

< A P E 2007

“Academic Publishing in Europe”

“Innovation & Publishing”

**Under the Patronage of Dr. Annette Schavan, Federal Minister of Education and
Research in Germany and under the Auspices of the EU Research Directorate-General**

A Short Conference Report

by

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**23 - 24 January 2007
Berlin-Brandenburg Academy of Sciences**

Academic Publishing in Europe: Innovation & Publishing

23-24 January 2007 preceded by the Education and Training Course for Younger Academic Publishers (YAP) on 22 January 2007
Berlin-Brandenburg Academy of Sciences

Welcome and Opening Adresses

Dr. Einar Fredriksson (Director of IOS Press) opened the second conference Academic Publishing in Europe 2007 on "Innovation & Publishing". He thanked the organisers and sponsors. Publishing was to be discussed in a comprehensive academic sense, including not just STM publishing but SSH likewise. It was to include professional and educational publishing. Moreover, published knowledge powers the information society. Beyond that, so Fredriksson, the activity of publishing always raises the issues of sustainability and preservation. Thus entrepreneurship, for-profit and not-for-profit publishing as well as digital libraries were part of the APE 2007 agenda.

Dr. Karl-Peter Winters (Member of the Board of the Börsenverein) emphasised the challenges of digital technology but expressed his hope, on behalf of the Börsenverein, that publishers, universities and libraries would find a mode of self-regulation to manage the transition. Joint and non-contentious themes were the need to continue ensuring the quality of published knowledge and improving the ways in which it could be searched to find the most relevant articles and data. By comparison, so Winters, intellectual property rights are a more contentious issue of regulation. However, it would seem in the interest of the stakeholders, and the publishers in particular, that not a political solution is imposed but a technologically and economically efficient solution is allowed to emerge. Furthermore, Dr. Winters presented the project "Volltextsuche online" as a response from the publishing industry to Google's Book Search project.

Prof. Dr. Günther Stock (President of the Berlin-Brandenburg Academy of Sciences) emphasised the pervasiveness of challenges associated with the digital future. Those who doubt that the future will be based on online data pools and digital collaboration should consider how essential information and communication technologies had become even for the humanities. The Berlin-Brandenburg Academy of Science was currently the hub for a new digital edition of Kant's works in a critical and historical edition as well as an online corpus of 20th century German language. Both projects had challenges, but there was no alternative to going digital, not least considering that the German language corpus was accessed and used in 140 countries. In the digital environment ease of access and clarity of

copyright is essential. The BBAW is a signatory of the "Berlin Declaration on Open Access to Knowledge in the Sciences and Humanities" and therefore would support a standardization of copyright practices to support open access. Prof. Stock concluded that a trustful relationship between academia and the publishing industry is essential to enhance research in the various areas.

Dr. Horst Forster (Director, DG Information Society) spoke on the digital libraries initiative of DG Information Society and Media. The aim of this initiative is to make Europe's cultural and scientific heritage visible and accessible. Targets have been adopted to ensure that by 2010 at least six million cultural objects will be fully accessible and searchable through a common multilingual entry point, the European digital library. This European digital library should not only contain public domain material, but also include copyrighted content holdings from the 20th century. A second strand of the digital libraries initiative deals with the accessibility and preservation of scientific information. A Commission Communication on this issue is in preparation that considers the consequences of the Internet environment for scientific publications and for scientific information in a broader sense. It will indicate how we can build on the tools of the information society to ensure a better access to the information, while at the same time ensuring preservation of the digital material for future use.

In the first **keynote** speech, Dr. Ulrich Buller (Vice-President Research of the Fraunhofer Society) addressed the overriding importance of the integrity, availability and confidentiality of information handling. The Fraunhofer Society sees itself as a major player in the large and growing IT and information industry. It contributes to securing integrity through digital water marking and rights management. However for leveraging public knowledge, availability is deemed most important. The Fraunhofer Society favours open access for the purpose of exchanging knowledge with colleagues, reputation building and the attraction of new customers. In a commercial environment, however, confidentiality is prime and thus info-structures must allow for architectural complexity. Pressing challenges for the information industry, so Buller, are search inefficiencies due to volume, duplication and failure.

