

EUROPEAN PUBLISHERS MEETING

CASA DEL LECTOR / FUNDACIÓN GERMÁN SÁNCHEZ RUIPÉREZ

MADRID, Thursday 11 and Friday 12 APRIL 2013

PROGRAMME OF SESSIONS

EUROPEAN PUBLISHERS MEETING

CASA
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THURSDAY 11 APRIL

09:30-10:00 Registration of participants

10:00-10:30 Inauguration

Participants:

Teresa Lizaranzu, General Director for Cultural Industries and Policy on the eBook, Ministry of Education, Culture and Sport and President of AC/E (Acción Cultural Española)

Isabel de Andrés, President, Fundación Germán Sánchez Ruipérez

Cesar A. Molina, Director, Casa del Lector

Antonio M. Ávila, Director, Federación de Gremios de Editores de España FGEE, on behalf of its President

10:30-11:30 FIRST SESSION

EUROPEAN PUBLISHERS AND CULTURE

Considerations on the value of the publishing trade in the digital era

- The contribution of publishers to the cultural identity of Europe
- The publishing trade, more necessary than ever in an era of indiscriminate information
- The publisher's responsibility in transmitting culture and knowledge and in creating readers

Participants:

1. Françoise Nyssen, Director of Actes Sud

2. Jaume Vallcorba, Director of Acantilado

3. Moderator: Ofelia Grande, Director of Editorial Siruela

11:30-12:00 Debate

12:00-12:15 Coffee break

EUROPEAN PUBLISHERS MEETING

12:15-13:15 **SECOND SESSION**

EUROPEAN PUBLISHERS IN THE DIGITAL TRANSITION

Considerations on the opportunities and challenges for publishers in the digital era

- Analysis of the digital transition on the publishing industry's value chain
- Copyright as the basis for the publishing industry and digital publishing
- Reader access to publishing content: distribution, bookshops, and digital platforms. Relevant experiences: digital publishing developments

Participants:

1. Eric Marbeau, Director of Digital Development for Editions Gallimard
2. Stefano Mauri, President and CEO of Gruppo editoriale Mauri Spagnol
3. Anna Rafferty, Director of Digital Development for Penguin Group
4. Moderator: Santos Palazzi, Director of Digital Development for the Grupo Planeta

13:15-13:45 **Debate**

15:15-16:15 **INFORMATIVE SESSION (NO DEBATE)**

The economic framework of the European publishing industry

- Presentation of data by Enrico Turrin, Economist with the Federation of European Publishers (FEP): Development of the publishing market in recent years, including data on the digital market, regulatory frameworks, and the VAT matter
- Presentation of economic data on the publishing industry in three European countries by the presidents or directors of their respective publishers' associations: Poland, by Grzegorz Gauden , Sweden, by Ola Wallin and Spain by Antonio María Avila

EUROPEAN PUBLISHERS MEETING

16:30-17:30 **THIRD SESSION**

CREATION, COPYRIGHT AND THE ECONOMICS OF EUROPEAN PUBLISHING

The contribution of publishing to culture as a social value, and creativity as an engine of economic development in the Europe of the Information Society. This will be followed by a debate on the regulatory framework of European publishing

- The publishing industry: leader among the cultural and creative industries in the European Union
- The need for legal and fiscal harmonisation of two areas critical to the publishing industry: protection of copyright and the economics of the digital book
- The creation of a single digital market

Participants:

1. Thomas Sparr, Director of Suhrkamp Verlag
2. Henryk Woźniakowski, President of ZNAK Editorial
3. Eric Marbeau, Director of Digital Development for Editions Gallimard
4. Moderator: Jesús Badenes, Managing Director Books Division, Grupo Planeta

17:30-18:00 **Debate**

18:30-19:00 **Coffee break**

19:00-19:30 **Guided visit of the Casa del Lector**

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19:30-20:15 **"AUTHORS AND PUBLISHERS" CONFERENCE**

-Open to the public- Auditorium Casa del Lector

Presentation by César Antonio Molina, Director of Casa del Lector

A conversation between Ignacio Martínez de Pisón, a Spanish writer whose work has been translated into several European languages, and his Dutch publisher, Nelleke Gees, Director of Signatur, Arbeiderspers Group/A.W Bruna

