Welcome
New Trends in Publishing 2016

Tuesday 6th September 2016
The Stationers' Hall, London

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BIC

the book industry's supply chain organisation

New Trends in Publishing 2016

Introduction

Karina Luke

Executive Director, BIC

@KarinaLuke

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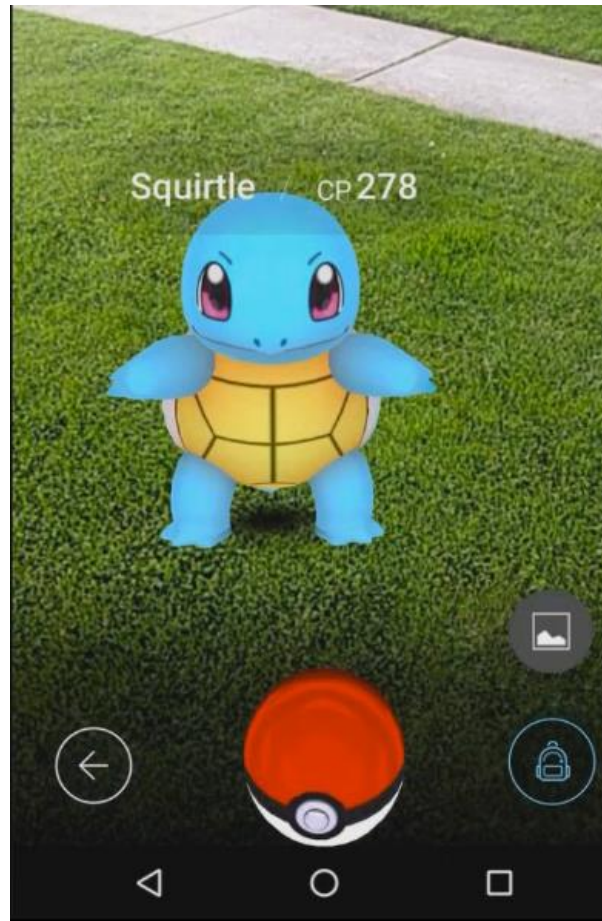
Definition of "Trend"

Fad v Trend

Marketing Me

Now or Never

The Real Deal

Make it Mine

Sustainable Correctness

Fad or Trend?

The Dynamic Book Supply Chain – Solutions for the 21ˢᵗ Century

Ruth Jones

Director, Publisher Business Development

Ingram Content Group

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Accessible Publishing and the Marrakesh Treaty

Richard Orme

Chief Executive

DAISY Consortium

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Accessible Publishing and the Marrakesh Treaty

Richard Orme, Chief Executive, DAISY Consortium

"Hear from Richard why we should all be thinking about accessible books and publishing, now more than ever, with an update on the Marrakesh Treaty and its implications, including how it is likely to impact on supply chain, metadata, and formats."

Accessible Publishing and the Marrakesh Treaty

Richard Orme
rorme@outlook.com

Summer 2016- 100 year anniversary of the Battle of the Somme

The development of 'talking books for the blind'

Conceived by Captain Ian Fraser who had lost his sight at the Battle of the Somme in July 1916

All around the world

From the beginning, a collaboration with publishers and authors

- Authors narrated their books for RNIB
- Rights holders granted permission for the production of talking and braille books
- Increasingly publishers provide files to accessible reading services
- Last year the RNIB Talking Book service became free to individuals
- HarperCollins is the first publisher in the UK to commit to delivering every new title in audio format to RNIB on the day of its print release

Libraries for the Blind have helped reading with eyes, ears & fingers

Beneficiaries of accessible reading

How is an accessible book read?

- An audiobook can read to you
- Read the text in braille
- Can be published in large print

On a digital device:
- Change the colours and fonts
- Increase the size of text and pictures
- Read the book with a computer voice
- Use a connected electronic braille display
- Control the book with switches for a person with physical disabilities

Changing colours and fonts
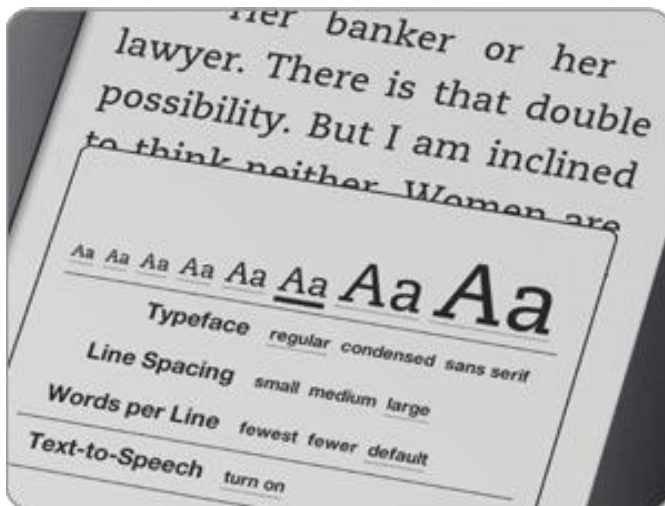
Helpful for people who:

