INTERNATIONAL CONFERENCE

"DIGITAL BOOKS AND FUTURE TECHNOLOGIES"
29-30 NOVEMBER 2014 - SHENZHEN, CHINA

Annotated Agenda:

We are now facing the reality that technology is continually changing our cultures and lives. One obvious example is the appearance of electronic books. Ten years ago, only 10% of the books were published digitally, and now it has reached 30%. In the near future, conservative estimates project that we will see that number rise to one in four books while Some people think that the ratio could reach as high as 75% in the coming three years. Although the expansion of electronic books is relatively slower in Asia and Europe, we will find that digital publishing is an inevitable global phenomenon and trend.

Over the last four centuries, books have grown to become a central part of our cultural lives. They have been the main vehicle to carry and disseminate ideas, stories, histories and even pictures. They have been the starting point for serious study and contemplation, by way of the rich body of collected works of thinkers and writers through the ages. They have also been the end point for diversion and entertainment as novels developed and rose to heights of complexity and artistry.

Books are simply one of the most powerful forms of dialogue between individuals, between local communities, generations and among the community of nations.

We are living in a time of rapid change that is affecting books and the book industry in all of its forms and dimensions.
The spread of content digitization is transforming the print industry: it has forced a strategic realignment for publishers and transformed libraries, authors and the habits of readers; it is challenging the business models and the existing legal frameworks for copyrights and social expressions both in developed and in developing countries.

In light of the new evolution of digital technologies impacting reading, distribution and storage of books, the economic models associated with publishing and printing techniques have become obsolete since the traditional value chain has become unrecognizable.

The present conference has before it a number of documents and reports that are of great importance to the expected debates. The Shenzhen Declaration adopted by the International Conference on "Books facing the challenges of the Globalized World" entails findings and recommendations of that Conference and identifies the course of future actions concerning digital books.

This Conference took place in March 2013 in Shenzhen, in the course of which, participants undertook an in-depth review of the past and present developments in printing,

publishing, distributions and storage of books and concluded that the extra-ordinary volume and rich history of mankind as reflected in various forms of written literature cannot be ignored and/or digitalized overnight. Moreover, not every reader from across the globe is prepared to change their reading habits as quickly as technology might allow. The Conference suggested that the application of digital strategies for book publications and distribution be accompanied by step-by-step communications to address and recognize the needs of conventional institutions and continue the conventional prints side by side with digital publications.

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In general, the Conference Declaration dealt with the inevitable revolution created by digital realities in which a critical look at issues related to the "validity of copyrights and freedom of expression" were recognized as inevitable. Facing this reality, the Declaration questioned the preparedness we have embarked on and the path to future actions. Shenzhen was encouraged to hold such conferences periodically and involve all stakeholders to brainstorm on prevailing issues.

In addition, we have commissioned a comprehensive report on "eBooks: The Future Revolution Will Be Digitized" whereby all issues related to digital industries of the present and future have been reviewed and problems concerning the digital divide between developed and developing countries

were highlighted. The present annotated agenda will reflect on the expectations of this Conference pertaining to your analysis of the issues, your proposed solution/remedy or, recommendations concerning the issues raised.

As these documents made clear, amidst all of the changes, there are many questions that should be asked and explored: Are we able to draw any conclusions about how eBooks will fair by looking at other digital content industries? How will the economic interests of publishers and rights owners influence the spread and use of eBooks? Will the globalized media corporate landscape impose a "North" first approach or is there room for the "South" to adapt it's own strategy? Can traditional print continue to coexist with the explosive growth of its competitors in digital formats? How can governments can help in the development and advancement of this industry?

These questions give rise to fresh debates -- about the strengths and weaknesses of digital and analogue products, the nature of copyright today, the role of libraries relative to on-line knowledge, the meaning of 'authorship' in a world of blogs, wikis, twitter and Facebook, etc.

The emergence of new technologies, has affected the way information is taken in and shared. Digital content can be interactive and can present links to related material or multimedia content. It could provide chosen or alternate paths to the gathering, analysis, sharing and distribution of information. In the digital world, people's habits are

changing. While proceeding through a book, they can share simultaneously with others making it a collaborative and social experience. These all impact our focus, our reading habits, expectations and consumption of words and ideas. It is thus a departure from what we got used to and expected for so long, having access only to printed books.