In the second keynote, Dr. John Markus Lervik (CEO of FAST) spoke on the key challenge to deliver highly relevant results to search queries. FAST provides customized search solutions for content holders, databases and directories. To achieve an optimum in the trade-off between precision and recall for any search query and offer several levels of refinement, it is necessary to identify the user group and which service they require. Insofar as research and higher education are part of the search driven economy, successful business models will hinge on being able to provide superior search results to the queries of a known user community. He recommended the publishing industry to shift their focus in product

development away from starting with content, but with user's needs. Furthermore, publishers have to realize that more and more users come to content via search public engines.

The two "**Innovation & Publishing**" sessions were chaired by Ronald Schild (Managing Director of MVB) and Jan Roukens (publishing consultant). They focused on enabling technologies and examples for innovative forms of scholarly communication.

Sabine Brünger-Weilandt (President & CEO of FIZ Karlsruhe) stated that the term e-Science refers to an "enhanced" form of science. It can be seen as a new dimension science that is reflected in global, interdisciplinary collaboration in global virtual organizations and shared use of resources. Mrs. Brünger-Weilandt pointed to the simultaneous desirability of economic efficiency and global reach for the purpose of scholarly communication, collaboration and publishing. The relationship between efficiency and reach is moderated by three elements: access, cost and reliability. It is possible that an increase in reliability or a reduction in cost requires access restrictions. However, the mission of FIZ Karlsruhe is to create an info-structure that maximises openness, is application-independent and remains flexible for use by scholars. The flagship project is the eSciDoc Project, in which FIZ Karlsruhe provides services to the Max Planck Society. It is a layer-based framework with a central repository and user management on which applications and services are based.

Dr. Johann Kempe (Senior Vice President IT of Verlagsgruppe Georg von Holtzbrinck) warned that publishers might lose substantial parts of their business in the digital world. He presented four basic options, all with advantages and disadvantages, a publisher has in a digital environment: the "search" option, the "aggregator" option, the "do it yourself" option, and the "online retailer" option. Dr. Kempe then presented Holtzbrinck's project "BookStore" which he believes can make use of the advantages and avoid the problems of the before mentioned strategies. Within this system, principally the whole book would be available, but the publisher would decide just how many pages would be available for free viewing and whether the book would be available for pay-per-view, download and shipping. Giving the publisher control would provide more and higher quality access to current books than an online library of a search engine but not undermine the business model of publishers insofar as it is based on exclusive copyright

Mayur Amin (Director Research and Academic Relations of Elsevier) presented the results of a study (available at <http://www.publishingresearch.org.uk>) analyzing implications of self-archiving on journal subscriptions using the statistical method of conjoint analysis. It was prepared on behalf of the Publishing Research Consortium (PRC), a consortium of STM publishers, and conducted by independent market researchers. For the study, a large number of librarians were asked to rank different subscriptions options with varying embargo periods according to their preferences. The key finding of the study is that librarians prefer

self-archived versions of journal papers, even when they are in manuscript form and underlie a 6 or 12 month embargo period as long, rather than subscribing to the journal at the regular price.

Dr. Barend Mons (KnewCo, Inc.) reported how semantic web technologies can be used within new forms of research and scholarly communication in the area of life sciences. He claimed that in certain disciplines, it has become impossible for scientists to read all relevant papers. Digital technology principally allows scientists to dispense with the cumbersome process of communicating their results by encoding them in research articles – for decoding by colleagues. For the purpose of enhanced scientific communication KnewCo has created the Knowlet. It is a proprietary technology by which the concepts of any newly indexed document are placed in the context of all concepts. This form of semantic enrichment allows stripping down scientific communication to a combination of database facts and community annotation. New knowledge claims can be certified and delimited more immediately using professional wikis. Moreover, the Knowlet meta-analysis algorithms allow the distillation of new research questions and the subsequent discovery of new knowledge.