- are Dyslexic or other specific learning disabilities

- or who have sight problems

Increase the size of text and pictures

Helpful for people who:

* are Dyslexic or other specific learning disabilities

* or who have sight problems
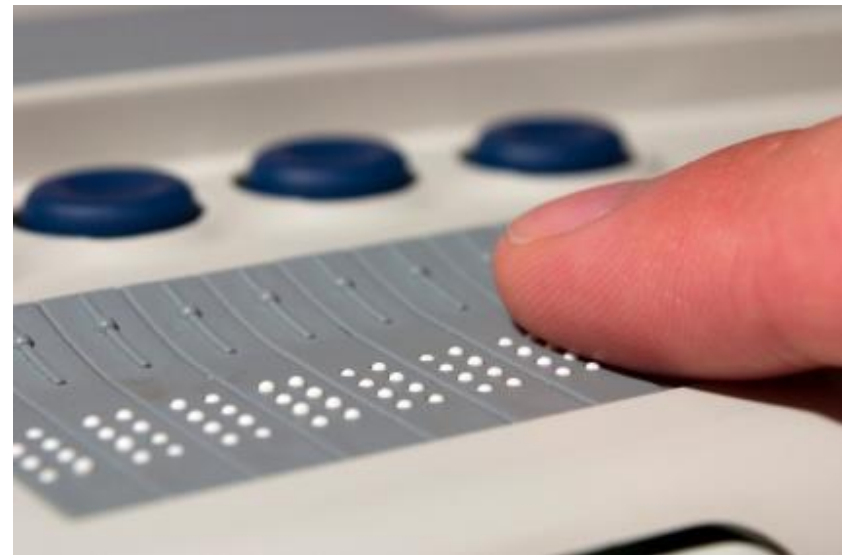
The book can read to you

Helpful for people who:

* are Dyslexic or other specific learning disabilities
* or who have sight problems

Read the text with braille

Helpful for people who:

- are blind
- are deafblind
- prefer to read with braille and speech together

But libraries can't keep up

- Making special versions of books is expensive
- The copyright laws in many countries create barriers
- Only 5% of books available in accessible formats in best performing countries
- People with print disabilities experiencing a 'book famine'

Marrakesh Treaty June 2013

What is the Marrakesh Treaty?

- Formally the "The Marrakesh Treaty to Facilitate Access to Published Works for Persons Who Are Blind, Visually Impaired, or Otherwise Print Disabled"
- Provides for a mandatory set of limitations and exceptions for the benefit of people with print disabilities
- Provides specific rules for domestic and cross-border exchange of accessible titles.
- Comes into force on 30 September 2016
- UK has not yet ratified

ABC Book Exchange Service

- ABC is the Accessible Books Consortium
- A multi-stakeholder partnership comprising WIPO; organizations that serve people with print disabilities; and organizations representing publishers and authors
- The Book Exchange Service (TIGAR) offers a permissions clearance system for cross border exchange of accessible titles- the UK can participate.
- ABC also works to progress accessible mainstream publishing.

Birth of the DAISY Consortium... and the ebook

- DAISY started in 1996 with six members
- Developed common standards to enable sharing of technologies and titles
- Now there are hundreds of organisations around the world using technology from DAISY
- Our members create books in large print, audio, braille and etext
- Specialist organisations have been producing DAISY ebooks for 20 years

Towards inclusive publishing

Integration with a mainstream format- DAISY features have been built into EPUB:

- navigability
- reflowable
- global language support
- text-to-speech and braille support
- read aloud feature ("Media Overlays")
- MathML support (scientific content)
- scalable vector graphics (SVG)
- rich metadata management

However…

Whilst EPUB contains all the ingredients for accessible reading

It is still possible to create inaccessible titles

Better tools are needed to help content producers and consumers

More clarity is demanded on the exact set of features and techniques needed to meet the needs of persons with disabilities

Google.org inclusive publishing initiative

- Leading the development and adoption of the first global, industry-wide specification (the "**Accessibility Baseline**") for accessible publications
- Developing **new tools** that will assist with validating file accessibility and support clear and consistent **accessibility metadata**
- Ensure that **reading tools** can utilize the accessibility features
- Establishing an **online hub** to publish the Accessibility Baseline

Google Impact Challenge | Disabilities

Takeaway messages

The publishing world has collaborated with specialist services for decades

The digital files created by publishers can help organisations like RNIB to efficiently make braille and other accessible formats

Increasingly mainstream eBooks can be enjoyed by customers with disabilities

Better tools are coming to help the publishing industry be inclusive

To be effective, these tools will need to be integrated into the workflow, and metadata used to help customers find books with accessibility features

Useful resources

About the Marrakesh Treaty

www.wipo.int/treaties/en/ip/marrakesh/

Accessible Books Consortium

www.accessiblebooksconsortium.org

Inclusive Publishing Initiative

www.inclusivepublishing.org

EPUB accessibility conformance

www.idpf.org/epub/a11y/

Publishers Association Accessibility Action Group

www.publishers.org.uk/campaigns/accessibility/

Data Protection: Brexit and the GDPR

Natalie Smith

Associate

Harbottle & Lewis LLP

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Data Protection: Brexit and the GDPR

