

The International Digital Chat Series: *Transforming the Landscape*

On Wednesday 6 April 2011 we welcome to Sydney:

Stephanie Duncan, Digital Media Director, Bloomsbury Publishing Plc



Stephanie Duncan - Digital Media Director joined Bloomsbury in September 1996 as assistant to Nigel Newton, having worked previously at Sheil Land Associates literary agency. She became a special projects manager in 1999 and project managed the completion of the *Encarta World English Dictionary* among other projects. In 2001, she became responsible for Bloomsbury.com which has grown to include the development of websites, bibliographic databases, and the content digitisation and ebook sales programme for all parts of the Group. In 2009, Stephanie launched Public Library Online, an online access library supply subscription service, initially in the UK, now rolled out globally in other languages and territories.

A Chat with Publishers

Stephanie has been managing Bloomsbury's digital publishing program for many years from their London office. In this Digital Chat for publishers, on her first visit to Sydney, she will discuss:

Ebooks for libraries: is it worth the risk for publishers?

- Risks and opportunities for publishers in making ebooks available to libraries
- Business models for ebook library supply to public, school and academic libraries
- Local and international ebook library vendors
- Implications of lending features offered by ebook retailers such as Kindle

Stephanie will be introduced by Elizabeth Weiss, Publisher, Allen & Unwin and will welcome questions at the end of her presentation. **[This talk will be audio-recorded].**

Background Notes:

When HarperCollins US announced in February 2011 that it would restrict lending of its ebooks in libraries to 26 users, a ripple ran through the book world. Book publishers are concerned as to whether library lending of ebooks will undermine retail ebook sales. Libraries want to be able to take maximum advantage of the technology to serve their users' needs. Readers want to be able to borrow ebooks with minimal restrictions.

Industry and media discussion about ebooks invariably focuses on retail, but in fact ebooks have been established in libraries for many years. Some university libraries now have 'e only' or 'e preferred' policies, and public libraries are starting to invest in significant ebook collections. Some publishers don't release ebooks to libraries at all; others consider ebook sales to libraries a valuable source of revenue, a way to generate sales outside their country, and effective promotion for the book.

REGISTER BY Monday 4 April 2011. APA members will have priority booking.

Complete the registration form attached & scan/email dee.read@publishers.asn.au or fax 02 9281 1073

DATE Wednesday 6 April 2011

TIME 9.00 a.m. registration with coffee/tea and light refreshments
9.15 – 10.30 Presentation & Q&A

VENUE Corinthian Room, SMC Conference & Function Centre, 66 Goulburn Street, Sydney NSW 2000

COST \$15 (APA members only); \$35 (all other attendees).

Contact Dee Read, Industry Professional Development & Training Manager, APA Tel: 02 9281 9788

DIGITAL CHAT with STEPHANIE DUNCAN Wednesday 6 April 9.00 a.m. – 10.30 a.m.

FEE APA members: \$15 per person

All other attendees: \$35 per person

TAX INVOICE & REGISTRATION FORM

Please retain a copy for your records.

Australian Publishers Association ABN: 81 003 989 313.

Attendee Information: Please fill in additional forms for more than 3 registrants.

Full name _____

Position _____

Company _____

Email address _____ Tel: _____

Full name _____

Position _____

Company _____

Email address _____ Tel: _____

Full name _____

Position _____

Company _____

Email address _____ Tel: _____

FEE APA members: \$15 per person

All other attendees: \$35 per person

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