



Making Information Pay 2007 ***Using Emerging Technology to Improve Your Bottom Line***

May 10, 2007
8:00 AM – NOON

Opening Remarks and Introductions
Michael Healy, Executive Director, BISG

“Good morning everyone.

On behalf of the Directors and the staff of the Book Industry Study Group I would like to welcome you to Making Information Pay 2007. This is the fourth consecutive year we have held this half-day conference and it's very satisfying to see such an excellent turnout with 250 people having registered.

Some of you, I know, are not members of BISG. This morning's event is an important part of our mission to encourage a more, efficient, empowered and informed book industry

Before we move into what I hope will be a great program I want to thank those who support this event. You will be hearing later in the morning from our principal sponsor, VISTA, but I want to take this opportunity to thank George Lossius, their CEO, for his consistent support of this event over several years. We greatly appreciate it. I would also like to thank our friends at Nielsen BookScan and codeMantra for sponsoring the refreshments.

Choosing the theme for today's conference, though something of a departure for BISG, was not a difficult decision. Technology in all its forms is making an enormous impact on every aspect of our industry. That was true of course last year, the previous year, and the year before that, and probably at any point in the past twenty years. Nevertheless, I think everyone would agree that it feels as if we are in a period of very far-reaching and profound change and that much of this change is being driven by developments in technology. As I reviewed some of the presentations you will hear this morning, it was interesting to me to see how many of them shared this sense of us living in a time of decisive, accelerating, technology-driven change. No corner of our industry seems unaffected. The way traditional books have been prepared, manufactured, marketed and sold has been transformed by technology, and that's before we consider what role technology is going to play in how content is distributed and consumed.

Whatever view you take on all this change and on the technology driving it – whether you are skeptical about the true extent of its impact, impatient for more, undecided on its true value, bored by the hype – it's difficult to resist the fact that technology is changing everyone's business and changing it at a pace previously unseen. It's also difficult to resist the conclusion that whatever part of the industry you are in, whatever type of business you're in, if you fail to

understand the change that is happening and the technology that is driving it, the impact on your business could be far-reaching.

Technology in the contemporary book industry and its impact are, of course, subjects far beyond the scope of a single three-hour conference. Nevertheless, I hope our six speakers today will give you a glimpse of the changes that technology is making from their perspectives and prompt you to consider what responses or changes you may wish to make in your own businesses. Our speakers come from trade and professional publishing, from service supply and consultancy. They represent the views of business executives, technologists, strategists, and marketers.

Nicole Poindexter from Hachette will be telling us how one of the world's largest publishing houses views the digital future. John Rubin and Ted Treanor will describe how two quite different and smaller companies are embracing technology to tackle areas of persistent inefficiency in the book trade, namely the management of inventory and galleys. In the second half of the morning the focus will shift to how the distribution of content is being transformed. Mike Shatzkin will introduce his many DADs and, to my surprise, we will discover that Chris Hart from Random House is one of them. The morning will be rounded off by Allen Noren from O'Reilly, a company that can justly claim to having seen the digital revolution coming a long time ago.

Diverse views from different parts of our industry but all informed, I hope you will agree, by extensive expertise mostly acquired the hard way – by taking risks and making the occasional mistake along the way.

A few practical points before we begin:

1. Because we're operating on a tight schedule, the opportunity for questions after each session may be limited but we're aiming for a Q&A session at the end of the morning. Roving microphones will be available.
2. Copies of the presentations will be emailed to all those registered.
3. You will find in your packs a feedback form. We would appreciate it at the end of the morning if you would complete this and leave it on the registration table outside.

I hope you enjoy the morning and I look forward to your questions before the end. Thank you very much.”

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