

# **ASIDIC SPRING 2007 MEETING**

**March 11 – 13, 2007**  
**Westin Grand Bohemian Hotel**  
**Orlando, Florida**

## ***Getting it Right: Building Content Services that Succeed in Transforming Markets***

### **FINAL PROGRAM**

**Program Chairs:** *Mike Mahoney, Nerac, Inc., and John Blossom, Shore Communications*  
**Local Host:** *Deb Wiley, Next Wave Consulting*

#### **Introduction to the Program**

*Publishers are facing a world that blends content and technology services together with contributions from individuals and institutions into powerful new contexts that are changing how their markets use and pay for their products and services. These changes are forcing content companies to change their ideas of how to make money in publishing faster than ever before*

*At the ASIDIC Spring meeting, speakers will consider the following issues:*

- *Where will the major publishing houses make more money—from technology integration, user communities, media channels or licensing?*
- *Are content technology companies becoming more powerful agents for creating publishing value than publishers themselves?*
- *Are users empowered to create, collect, organize and distribute content in individual and collaborative environments creating the most valuable content and context of all time?*
- *Are media companies that are trying to create more value for their audiences through enhanced data and community services becoming major competitors to enterprise-oriented publishers and content services companies?*
- *What is the most effective electronic content packaging for balancing control and user-driven distribution?*
- *How are value-added products and services creating a whole new definition of what it means to be a publisher today?*

#### **Sunday, March 11, 2007**

**4:00**            *Registration starts*  
**4:00 – 5:30**   *Executive Committee Meeting*  
**5:30 – 7:00**   *Reception – Cocktails and Hors D'oeuvres*  
**7:30 -**         *No-host dinner*

#### **Monday, March 12, 2007**

**7:30 – 8:30**   *Breakfast*  
**8:30 – 9:00**   ***ASIDIC Business Meeting** (All are welcome)*  
**9:00 – 9:15**   ***Welcome** – Carolyn Finn, ASIDIC President*

- *Who's Who and Who's Here*

***Program Introduction** – Mike Mahoney and John Blossom*

**9:15 – 10:00 KEYNOTE ADDRESS*****Change in the Publishing Business: From Licensors to Solutions Providers for Media and Enterprise Markets******Joe Wikert, VP and Executive Publisher,  
John Wiley & Sons, Inc.***

[POWERPOINT SLIDESHOW]

*In today's electronic age, publishers desiring to survive must learn how to become active participants in the rapidly evolving ecosystem. In the old days it was sufficient to edit, lay out and publish content, and then broker a few subsidiary rights deals along the way to ensure global distribution. But times have changed, and that is no longer sufficient to ensure survival. Now publishers must learn an entirely new mindset and a new way of doing business. The new workflow process might look something like this:*

- 1. Break down the content into component parts, each of which can be manipulated, sold, licensed or turned into derivative works separately.*
- 2. Be on the forefront of new and emerging content delivery mechanisms.*
- 3. Tag the content so that each piece has meaning on its own.*
- 4. Learn how to leverage and be an instrumental part of the community itself.*
- 5. Learn how to develop a platform that can be leveraged through resellers as well as direct to consumer.*

**10:00 – 10:20 *Networking Break*****10:20 – 11:00 GETTING SEARCH RIGHT FOR PREMIUM CONTENT**

*With Google Scholar and the Open Content Alliance changing the playing field for publishers of books and scholarly journals what's the best approach to search engines for publishers today? How is content digitization changing the way that content products are conceived and delivered?*

(Moderated by *John Blossom, Shore Communications*)

- *Mike Buschman, Program Manager, Live Search Academic, Microsoft Corporation*  
[POWERPOINT SLIDESHOW]
- *Sasha Gurke, Sr. VP, Knovel Corporation* [POWERPOINT SLIDESHOW]
- *Gabriel Weaver, Tufts University Perseus Project* [POWERPOINT SLIDESHOW]

**11:00 – 12:00 GETTING USER-GENERATED CONTENT RIGHT**

*What is happening behind the firewall in enterprises and on the Web that can tell us how publishers can accelerate the value of their own content by effectively integrating user-generated content?*

(Moderated by *Deb Wiley, NextWave Consulting*)

- *Joy Moore, Nature Publishing* [POWERPOINT SLIDESHOW]
- *Josh Hallett, Social Media Consultant, Hyku, LLC*

**12:00 – 1:15 *Lunch*****1:15 – 1:45 KEYNOTE ADDRESS*****Developing an Open Infrastructure for the Greater Good******R. David Lankes, Professor, Syracuse University and  
Director, Information Institute of Syracuse***

