

## PRESS RELEASE

TISP (Technology Innovation for Smart Publishing) announces the Smart Book Online at [www.smartbook-tisp.eu](http://www.smartbook-tisp.eu) the meeting point of publishing and technology

How to foster the dialogue between publishing and ICT? Where to find a real space for exchange and analysis about innovation in digital publishing?

A concrete answer comes from TISP (Technology and Innovation for Smart Publishing), the European thematic network, coordinated by the Italian Publishers Association (AIE) and supported by the European Commission to encourage business innovation in the two sectors and promote policy innovation at national and European level.

On **April 8<sup>th</sup>**, TISP is launching the **Smart Book**, an **open web resource for publishing and ICT professionals**.

The official release of the Smart Book will be hosted by the London Book Fair and the Publishers Association, which are also partners in the network, in conjunction with the seminar ‘**Publishing and the ICT sector: how skills are changing in these different sectors to be able to work more closely together**’ (The London Book Fair, April 8th, 11:30 - 12:30 Cromwell room, EC1), one of the events that TISP has organized at the major book and ICT fairs as well as at international conferences on topics of key relevance for the stakeholders of both communities. TISP will be partner in this seminar with the campaign “E-skills for Jobs 2014”, aimed at raising awareness on the key role of e-skilled people in making Europe an innovative and competitive environment.

At the Smart Book’s core are the **business cases**: examples of cooperation between ICT and publishing such as development of new services in the book sector with technological value, interesting start-ups and business initiatives boosting the dialogue between the two communities and highlighting needs from publishers that are met with a technological solution.

The Smart Book will be continuously updated with reviews of relevant events organised within the network, market studies and interviews with international professionals of both worlds in order to have a full coverage of the key trends and topics in the publishing and ICT world.

Piero Attanasio, Project Coordinator of TISP for the Italian Publishers Association (AIE), underlines the added value of this initiative: «As a result of the strict synergy between the publishing and technological sector, the Smart Book aims to act as a *trait d’union* of these



two worlds, offering benchmark for innovation and a common place to share analysis, insights and policy recommendations».

John Higgins, Director General, DIGITALEUROPE, is a keen supporter of the Smart Book. «We believe in the transformative power of ICT-driven innovation. The Smart Book exemplifies the transformation that has been at work in the publishing industry for years. Even more critically, it nurtures more changes to come», he said.

Anne Bergman-Tahon, Director of the Federation of European Publishers, confirms the commitment of the publishing world: «The Smart Book will make it possible for publishers and ICT providers in Europe to increase collaboration to better serve European readers. Working with Digital Europe allows publishers to anticipate ICT developments and inspire the ICT sector so that they better comprehend our sector and work with us to develop the necessary tools for tomorrow».

London, April 8<sup>th</sup> 2014

Learn more at [www.smartbook-tisp.eu](http://www.smartbook-tisp.eu)

## TISP CONTACTS

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### WHAT IS TISP

TISP (Technologies and Innovation for Smart Publishing) is the European project aiming to foster the meeting between **publishing companies and ICT enterprises**, in order to stimulate new partnership and business models.

TISP is a platform for sharing experiences, market analysis, business cases study. Publishing and new technologies can find, within an international network, room for a debate about innovation, where supply and demand can match to support the creation of **innovative products and services** as well as **new technological solutions useful for the professionals** of the book value chain.

To this end, several **professional meetings** will be organized (at least four each year) in occasion of the most important trade events in the two domains, and further networking activities will go on throughout project life with different communication tools and channels.

Started in January 2013 with an expected duration of three years, TISP is based on a consortium of 25 organizations from 12 countries, under the coordination of AIE, Associazione Italiana Editori. The consortium is composed by the umbrella organizations of the two sectors involved, the Federation of European Publishers and DigitalEurope, the organizers of the three world most important book fairs, Bologna Children's Book Fair, Frankfurt Book Fair and London Book Fair, sixteen national trade associations and four research institutes.