Dr. Laurent Romary (Max Planck Digital Library) spoke about enhancing the workflow of scientists and scholars by utilising digital technology for open access provision of content, including primary data and publications. The Max Planck Society was the initiator of the “Berlin Declaration on Open Access” and considers its new Digital Library to be part of mission fulfilment. The particular ambition was to develop digital solutions that could be standardised (and thus rolled out in other science organisations) and would prove to be sustainable over the long-term. Furthermore, Dr. Romary mentioned the example Living Reviews (<http://www.livingreviews.org>) as innovative form of scholarly communication.

Gary Coker (MetaPress) illustrated the importance of usability issues in the design of user interfaces for accessing scholarly content. Using data logs and advanced observation and real-time technologies, MetaPress has established the fragmented nature of Internet search and usage and the briefness of the usage of any webpage. It can be observed that the typical Internet user in general is in a hurry and shows little loyalty. Regarding users of digital scholarly content, several specific behaviours could be found. Typically, the usage of publishers’ web sites is very fragmented. Furthermore, users do not read articles on publishers’ web sites, but rather download them and read them later. Moreover, it has to be realized that most of the traffic on publishers’ web sites is generated by Google and other search engines. The advice is to improve the find-ability of information by deep linking, the discoverability of content by conspicuous linking and to foster repeated usage by allowing users to resume sessions. Mr. Coker concluded that good usability cannot substitute low quality of content, but increase the user satisfaction of given high quality content.

Prof. Dr. Hermann Maurer (Technical University Graz) reported about technical possibilities to fight plagiarism and intellectual property rights (IPR) violations. He stated that both phenomena increased dramatically in the digital world. He warned that there are serious negative effects in creative writing due to Google and Wikipedia. Not only students, but also scientists increasingly take information from these sources as facts. Besides, he illustrated the benefits and limitations of plagiarism detection tools. The effectiveness of any particular solutions depends very much on the level and depth of penetration of content on the web. Two problems emerge. The large search engines to date are not co-operating by enabling plagiarism detection software to make use of their services. Content that is locked away by its owners is not available for searching at all. In consequence, it is still easy enough to catch the “dumb plagiariser” if one is prepared to invest enough time to check manually for confirmation. But “smart plagiarisers” are currently afforded protection by the non-cooperation of some publishers and the large search engines.

In the **After Dinner Speech** Anne Bergman-Tahon (Director of the Federation of European Publishers) reported about the work of her organization in the area of EU copyright legislation. She urged on the importance of this issue for the entire publishing industry.

The second conference day started with the session “**Publishers & Librarians and the Web**”, chaired by Piero Attanasio (CEO of mEDRA). The session focused on the interaction among the different player in scholarly communication in a digital world.

Geoffrey M. Bilder (Scholarly Information Strategies Ltd) portrayed the opportunities of scholarly communication based on semantic web technologies. Mr. Bilder stressed that Web 2.0 is nothing “to put on your web site”, but rather a more general concept to add semantics to web content. He recommended the wide deployment of the Resource Description Framework (RDF), as this technology already powers many applications of the semantic web. Technology was subject to cycles of hype and dismay, yet nevertheless with lasting influence. Therefore the minimum future requirement for content holders would be to keep their holding visible and accessible by deploying machine-readable semantic tools.

Dr. Peter Johan Lor (Secretary General of the International Federation of Library Associations (IFLA)) discussed the implications of open access of peer-reviewed literature for libraries. In his opinion, price increases of scholarly journals, the moral crisis of restricting access, and the enabling digital technologies were the key drivers of the open access movement. Dr. Lor stated that for libraries in the South the Internet was an enabling technology to achieve more fairness and reduce information inequality. For the IFLA, OA is vital to the understanding of our world. Dr. Lor understands OA not primarily as a business models, but as the larger issue of fair access. He concluded by saying that traditional

subscription model and OA models will coexist, and libraries will play an important role in scholarly communication in the future as well.