Conference format, no debates

EUROPEAN PUBLISHERS MEETING

FRIDAY 12 APRIL

09:30-10:30 FOURTH SESSION

THE INTERNATIONAL MARKETS OF EUROPEAN PUBLISHING

Presentation of the international markets for the European publishing industry: contributions to cultural, economic and social development, and the contribution of European publishers to the creation of readers on the international scene

- International copyright markets and the potential for the promotion of culture
- Linguistic areas and cultural markets in the European publishing industry
- Creating readers in new markets, and new ways of relating to them through technology

Participants:

1. Nigel Newton, Founder and CEO of Bloomsbury Publishing
2. Giuseppe Laterza, Chairman and Publisher of Editori Laterza
3. Miguel Angel Cayuela, CEO, Grupo Santillana
4. Moderated by Nuria Cabutí, CEO, Random House Mondadori, Bertelsmann Spain

10:30-11:00 Debate

11:00-11:15 Coffee break

11:15-12:30 FIFTH SESSION –first part–

ROUNDTABLE OF INDEPENDENT EUROPEAN PUBLISHERS (1)

An overview of independent publishing in Europe as seen by publishers from different cultural, business and market backgrounds

- The cultural value of independent publishing, its potential for business development, and its social contributions
- Main limitations to the development of an independent European publishing industry
- New opportunities and entrepreneurial models in the European independent publishing industry

Participants:

1. Claudia Romeder, Director of Residenz Verlag
 2. Stanislav Skoda, Editor of Paseka
 3. Stephanie Seegmuller, Associate Director of Pushkin Press
 4. Moderator: Luis González, Deputy Director, Fundación Germán Sánchez Ruipérez
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15:00-16:00 FIFTH SESSION -second part-

ROUNDTABLE OF INDEPENDENT EUROPEAN PUBLISHERS (2)

Participants:

1. Michael Kruger, Director of Carl Hanser Verlag
2. Carlos DaVeiga Ferreira, Director of Teodolito
3. Renata Zamida, International Publisher of Beletrina Academic Press –Ljubljana
4. Enrique Redel, on behalf of Asteroide, Impedimenta, Nórdica, Periférica and Sexto Piso
5. Moderator: Manuel Borrás, Director of Pretextos

16:00-16:30 Debate

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16:30-17:45 **SIXTH SESSION - ROUNDTABLE WITH EDITORIAL DIRECTORS**

A REFLECTION ABOUT THE RELATIONSHIP OF A PUBLISHER WITH HIS AUTHORS

Participants:

1. Manuel Gonzalez, Editorial Director, Tecnos, grupo Anaya
2. Manol Peykov, Executive Director de Janet 45
3. Aldo García Arias, Director , Editorial Machado
4. Moderator: Valerie Miles, Director of Granta and publisher of New York Review of Book

17:45-18:00 **Debate**

18:00-19:30 **Pausa café y visita de Matadero**

19:30-20:40 **CLOSING SESSION**

ROUNDTABLE – CONCLUSIONS AND RECOMMENDATIONS

READING OF THE MANIFESTO AND CLOSING OF THE MEETING

A summary-debate of the contents of the six sessions, followed by a reading of the manifesto with conclusions and recommendations. It is to be addressed to the news media, cultural institutions, professional organisations, and those public administrations dealing with the book industry and culture on the local, national and European levels.

Participants:

1. Jaume Vallcorba, Director of Acanalado
2. Grzegorz Gauden, President of The Book Institute , Poland
3. Joan Tarrida, Director of Galaxia Gutenberg
4. Michael Kruger, Director of Carl Hanser Verlag
5. Ola Wallin, publisher of Ersatz, on behalf of Sweden Publisher´s Association
6. Moderator :Antonio Basanta, Director of Fundación Germán Sánchez Ruipérez

Closing of the meeting: Piotr Marciszuk, President of the Federation of European Publishers, FEP

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CONTENT OF SESSIONS

EUROPEAN PUBLISHERS MEETING

FIRST SESSION

EUROPEAN PUBLISHERS AND CULTURE

REFLECTIONS ON THE VALUES OF THE PUBLISHING TRADE IN THE DIGITAL ERA

The European Publishers Meeting will begin by analysing the role of publishers in transmitting culture, taking into account that the European identity has been forged through cultural diversity, whose importance grows in tandem with the digital era and increased globalisation.