In the course of its review and debates, the International Conference on Digital Books and Future Technologies will reflect on the present and future trends impacting our reading, publishing, storage and distribution of books.

For the purpose of the present Conference, it is proposed that the Plenary discussions reflect on:
- where we stand today and how the present situation concerning conventional print and digital industries is changing;
- what are the best transitional strategies for readers, writers, publishers, librarians and distributors in the market and identify the present digital divides between the developed and developing countries;
- how the contemporary book industries should adapt in the digital world and what role they to play?
- What are the immediate challenges emanating from the digital divide of tomorrow and how they may dictate our daily habits for now?
- eBooks are increasingly replacing old books and affect habits of readers
- eBook use promotes the development of new literacy skills

- Millions of paper-bound book are published every year, how will the electronic age impact this process?
- The impact of the digital world on freedom of expression, dissemination of knowledge and unfettered exchange of ideas across the globe;
- Do we need to safeguard copyright principles in the present format and with the present focus?
- How can the digital divide between "have" and "have not" be overcome?

Working Group One
Digital World: Review of what is happening in a near future

Questions related to *who benefits from the ongoing digital revolution, data density, customized capability, digital distribution, enhancing search ability and multimedia features among others, should be reviewed by Working Group one.*
The content industries are reinventing the way consumers, authors, and publishing companies are interacting with one another. Value chains are being recreated, entirely new markets and categories are emerging, new customers are being engaged, books are becoming cheaper and more accessible and, as a result, entrenched stakeholders are emerging, adapting, or disappearing from the scene. Mobile devices, social networking, cloud computing, and other technologies are profoundly transforming the relationships between book industries and their customers. Digitization makes information available and linkages possible at all times to those who have the technical competense, financial means and infrastructure for access.

In this digital economy, consumers are becoming more powerful, and companies find themselves with new avenues for building competitive advantage.

To thrive in such an environment, companies need not only awareness of these emerging technologies but also commitment to developing organizational responses to them. Winners in the digital economy will be those who are able to operate under new assumptions—and who are willing to explore new approaches.

The core objectives of this working group will be mapping and analyzing the impact of the impending innovations in the creative value chain of existing and emerging book markets. This will help to better understand the actors as well as the driving forces in the digital market. The intent is to look at trends, developments and dynamics in all relevant technologies, be it on entire markets and regions, or at companies and their profiles, be it for a close up on individual authors, their books, readers and consumers or at their connections with one another. Reflecting on the digital media of the future, the working group could also deliberate on their impact and if they are considered a threat or an opportunity to our creative chain and learning processes?

While policies for maintaining access to and managing print materials are globally understood, the newer challenges related to the management of digital information have yet to be resolved. The need for dedicated hardware and software, associated with their rapid obsolescence, hampers our ability

to keep invaluable content accessible. Unless timely migration to newer technologies, operating systems and software platforms is assured, we face the risk developing digital amnesia.

Working Groups 2-3 (digital publishing and digital library)

According to information provided in the technical paper before the Conference " a 2014 Wischenbart study shows that, the book publishing industry has an estimated value of $151 billion (including trade, educational and STM - or science, technical and medical - publishing), bigger than music ($50 bn), video games ($63 bn), magazines ($107 bn) and even the movie and entertainment industry ($133 bn). Further points are elaborated in the same paper under Chapter 1,

Digital publishing, distributions and libraries are the subjects of review by WG 2 and 3. We also may review the need for digital strategies in face of the globalization of the book business, eBook pricing and reconstruction of publishing industries, in various markets across the globe, if time allows;

The rapid expansion of eBook industries from publishing to dissemination and storage have transformed the industries. The availability of e-books through public libraries is also expanding. About two thirds of public libraries (67.2%) offered eBooks in 2012, up from 55.4% in 2009 and 38.3% in 2007.

The technology revolution, with its novel and more efficient distribution channels, has giving traditional publishers a host of new possibilities against a backdrop of increasingly powerful competitors. This evolving dynamic is forcing publishers and entrenched distributors into new roles, evolving from their more traditional role as book publishers to content providers in the form of eBooks and ePublications.