Oliver Pesch (EBSCO Information Services) reported on current developments in the area of usage metrics for digital content. He explained why standardization in this area is essential. Mr. Pesch presented current developments of the Counting Online Usage of Networked Electronic Resources (COUNTER) project. Beginning in 2007, publishers wishing to be COUNTER compliant will have to be externally audited. Further, Mr. Pesch presented the fundamentals of the Standardized Usage Statistics Harvesting Initiative (SUSHI). In contrast to COUNTER, SUSHI is not a reporting system, but rather a web service based standard model for machine to machine automation of statistics harvesting.

Brian Green (EDItEUR) spoke about the automated communication of licenses between publishers and libraries. He reported about the evolutions of the ONIX format, an XML-based standard for the B2B exchange of metadata of published media. Mr. Green focused on recent developments of the ONIX Publisher License (ONIX PL) which is a standard to express publisher's licences of digital content in a machine readable XML format.

The panel discussion "**Library Provision in STM & Humanities**" was chaired by Werner Stephan (Director of the University Library Stuttgart). The other panel participants were Lluís Anglada (Director of the Consortium of Academic Libraries of Catalonia), Michele Casalini (Director of Casalini Libri) and Alex C. Klugkist (Director of the University Library Groningen). The discussion revealed a preference of libraries for maximising access to contents. Strategies differed insofar as library consortia are interested in a "big deal" with a publisher that gives them access to the complete collection at a fixed price. Today, libraries often consider themselves responsible for creating open access repositories to share archived research articles and data. Yet, for content vendors and subscription agencies an important role remains in the transition to digital libraries – insofar as they can provide content of superior quality and efficient access at the right price. Furthermore, pricing models for course packages were discussed. From the auditorium, it was suggested that publishers and librarians should lobby jointly for a higher budget for scholarly publications.

The session "**Pricing and Pricing Strategies**" was chaired by Dr. Manfred Antoni (Managing Director of Wiley-VCH).

Rainer Meckes (Simon-Kucher & Partners) reminded the audience that the Internet impacts the business of publishers, while pricing models are still very much related to the print world. Publishers could not expect that the function of collecting, printing and dispersing articles would be regarded as added value by users who expect information to be available online anywhere and anytime. Publishers need to improve the price-value for their products by

customers. This does not mean to lower prices, but to find new pricing models. Mr. Meckes advised publishers to look at successful examples from other industries. Furthermore, it is time not just to recognise online search behaviour and deliver search functions for their content accordingly, but to understand that the GYM search engines were serious competitors reinforcing the trend towards open access.

Thomas Snyder (CCO of Swets) expanded the focus on publishers' competitors by bringing in integrated online distribution platforms (a.k.a. Amazon, iTunes) and p2p file sharing (e.g. Napster). Publishers have become short-sighted, so Snyder, in their focus on the relationship between themselves and their primary customers, the libraries, neglecting the overriding importance of content producer and content user, that is, the academic community. Swets, as a subscription agent, therefore has become an increasingly indispensable online distribution platform for publishers because of its reach into more than 150 countries, Snyder claimed.

Dr. Matthew Cockerill (Publisher of BioMed Central) discussed options for business and pricing models for open access. Other industries have been changed by the Internet. The power of customers has now increased the speed of change in the scholarly publishing industry, Cockerill claimed. Authors' charges are seen as suitable model to enable open access of scholarly journals. Currently, publishers charge between US\$ 500 and 5,000 per article. However, it is important to state that "author pays" is not the only model for open access journals. The per article charge can as well be paid by a research funding institution (e. g. The Wellcome Trust). Furthermore, journals can be centrally funded by single institutions or consortia. Dr. Cockerill called on the publishing industry not to look back and try to maintain the revenue from subscription models, but to seek opportunities in the new environment.

