rights

Conversation between Andrew Wylie, Gloria Gutiérrez, Jorge Herralde and Ernest Folch

Different viewpoints on the biggest changes in the world of literary creation and authors' rights.

12.15-13.00

The publishing industry and the media industry: inevitable synergies?

Juan Luis Cebrián

The publishing industry is increasingly linked to the media industry. More and more groups are both book publishers and media companies. Using the experience of the Prisa Group, Juan Luis Cebrián gives his view of the situation.

13.00-14.00

How and why novels are chosen for film adaptation

Conversation between Gerardo Herrero and Denise O'Dell, moderated by Oscar López

Around 40% of new films are currently adaptation of books. Professionals from the film industry with experience in literary adaptations talk about this phenomenon and about how and why novels are chosen for adaptation.

16.00-16.45

The impact of on-line news services

Talk by Michael Cader

PublishersMarketPlace.com and PublishersLunch.com are two daily on-line news services (the first charges a fee and the second is free) that have revolutionised ways of keeping up with business activity in the publishing industry, changes in editor appointments, etc. Their creator describes the project.

16.45-17.45

Creating new readers: a case study

Conversation between Carlos Ruiz Zafón and Sergio Vila-Sanjuán

Achieving more than a million new readers in less than two years and being translated into more than thirty languages over the same period is an experience worth hearing about. From the writer of *The Shadow of the Wind*.

18.00

Closing ceremony

Symposium leader: **Toni Puntí**, journalist
Audiovisual projections: **MKL**

INFORMATION OF INTEREST

VENUE

Jaume Fuster library

Plaça de Lesseps, 20-22. Barcelona

Bus: 22-24-27-28-31-32-74-87-116

Metro: Lesseps (L3)

REGISTRATION

Free entrance. Limited places available

Advance booking recommended:

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PARTICIPANTS

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Eva Beckman

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Jürgen Boos

Director of the Frankfurt Book Fair

Jamie Byng

Director General of Canongate publishing, United Kingdom

Michael Cader

Creator and Director of PublishersMarketPlace.com and PublishersLunch.com

Fernando Carro

President of the Círculo de Lectores

Riccardo Cavallero

CEO of Random House Mondadori

Juan Luis Cebrián

Journalist, academic and CEO of Grupo Prisa

Benoît Chatelard

Director of Printing for South-West Europe at IBM

Denise O'Dell

Film producer, founder of Kanzaman

Ernest Folch

Editorial Director of Grup 62

Xavier Folch

Director of the Ramon Llull Institute

Antonio Franco

Director of *El Periódico de Catalunya*

Jane Friedman

President and CEO of HarperCollins, USA

Bernat Gómez

President of the Guild of Graphics Industries in Catalonia

Gloria Gutiérrez

Director of the literary agency Carmen Balcells

Nuzhat Hassan

Director of the National Book Trust of India

Jorge Herralde

Editor at Anagrama

Gerardo Herrero

Film producer, founder of Tornasol Films

Sigrid Kraus

Literary Directory at Salamandra

José Manuel Lara

President of the Planeta Group

Òscar López

Cultural journalist

Park Maeng Ho

President of the Korean Publishers Association

Isabel Martí

Editorial Director at La Campana

Sonny Mehta

President of Knopf, USA

Beatriz de Moura

Founder and Literary Director of Tusquets Editores

Ismael Nafria

Journalist specialising in Internet and new technology,
Deputy Director of content at Prisacom

Pedro Navarrete

Director General of Sony España

Sara Nelson

Editor-in-Chief of *Publishers Weekly*

Albert Pèlach

Director General of the Enciclopèdia Catalana Group

Antonio Ramírez

Director of La Central bookshop

Javier Rioyo

Presenter of *Estravagario* – the book programme on TVE

Fernando Rodríguez Lafuente

Deputy Director of *ABC*

Carlos Ruiz Zafón

Writer. Author of *The Shadow of the Wind*

Àlex Salmon

Director of *El Mundo-Catalunya*

Josyane Savigneau

French literary critic and temporary Director of *Livres*
at *Le Monde* from 1995 to 2005

Albert Vicens

Director of Ediciones Vicens Vives and President of the
executive committee of the Catalan Chamber of Books

Andrew Wylie

American literary agent with offices in New York
and London

Rabin Yaghoubi

Director of Strategic Partner Development of Google

BARCELONA 2005
BOOKS
& READING YEAR



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