The introduction and dramatic growth of the use of eBooks is radically changing the relationships between libraries and publishers and distributors, on the one hand, and libraries and their patrons, on the other. Although the full effect of the transition from print to eBooks will probably not be felt for several years, public libraries find themselves immersed in that transition as they plan for the future.

We stand at a crossroads where publishers and librarians are at odds with each other. Publishers have concluded that their profit margin may be reduced by libraries if downloading or printing of eBooks is supported. Accordingly, Macmillan and Simon & Schuster do not make any of their eBooks available to libraries or charge high prices for libraries for multiples subscriptions.

Others like Amazon, through its Kindle eReader, have entered into eBook lending. "Owners' Lending Library", a program that permits Amazon Prime subscribers to borrow, from a limited selection of titles, one eBook at a time for up

to one month for no additional charge, which places it in competition with traditional libraries.

Furthermore, self publishing versus distributed books, email promotion, social media and newsletters promotion of digital books are the fastest growing methods of book marketing and is promoting a rapid shift in marketing paradigms and strategies these days. These and other developments seem often like that the publishing industries are at the crossroads where old technologies meet the new.

The pricing that publishers charge has become arbitrary and often onerous for libraries seeking to expand their eBook collection. To varying degrees, eBooks have almost become prohibitive because of terms such as maximum number of checkouts by library patrons or extremely high pricing for digital copies. This is all an effort by publishers to ensure that they do not lose money on the new perpetual digital medium.

Although very receptive to new technologies, libraries are often forced to radically review their working methods in the current context. They are discovering new ways to safeguard collections and to organize access to reading, as well as new competitors and partners. Their venture into the "terra incognita" of the digital world is full of surprises and risks.
Knowing full well the road ahead, libraries will need to reinvent themselves to stay relevant in the digital age with or without the direct cooperation of publishers. As the physical collections of libraries shrink, libraries can use that as an opportunity to enjoy greater flexibility in the use of their

space. This will shift libraries from product-based services to experience-based.

The recognized and important fact is that libraries will always remain beacons of freedom of expression and are institutions that can support unlimited and unhindered access to knowledge, maintained within the library and available in cyberspace.

Working Group 4-5 (copyrights and freedom of expression)

In the age of virtual reality created by use of Internet, the room for freedom of expressions has been largely expanded.

Use of Internet allows access to abundant information. This unrestricted access to the latest research, development and social issues has and could offer a unique form of individual freedom to citizens, which is unprecedented in history.
In the digital world of tomorrow, how are diverse and sometimes divergent intellectual property rights to be treated and followed with a globalized commodity? The working groups 4 and 5 will review the adequacy and applicability of these principles and propose departures from, or modifications to, the present rules and practices in order to ensure safeguarding the rights of authors, publishers and distributors of digital materials.

There are two primary factors that hinder eBook diffusion and limit the industry's development: the prohibitive cost of

eReaders and the lack of standardized digital rights management (DRM) systems. The pricing issue primarily contributes to both the growing digital divide between rich and poor within countries as well as those between the developed and developing world; established DRM systems create hesitancy on the part of publishers to undertake the full commitment to the eBook platform.

Indeed, traditional copyright regulations are not always the most appropriate solutions in relation to the control of the utilization of literary works on the Internet. As a consequence, <u>new regulations, more specific to the current utilizations should be implemented</u>.

These new regulations will have the hard task of reaching <u>a balance between the protection of the copyright holders and the necessary protection of the citizens' right of access to knowledge, information and culture.</u>

The meeting will examine the feasibility of proposing a set of globally acceptable rules and standards to safeguard the rights of authors, publishers and distributors. One should remember that in the digital world, books are not owned but are leased to consumer. The harmonious applications of such standards on copyrights could reduce, to a great extent, the licensing agreement impediments and the arbitrary restrictions that are imposed by individual establishments for digital downloads where non-authorized data tracking, can lead to exposure of the personal details of consumers.

Thus, proposing a new set of standards applicable to digital materials would be timely since the harmonious application of intellectual property is becoming a growing hindrance to the adoption of eBooks on a wider scale.

The participants should revisit the boundaries and limitations of the relevant legal provisions governing the printed materials and propose modifications or adjustments to better uphold and enforce copyright and intellectual property rights.
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Working Group 6:
Technical innovations and collaborations among countries

There are two primary factors that hinder eBook diffusion and limit the industry's development: the prohibitive cost of eReaders and the lack of standardized digital rights management (DRM) systems. The pricing issue primarily contributes to both the growing digital divide between rich and poor within countries as well as those between the developed and developing world; established DRM systems create hesitancy on the part of publishers to undertake the full commitment to the eBook platform.

