

JANUARY 13-15, 2015 • NYC

# DIGITAL BOOK WORLD

CONFERENCE + EXPO

**FOR IMMEDIATE RELEASE**

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**Digital Content & Publishing Headliners to Take the Stage at the Digital Book World Conference + Expo, Jan. 13 – 15, New York**

**NEW YORK (Jan. 7, 2015)** — Headliners, innovators and change agents of the digital publishing industry will gather in New York, Jan. 13 – 15, for the 6<sup>th</sup> Annual [Digital Book World Conference + Expo](#) (DBW). The event (@DigiBookWorld - #DBW15) is the largest conference worldwide dedicated to publishing's digital transition. Registration and program details are available at [conference.digitalbookworld.com](http://conference.digitalbookworld.com) (the early-bird rates expire Jan. 12).

More than 100 thought leaders will present on digital content and digital book strategies, as well as the challenges and opportunities facing publishers and content providers of all sizes and business models.

DBW's prominent line-up includes: executives responsible for developing their organizations' digital publishing strategies, innovators who are bringing new ideas and new technologies to market, and path-making authors, agents, marketers and editors.

The event, which takes place at the New York Hilton Midtown, is expected to gather more than 1,500 professionals from the global book and digital publishing community.



**Highlights of DBW 2015:**

- **Keith Moerer**, director of [Apple's](#) iBooks Store, will discuss the company's ambitious plans for continued eBook growth.
- **Russ Grandinetti**, senior vice president for Kindle, [Amazon](#), will talk about the future of book publishing and selling, as well as Amazon's evolving position in the market.
- **Walter Isaacson**, best-selling author of [The Innovators: How a Group of Hackers, Geniuses, and Geeks Created the Digital Revolution](#), will present on "Innovators, Collaborators and Change Agents of the Digital Revolution."
- **James Robinson**, director of news analytics for [The New York Times](#) will discuss using data to grow audiences, as well as lessons from the newsroom's analytics team.
- **Ken Auletta**, The Annals of Communications writer for the [The New Yorker](#) magazine and author of [Googled: The End of the World As We Know It](#), will offer insights on publishing and other media in a world of engineers.
- **Seth Godin**, bestselling author, entrepreneur and [marketing guru](#), will present on what's possible and what's important for a variety of players in the publishing value chain.

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- **Joe Pulizzi**, founder of the [Content Marketing Institute](#), will reveal insights on epic content marketing and using content to build a brand and an audience.
- **Hilary Mason**, CEO and founder of [Fast Forward Labs](#), will talk data, both big and small, for the publishing industry.
- **Judith Curr**, president and publisher of [Atria Publishing Group](#), will look at how authors decide between traditional and self-publishing.
- **Linda Zecher**, president and CEO of [Houghton Mifflin Harcourt](#), will cover the K-12 market, technology and transforming the publishing business.
- **Brian Murray**, president and CEO of [HarperCollins Publishers](#), will disclose strategies for the future and taking HarperCollins into the digital age.
- **Matt Greenfield**, managing partner of [Rethink Education](#), will speak on how EdTech is changing the educational content landscape.

## Additional DBW 15 Highlights:

- **Numerous Educational Sessions and Workshops** – What’s the future of ebooks? DBW 15 will cover the most pressing topics, including: industry growth, subscriptions, innovative business models, copyright policy, mobile marketing and discoverability, self-publishing, pricing and distribution, and the transformation of the K-12 market, among many other issues.
- **The Winners of the 2015 Digital Book Awards** – The prestigious competition recently named more than [50 finalists](#), representing publishers both large and small from around the world. The winner in each category will be named at the Digital Book Awards Gala on Jan. 14 at 7 p.m. during DBW 15.
- **The 4th Annual Launch Kids** – This [one-day symposium](#) during DBW 15 features top executives discussing the future of the children’s book publishing business. Delegates will discover what parents and teachers are looking for in new learning and literacy products, how mobile devices and new technology are transforming how kids interact with content, and what that means for the marketing and development of new digital products for home and school.
- **The DBW 15 Expo** – Attendees will discover some of the latest, most innovative, business enhancing products and services for the digital publishing industry. DBW ‘s expo hall is open two days, Jan. 13 from 10 a.m. to 7 p.m. and Jan. 14 from 10 a.m. to 3:30 p.m.

[Digital Book World Conference + Expo](#) is produced by [F+W, A Content + eCommerce Company](#) in partnership with [Publishers Launch Conferences](#). Visit [conference.digitalbookworld.com](http://conference.digitalbookworld.com) to sign-up (early-bird rates expire Jan. 12).

## About F+W, A Content + eCommerce Company

[F+W](#) is an enthusiast-focused Content and eCommerce company, serving 20 Million consumers annually via the Company’s print portfolio, ecommerce stores, extensive online education programs, trade and consumer events, popular consumer catalog brands, nationally-broadcast TV programs and more, all in service of passionate niche communities of professionals. ([fwmedia.com](http://fwmedia.com))

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**Note to Editors:** Press passes, artwork, interviews may be requested.