**1:45 – 2:45**    **GETTING CONTEXT RIGHT: BALACING PROFESSIONAL AND USER-GENERATED INDEXING**

*How must abstracting and indexing adjust in an era of user-generated tagging, categorization, and summarization via social bookmarking services, weblogs, and wikis?*

(Moderated by *Jay ven Eman*, Access Innovations)

- *R. David Lankes*, Professor, Syracuse University and Director, Information Institute of Syracuse
- *Reid Conrad*, CEO, Near-Time, Inc. [POWERPOINT SLIDESHOW]

**2:45 – 3:00**    **Networking Break**

**3:00 – 4:00**    **GETTING THE PACKAGING RIGHT: THE EMERGING ROLE OF SEARCHABLE ELECTRONIC BOOK DATABASES AS A MORE ECONOMICALLY VIABLE ALTERNATIVE TO E-BOOKS**

*How publishers and aggregators are working together to repurpose book content into rich electronic reference and learning resources for enterprises and academia. This panel will look at the value propositions, economic models, technical and distribution issues and opportunities that are changing the use paradigm for book content.*

(Moderated by *Denise Nason*, Sr. Sales Executive, Safari Books Online)

- *Denise Nason*, Sr. Sales Executive, Safari Books Online [POWERPOINT SLIDESHOW]
- *Sasha Gurke*, Sr. VP, Knovel Corporation [POWERPOINT SLIDESHOW]
- *Marge Gammon*, Division VP, Library & Publisher Services, NetLibrary (A Division of OCLC) [POWERPOINT SLIDESHOW]

**4:00 – 5:00**    **GETTING ANALYTICS RIGHT: THE ROLE OF VALUE-ADD FUNCTIONALITY IN PUBLISHING**

*What kind of value-added content can be generated to transform a content product from dull to dazzling? This panel will look at content visualization and other technologies transforming content through scraping, data mining, and mashups.*

(Moderated by *Frank Bilotto*, VP, Publishing & Business Solutions, Muse Global, Inc.)

- *Greg Merkle*, VP, Product Design, Factiva [POWERPOINT SLIDESHOW]
- *Ali Jepsen*, VP, Infopi, Inc. [POWERPOINT SLIDESHOW]
- *Dan Rosati*, VP, W. S. Hein & Co., Inc. [POWERPOINT SLIDESHOW]

**6:00**    **Dinner at Orange County Regional History Center**

**Tuesday, March 13, 2007**

**8:00 – 8:30**    **Continental Breakfast**

**8:30 – 9:30**    **GETTING TECHNOLOGY PARTNERSHIPS RIGHT: THE CHANGING ROLE OF CONTENT TECHNOLOGY PROVIDERS**

*Technology companies are driving publishers' value in a new OEM world. How are combinations of companies affecting our world?*

(Moderated by *Barry Bealer*, President, Really Strategies, Inc.)

- *Frank Bilotto*, VP, Publishing & Business Solutions, Muse Global, Inc
- *Bill Veiga*, VP, Business Development, Mark Logic
- *Jabin White*, VP, Product Development, Silverchair Science + Communications

**9:30 – 10:30 *GETTING MONETIZATION RIGHT: BLENDING MODELS FOR ONLINE AND THE ENTERPRISE***

*The blending of ad-driven models with subscription and by-the-drink models for premium content has affected many established business models. Are the blurring lines between media and enterprise markets changing many of our basic marketing premises?*

(Moderated by *Tom Hogan*, President, Information Today, Inc.)

- *Patrick Spain*, CEO, Highbeam Research, Inc. [POWERPOINT SLIDESHOW]
- *Brad Warnick*, VP, Products & Technology, ECNext, Inc. [POWERPOINT SLIDESHOW]

**10:30 – 11:00 *Break***

**11:00 – 12:00 *GETTING ARCHIVING RIGHT: THE EMERGING IMPORTANCE OF ARCHIVING SERVICES***

*What does it mean to be a curator today and how do new forms of curating such as archive.org and corporate archive management support compliance and disaster recovery? How has the role of librarians changed?*

(Moderated by *Mike Mahoney*, Nerac, Inc.)

- *Nancy Enneking*, Getty Research Institute [POWERPOINT SLIDESHOW]
- *Gabriel Weaver*, Tufts University Perseus Project [POWERPOINT SLIDESHOW]

**12:00 *Meeting Adjourns***

**ASIDIC Thanks the Following Organizations  
For Their Generous Support of This Meeting**