The **closing panel** was chaired by Arnoud de Kemp (Electronic Publishing Working Group). The panelists were Piero Attanasio (CEO of mEDRA), Jean-Michael Baer (Director of Science, Economy and Society of the EC DG Research), David Hoole (Nature Publishing Group), and Hans Huck-Blänsdorf (Managing Director of Brockhaus Duden Neue Medien GmbH). The discussion on the panel as well as with the auditorium covered a broad area of topics. It was stated that the general discussion should not only focus on STM and journal publishing, but also include social science and humanities publishing, educational publishing as well as non-english publishing. It was widely agreed that the publishers' task is to ensure quality of publications. Several options of alternatives for the classical peer review were discussed critically. Publishers have to understand that they need to generate added value beyond pure content in order to be successful in the future. Furthermore, the publishing

industry has to realize that new competitors from other industries will play a significant role in the future.

In the **closing address**, Jean-Michael Baer highlighted that the main aim of DG Research was to enhance innovation and the impact of research in the European Research Era. He explained that the overriding concern of the European Commission is to improve access to scientific publications and data, to enhance their dissemination, and to develop preservation strategies. A forthcoming Communication from Commissioners Poto_nik (Science and Research) and Reding (Information Society and Media) will address these topics in February 2007. Further issues addressed included the crucial role of peer review and certification of research articles, as well as the need for a constructive debate including all concerned stakeholders. Mr. Baer further informed the audience of recent developments at the European level. The European Research Advisory Board (EURAB, drawn from science and industry) in December 2006 expressed a clear preference for FP7 funded research results to be made available in open access repositories within six months of their peer-reviewed publication. The European Research Council, also in December 2006, expressed the firm intention to mandate the deposit of funded research results, ideally within six but no later than twelve months after peer-reviewed publication. Overall, the Commission seeks to enhance research and innovation in this area primarily by stimulating debate at EU and Member State level and by promoting best practice as a research policy maker and research funder.

On the second day of the conference, the following **motion** was proposed:

„As a result of the discussion of this morning, we would like to recommend that the next APE 2008 Pre-Conference be directed to:

- *More transparency of the cost of information*
- *Presentation of transparent pricing and business models*

A Working Group of librarians, publishers and subscription agencies should be established to prepare that Pre-Conference.“

The motion was accepted by the majority of the participants of APE 2007.

Berlin, Göttingen, 2 February 2007

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Full Proceedings of the Conference APE 2007 will be published as a Special Open Access Issue of the Journal "Information Services and Use", IOS Press, Amsterdam

Click photographs from APE 2007: http://www.digilibri.com/catalog/zms/e107/index_eng.html

APE 2008 will be held 22-23 January 2007 in the Berlin-Brandenburg Academy of Sciences.

On 21 January 2008 there will be another Education and Training Course for Younger Academic Publishers (YAP).

Programme < APE 2007

Tuesday, 23 January

- 08:00 Leibniz Room open for Registration (Coffee, Tea & Snacks)
- 09:30-11:00 **Welcome, Opening Addresses and Keynotes**
(*Dr. Einar Fredriksson, Director, IOS Press, Amsterdam*)
- Dr. Gottfried Honnefelder, Chairman, German Association of Publishers and Booksellers (Börsenverein), Frankfurt am Main
- Prof. Dr. Günter Stock, President, Berlin-Brandenburg Academy of Sciences, Berlin
- Dr. Horst Forster, Director, European Commission DG INFSO. E-Content
- 11:00-11:30 Coffee/Tea
- 11:30-12:30 **Keynotes**
- Dr. Ulrich Buller, Vice-President Research, Fraunhofer-Gesellschaft, München
Handling of Information – Integrity, Availability, Confidentiality
- John Markus Lervik, CEO, FAST, Oslo
Search Driven Economy: Competitive Strategies for Information Companies
- 12:30–13:30 Buffet Lunch
- 13:30–15:30 **Session: Innovation & Publishing I**
(*Chairman: Ronald Schild, Managing Director, MVB, Frankfurt am Main*)
- Sabine Brünger-Weilandt, President & CEO, FIZ Karlsruhe
e-Science –Advancing New Ways of Scientific Communication
- Dr. Johann Kempe, Senior VP IT, Verlagsgruppe Georg von Holtzbrinck, Stuttgart
BookStore – Strategic Options of a Publisher-driven Service
- Mayur Amin, Director, Research and Academic Relations, Elsevier, Oxford
Article Repositories and Journal Subscriptions – Future Scenarios
- Dr. Barend Mons, KNEWCO, Rotterdam
From Reading to....? Second Generation Wiki`s with Semantic Support
- 15:30-16:00 Coffee/Tea
- 16:00-18:00 **Session: Innovation & Publishing II**
(*Chairman: Jan Roukens, Publishing Consultant, Brussels*)
- Dr. Laurent Romary, Max Planck Digital Library, Berlin
MPDL: From Digital Edition to Publication Archives
- Gary Coker, MetaPress, Birmingham, USA
Usability in Emerging E-Content Environments
- Prof. Dr. Hermann Maurer, Technical University Graz
Tools for Fighting Plagiarism and IPR Violations
- 19:30 **Conference Dinner** at the ‚Refugium‘ (invited guests, speakers, registered participants)
- After Dinner Speech:**
Anne Bergman-Tahon, Director, Federation of European Publishers (FEP)