BIC's New Trends in Publishing Seminar

6 September 2016

UK Data Protection Act 1998 or 'DPA'

Key concepts
— 'Personal data'
— 'Process' 'Processing'
— 'Data controllers'
— 'Data processors'
— 'Data subjects'

The 8 'data protection principles'
— Principle 1: A data controller may only process a data subject's personal data fairly and lawfully

Data Protection Act 1998

European General Data Protection Regulation or 'GDPR'

— **Direct effect in EU from 25 May 2018**
— **Sweeping reforms to data protection laws**

Harbottle & Lewis

— **Extra-territorial scope**

- **DPA –** data controllers established outside UK but using equipment in UK
- **GDPR -** data controllers and *processors* established outside EU but processing data in relation to:
    - Offering goods or services in EU
    - Monitoring behaviour in EU

— **Strengthened rights of data subjects**

— **DPA** – rights of access, rectification, object to processing for marketing

— **GDPR** – strengthens existing rights + right to erasure, right to restrict processing, right to data portability

— **Accountability for compliance**

— **DPA** – basic registration requirements

— **GDPR** – no registration requirements but obligations throughout to demonstrate compliance (e.g. maintaining records of processing activities)

— **Increased requirements for consent**

- *"any freely given, **specific, informed and unambiguous indication** of his or her wishes by which the data subject, either by a statement or **by a clear affirmative action**, signifies agreement to personal data relating to him being processed"*

— **Data processors on the hook**

- — **DPA** – obligations only for data controllers
- — **GDPR** – obligations and liability for data processors (DPOs, security, potentially accountable to data controllers and subjects)

— **Significantly increased fines**

- **DPA** – up to £500,000
- **GDPR** – up to greater of **€20 mil** or **4% worldwide turnover**

Brexit?

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"If the UK is not part of the EU, then upcoming reforms to data protection law would not directly apply to the UK. But if the UK wants to trade with the Single Market on equal terms we would have to prove 'adequacy' – in other words UK data protection standards would have to be equivalent to the EU's GDPR framework starting in 2018…"

Information Commissioner's Office (UK's Data Protection Regulator) spokesperson, 24 June 2016 'Referendum result response'

GDPR 5 things to do now...

1. Seek board support, secure resources
2. Consider scope and impact
3. Assemble project team (DPO if necessary) and priorities
4. Complete an audit
5. Implement policies and training programmes
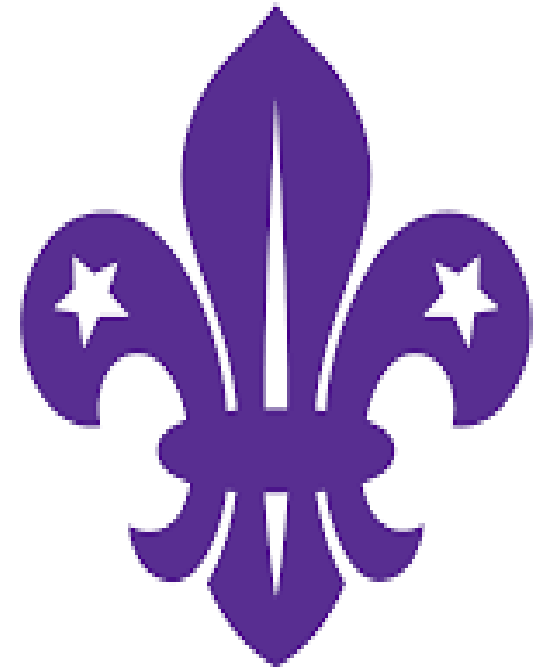
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Questions &
Answers

Harbottle & Lewis

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Coffee break

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Nielsen Book's Metadata White Paper

Andre Breedt

Director of Book Research International

Nielsen Book

BI*C*

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To request a copy of Andre Breedt's slides, please email Alaina-Marie Bassett: alaina-marie@bic.org.uk

Setting the World to Rights: Why Knowledge is Power (and Profit)

Florin Craciun

Head of Sales

Ingenta

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Setting the World to Rights: Why Knowledge is Power (and Profit)

Florin Craciun

Head of Sales

Looking at "Rights," Then and Now

- Revenue from rights departments flows to bottom line

- Historically, minimal investment has been made in the infrastructure of the rights department

- Proliferation of rights opportunities has changed the marketplace, but business is still conducted in the same way

- Publishers risk lawsuits and are losing potential revenue, the longer they ignore

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Benefits of a Strong Rights Program

- Protect intellectual property
- Ability to expand into new territories—markets, media, format
- Utilize the backlist…Because you know what you have
- Adapt content for reader tastes
- Overall increase in revenue

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Risks of Not Investing in Rights Infrastructure

- Risking legal issues by accidentally selling content a publisher does not own in other markets or formats

- Loss of royalties due to lack of compliance by license holders

- A rise in operational costs

How Do You Assess Your Rights?

- Rights portfolio audit
  - Clarifies a publisher's assets
  - Explores the context in which they own those rights
  - Exploits new ways of using that content
  - Also manage compliance for payment and usage of rights sold to other parties

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Thank You!

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