This session will focus on three subjects: the contribution of publishers to the cultural identity of Europe; the importance of the publishing trade, more necessary than ever in an era of an indiscriminate amount of information; and the publisher's responsibility in transmitting culture and knowledge and in forming readers.

The contribution of book publishing to Europe's GDP is an indication of the sector's vitality both as a producer of wealth and employment and as a valuable generator of culture. This two-fold function gives publishers a double responsibility, and its work deserves to be understood better by society.

While creativity is valued as an engine of both cultural and economic development, the publishers with the strongest commitment to culture are now facing great challenges. These are a result of technological changes that affect the whole book chain, along with social changes that modify readers' preferences. But at the same time these changes are opening up new opportunities of which publishers must take advantage and which should be identified.

This part of the meeting will seek to reflect on the role of the European publishers in the digital era from that double economic-cultural perspective, stressing that their principal role continues to be the discovery of new authors and the building of new readerships. Publishers from different European countries will speak about their profession and their commitment to culture and the promotion of knowledge. They will also analyse the challenges and opportunities for European publishing, provide clues to help society understand it, and propose actions to develop the publishing sector.

EUROPEAN PUBLISHERS MEETING

SECOND SESSION

EUROPEAN PUBLISHERS IN THE DIGITAL TRANSITION

REFLECTIONS ON THE OPPORTUNITIES AND CHALLENGES FOR PUBLISHERS IN THE DIGITAL ERA

This session will focus on three main points: the analysis of the digital transition on the value chain of the publishing industry, the definition of Copyright as the basis for the publishing industry, and digital publishing, and reader access to contents: distribution, bookshops, and digital platforms. Experiences relevant to the development of digital publishing.

The European industry's transition toward digital publishing is being carried out at a very different pace in each country. To a greater or lesser extent, this process is changing the whole book chain, from creation to distribution, and giving rise to new reading habits.

With the exception of the United Kingdom, the European market for digital books is less developed than in the United States, and for different reasons: mainly because of the distortion of the VAT that is applied to books in Europe depending on whether they are offered in paper or electronically.

Some studies indicate that sales from digital books in Europe represented only 1.6% of the total in 2011, a percentage that could grow to as much as 16% in 2016. Almost all these studies reveal a great disparity in digital development across Europe. At present, European publishers are offering many of their new releases simultaneously in paper and electronic format. This is the case in Germany, where 40% of the new releases are in digital format.

Based on the data and strategies of some European publishers that have already made significant advances in the digital area, this section of the forum will analyse the European industry's move toward digital publishing, while identifying key changes and making proposals to further its development.

EUROPEAN PUBLISHERS MEETING

THIRD SESSION

CREATION, COPYRIGHT AND THE ECONOMICS OF EUROPEAN PUBLISHING

THE CONTRIBUTION OF CONTENT PUBLISHING TO CULTURE AS A SOCIAL VALUE, AND CREATIVITY AS AN ENGINE OF ECONOMIC DEVELOPMENT IN THE EUROPE OF THE INFORMATION SOCIETY. THIS WILL BE FOLLOWED BY A DEBATE ON THE REGULATORY FRAMEWORK OF EUROPEAN PUBLISHING

This session will focus in three subjects: the publishing industry as the leader among the cultural and creative industries in the European Union; the need for legal and fiscal harmonisation in two areas critical to the publishing industry -protection of copyright and the economics of the digital book- and the creation of a single digital market.

Along with new opportunities resulting from new technologies -such as new forms for books, new ways to reach readers, and new reading habits- publishers in Europe face new challenges. They affect the very foundations of the industry, and should be met with common criteria and regulations.

These challenges to the economic stability of the publishing sector and to its cultural contributions are well known. For this reason there should be a greater standardisation of regulations so as to advance in key areas like intellectual property, the length of copyrights, the different taxes on paper and digital books, or the fight against piracy. European publishers also need to adopt a common policy regarding such matters as the portability across platforms and electronic devices, the monopolies that threaten cultural diversity, and the open source.

In this panel, the publishers will debate some of their main priorities, such as the need for a common legal framework for the book industry, not only on economic and legal issues but also on educational and social concerns, and make proposals to improve them.