Programme < APE 2007

Wednesday, 24 January

- 08:00 Leibniz Room open (Coffee, Tea & Snacks)
- 09:00-10:30 **Session: Publishers & Libraries and the Web**
(Piero Attanasio, CEO, mEDRA, Bologna)
- Dr. Peter Johan Lor, Secretary General, International Federation of Library Associations, The Hague
Libraries in Times of Open Access
- Oliver Pesch, EBSCO Information Services, Birmingham, USA
Usage Statistics: About COUNTER and SUSHI
- Brian Green, EDItEUR / International ISBN Agency, London
Automated Communication of Publisher/Library Licenses
- Geoffrey M. Bilder, Scholarly Information Strategies Ltd, Oxford
The Semantic Web: Opportunities for Authors, Publishers and Librarians
- 10:30-11:00 Coffee/Tee
- 11:00-12:30 **Panel Discussion: Library Provision in STM & Humanities**
(Chair: Prof. Gabriele Beger, Director, State und University Library Hamburg)
- Topics: Books, Documents, Course Packs, Open Access & Licenses...**
Lluís Anglada, Director, CBUC, Barcelona
Michele Casalini, Director, Casalini Libri, Firenze
Alex C. Klugkist, Director, University Library Groningen
Werner Stephan, Director, University Library, Stuttgart
- 12:30–13:30 Buffet Lunch
- 13:30–15:00 **Session: Pricing and Pricing Strategies**
(Chair: Dr. Manfred Antoni, Managing Director, Wiley-VCH, Weinheim)
- Dr. Rainer Meckes, Simon-Kucher & Partners
Pricing and Pricing Strategies: An Evaluation
- Dr. Wolfram Neubauer, Director, ETH Libraries, Zürich
Pricing and Pricing Developments from the Library Perspective
- Thomas Snyder, CCO, Royal Swets, Lisse
Pricing and Pricing Policies from the Perspective of a Subscription Agency
- Dr. Matthew Cockerill, Publisher, BioMed Central Ltd., London
Pricing and Pricing Strategies from the Open Access Perspective
- 15:00-15:30 Coffee/Tea
- 15:30-16:30 **Closing Panel** (Chair: Arnoud de Kemp, Electronic Publishing Working Group – AKEP)
- Piero Attanasio, CEO, mEDRA, Bologna
Jean-Michel Baer, Director of Science, Economy and Society, EU Research Directorate-General
David Hoole, Nature Publishing Group, London
Hans Huck-Blänsdorf, Managing Director, Brockhaus Duden Neue Medien GmbH
- 16:30 -17:00 Jean-Michel Baer, EU Research Directorate-General
Academic Publishing in Europe: Looking Ahead
- End of Conference**
- Next Conference: < APE 2008:** Competence & Publishing, 21-23 January 2008

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Rapporteurs:

A Short Conference Report is written by Björn Ortelbach and Dr. Chris Armbruster

Proceedings:

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