The ePublishing business models that work in the United States and Europe would be generally inapplicable to emerging markets, let alone developing countries. Much of what has exacerbated the digital divide is only compounded when it comes to digital content. The prohibitive factors

include, but are not limited to, a lack of a stable and consistent access to electricity, lack of distribution of affordable hardware devices, poor infrastructure, expensive data access over 3G and 4G networks, among others. Furthermore, credit cards, the backbone of the eBook purchasing mechanisms, do not enjoy the preponderance or omnipresence that they do in developed countries making it almost impossible for these consumers to engage in online purchasing.

All of these factors will contribute to what is widely being termed the content divide. While the market place will grow for self-published authors, the medium for individuals in developing countries to read their texts will be limited.

All these challenges, precursors to the digital divide of tomorrow, dictate that we revisit the boundaries and limitations of the relevant legal provisions of governing our printed materials today and either ascertain their relevance or to modify them to fit the future needs. The participants are encouraged to reflect further on these important issues and provide practical proposals on how to overcome these widening gaps. More elaboration of this topic is contained in the technical report "eBooks: the Revolution Will Be Digitalized."

Working Group 7,
Challenges Facing Education and Learning

Books are precious tools for transmitting knowledge, for promoting mutual understanding among cultures, and for fostering dialogue among people. Reading is a private conversation between an author and a reader. Books are premised on sharing –- sharing experiences, sharing knowledge and sharing understanding.

It is inarguable that Reading is changing. But what does this mean? Where are digital children's books headed? The Digital Media team at Disney Publishing believes interactivity and reader-defined narratives are the way of the future. Teens and young adults are a fast growing part of the eBook market, reading digital books on a range of devices—tablets, smartphones, and e-reader devices. The line of digital apps for kids from Disney Publishing is breaking down the barriers between games and books. The digital marketplace has changed the rules for both readers and writers. Authors no longer need to be separated from their readers. Readers no longer have to wait for books to be completed. The landscape for children's books is changing with the onset of digital publishing.

The concept of mLearning, or mobile learning, can be described as the use of handheld technologies to facilitate, support, enhance and/or extend the reach of teaching and learning. mLearning materials are virtually accessible from any location and may be used at any time, creating a form of distance learning that allows content to be open-sourced, shared and customizable.

Although applauded for its convenience in accessibility, mLearning has also been criticized for its inconveniences: lengthy reading on small electronic screens; limited battery life on mobile phones, and limited platform availability.

eBooks are more likely to be a part of the educational solution rather than a symptom of the illiteracy problem. Therefore, publishers of electronic materials should take full advantage of multimodal learning styles of today and tomorrow and ensure that the prevailing needs of educational institutions are addressed by well designed electronic publications.

- How to enhance access to books for vulnerable and physically challenged groups of population, minorities, and materially deprived and poor segments of society?
- How to promote and enhance cooperation among cities through the implementation of pilot projects, including partner cities from China and the broader region?
- How to promote intercultural and intergenerational dialogue through the exchange of books, expertise and authors

Fast forward to 2030!
- How to develop strategies for encouraging a culture of reading – in conventional and digital form?
- What will education be?
- Who will teach and who will be taught?
- Will the latter be active learners in large measure or 'mere' recipients?
- Who will be the guardian of knowledge?

- The ideal of open knowledge and resources: do these questions becomes moot?
- What is proposed as the quickest way to making the educational transition to future digital world?
- Do innovations, creativity and the smart application of cloud computing, mobile or open learning spaces on the web give rise to easier access to big data or, obtaining educational technologies?
- How valid is the assumption that E-books are potential formats for the development, storage, delivery and interactivity of e-learning materials?
- Reactions to the debates related to "eBooks help to take a leap from information processing to knowledge management"?.
- With sales decreasing, bookstores closing, and eBooks are on the rise, what future do we see for books and learning in the digital age?

The International Conference on "challenges facing book industries in the globalizing world" is all about these topics and the result brain storming and recommendations by this conference will draw the future path way for Shenzhen and its book industries to follow.