EUROPEAN PUBLISHERS MEETING

FOURTH SESSION

THE INTERNATIONAL MARKETS FOR EUROPEAN PUBLISHING

PRESENTATION OF THE INTERNATIONAL MARKETS FOR THE EUROPEAN PUBLISHING INDUSTRY: CULTURAL, ECONOMIC AND SOCIAL CONTRIBUTIONS OF EUROPEAN PUBLISHERS TO THE CREATION OF READERS ON THE INTERNATIONAL SCENE

This session will focus on three subjects: the International copyright markets and the potential for the spread of culture; the linguistic areas and cultural markets in the European publishing industry; and the creation of readers in new markets, and new ways of relating to them through technology.

International markets for books and reading are not only shaped by commercial interests, but by factors that vary from one country to another. The principal book markets in Europe —like Germany, Austria, France, Holland, Poland, the United Kingdom, Sweden and Spain— are regulated by a diversity of legislation and policies to support publishing. They affect such key areas as fixed prices for books or the disparity between VAT, which is lower for books than for electronic devices and thus distorts the market for digital editions.

This discussion will provide a map of the principal markets for European publishing, within Europe and on other continents. Some of them are essential, as is the case with the Americas, with their large linguistic markets, English and Spanish. There will also be attention to potential markets for digital books in emerging economies like Brazil, China, India or Russia.

The debate will seek to provide data and keys to analysing the different markets, better understand trends, and meet the challenges and opportunities of the international market for books in both paper and digital supports. Representatives of the large European publishing groups will explain their plans to develop the large Spanish and English-language markets and their recent strategies in other languages like Portuguese and French.

EUROPEAN PUBLISHERS MEETING

FIFTH SESSION

ROUNDTABLE OF INDEPENDENT EUROPEAN PUBLISHERS (two parts)

AN OVERALL VISION OF INDEPENDENT PUBLISHING IN EUROPE AS SEEN BY PUBLISHERS FROM DIFFERENT CULTURAL, BUSINESS AND MARKET BACKGROUNDS

This panel will focus on three subjects: the cultural value of independent publishing, with its potential for business development, and its social contributions; the main limitations to the development of an independent European publishing industry ; and the new opportunities and entrepreneurial models in the European independent publishing industry.

The rise of independent publishers in Europe is the counterpoint to the processes of market concentration. Under the mantle of 'independent publishers' there is a wide range of operations that bring diversity and freshness to a market threatened by standardisation. These small firms usually spring up as a niche market —readers interested in a single subject— and usually have just enough financing for their vocational jobs.

Like entrepreneurs in any field —and like independent bookshops— these independent publishers need the support of public institutions to start up their new projects, make them grow, get visibility and find their place in the digital market. Because they are small and often lack experience, these independent publishers are vulnerable to a variety of matters, especially with regard to copyright and taxes.

The publishing sector as a whole and the European public institutions should support the independent European publishers: they are part of the ecosystem of our cultural diversity and often bring innovation, especially in the way they communicate with their readers.

Independent European publishers will describe their experiences, analysing key factors for the development of their projects and proposing ways to support them.

EUROPEAN PUBLISHERS MEETING

SIXTH SESSION

THE RELATIONSHIP OF THE PUBLISHER WITH HIS AUTHORS

ROUNDTABLE OF INDEPENDENT PUBLISHERS AND EDITORIAL DIRECTORS

In a century as technological as ours, it is important to remember that the principal mission of a publisher is still to discover new authors and find readers for them. Technology apart, the relationship of a publisher with his writers should go beyond mere business. The publisher invests in his authors, helps them develop professionally and economically, and works with them as a team. In this roundtable discussion, editorial directors will speak about this relationship: about the ways technology can overcome geographical distance between editors and writers or bring those writers closer to their readers, and about the risk of superficiality in the publisher-author relationship because of endless changes in the structure of publishing and the ways authors can change.

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WITH THE COLLABORATION OF

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British Council

Centro Checo

Embajada de Bulgaria

Embajada de Eslovenia

Embajada de Holanda

Embajada de Portugal

Embajada de Suecia

Goethe Institut

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Kulturforum de Austria

Ministerio de Educación, Cultura y Deporte