BIC BOOK INDUSTRY COMMUNICATION

BIC'S NEW TRENDS IN PUBLISHING SEMINAR 2018

The Stationers' Hall
(Ave Maria Lane, London EC4M 7DD)
Tuesday 4th September 2018
9:30am – 1pm

#BICnewtrends @BIC1UK

PROGRAMME

09.30 Registration, arrival refreshments

10.00 Welcome and introduction
Karina Urquhart, Executive Director, BIC

10.05 Yewno Unearth: A New Approach to Collection Categorisation using Artificial Intelligence
Vicky Hampshire, VP Business Development, Yewno

Yewno Unearth uses AI technology to provide a deeper level of categorisation to documents. The topic model provides topics, sub-topics and over 6m concepts which can be applied to any item of content enabling publishers and libraries to understand at a granular level exactly what the item is about. These details can help sales and marketing, acquisitions and a broad range of functions within publishing and also librarians putting together course lists and helping to make collections decisions. Vicky Hampshire will give a demo of the product and talk through some use case studies.

10.30 *Questions for Vicky (5 minutes)*

10.35 Post-Pick Depression
Simon Parker, Business Development Manager, Batch

Suppliers' new systems can provide the much sought after post-pick invoices, however that change has thrown up some issues for retailers dealing with handling their "goods-in" processes. The Booksellers Association raised concerns and suppliers, booksellers and Batch have put their heads together to find solutions. This session is an update on what has happened.

11.00 *Questions for Simon (5 minutes)*

11.05 Immersive Products in the Classroom: What Works in Education & Training... So Far
Mark Christian, Global Director, Immersive Learning, Pearson

The education and training sector is taking a leading role in the adoption of virtual reality and augmented reality content for mainstream audiences. This presentation will discuss some of the things that Pearson Education, the World's largest education publisher, has discovered works for education and some of the things that don't. It will include examples of content as well as an overview on how Pearson is distributing experiences to hundreds of thousands of students globally.

11.30 *Questions for Mark (5 minutes)*

P.T.O

PROGRAMME
(CONTINUED)

11.35 Coffee Break

12.00 Introducing the a-Book: Curating Digital Content through an Augmented Travel Guide
Miroslaw Bober, Professor of Video Processing, University of Surrey
David Frohlich, Professor of Interaction Design, University of Surrey

12.25 *Questions for David and Miroslaw (5 minutes)*

12.30 An Insight into the Data Driving Audiobook Discovery & Sales
Stephen Long, Global Managing Director, Book Discovery & Commerce Solutions, Nielsen Book

Delivering an insight into the world of audio books, from improving metadata to measuring sales performance and understanding this very popular market. Stephen will go on to explore how this data can be exploited to enrich client systems and enhance the experience for audio book consumers.

12.55 *Questions for Stephen (5 minutes)*

13.00 Thanks and Close
Karina Urquhart, Executive Director, BIC

END

A WORD ABOUT OUR SPONSOR:

nielsen

Nielsen Book is a leading provider of search, discovery, commerce, consumer research and retail sales analysis services globally.

Nielsen runs the Registration Agencies (ISBN and SAN Agencies for UK & Ireland), provides search and discovery products through its Nielsen Book Discovery product range including BookData; electronic trading via Nielsen Book Commerce including BookNet and PubEasy services; retail sales analysis via Nielsen Book Research including BookScan and consumer research through its Books and Consumer Survey. Nielsen Book uses information from across the company to provide digital insights for clients.

Nielsen is a global market information and measurement company with market leading positions in consumer information, television and other media measurement, online intelligence and mobile measurement.

Book Industry Communication Ltd (BIC)
BIC is the book industry's independent supply chain organisation, committed to improving the efficiency of the trade and library supply chains, reducing cost and automating processes. BIC is committed to creating an efficient supply chain for both physical and digital products across the entire book industry, working with all relevant stakeholders to eliminate wasteful and time-consuming practices and implement solutions acceptable to all. BIC's unique position of trust with all parties in the supply chain makes it possible to reach agreement on dependable standards and ways of working. Training is also at the heart of BIC's activities and BIC strongly believes that successful businesses start with people.

Find out more: www.bic.org.uk