TISP: policy recommendations and accessibility in publishing

NEM General Assembly – 15 October 2015, Frankfurt Book Fair

FEDERATION OF EUROPEAN PUBLISHERS
FÉDÉRATION DES ÉDITEURS EUROPÉENS

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Digital transition: challenges

- Viability of business models

- Piracy

- VAT

- Technology lock-ups / interoperability

- Concentration in retail market

- Accessibility

- Standardisation

- Digital skills

- Organisational changes

- Innovation in rights management (ex. vs. new exceptions)

- New production and distribution processes and platforms

- Competition by public sector in education

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Managing innovation: opportunities for cooperation in ICT

- eCommerce and e-book distribution
- E-book formats, reading software and devices
- Accessibility all along the value chain
- Rights information management
- Rights management (negotiations, transactions, protection)
- Interactivity, enhanced content, user interfaces, social reading
- Digital classrooms
- Standardisation and standards deployment (formats, metadata, classification schemes, identifiers)
- Semantic web (linked data)
- Optimisation of production processes
- Market analytics
- Discoverability of e-books

And much more…

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TISP: objectives and expected impact

We want to achieve

- Fostering business innovation in the book publishing and ICT sectors
    - Via enhancing dialogue, mutual understanding, information exchanges

- Supporting policy innovation at national and European level
    - Via recommendations stemming from the dialogue between the main stakeholder communities

How?

- Through a platform for publishers and technology providers to fill the gaps between them and to bring new ideas into both sectors

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Impact of TISP

Benefits and general effects for partners, stakeholders and target groups – at all levels

- High level (FEP-DE)
    - Engagement of two communities at highest level
    - Dialogue, enhanced mutual knowledge
    - Awareness of requirements and opportunities in both sectors
    - Identification of common interests (fostering business)
    - Mutual involvement in events and activities at high level

- Intermediate level (consortium) – in addition to the previous
    - Participation in events in each other's domain
    - Identification of topics of mutual interest
    - Dialogue, exchange of views, focus on mutual opportunities

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Impact of TISP

Benefits and general effects for partners, stakeholders and target groups – at all levels

- Stakeholder level (target groups) – in addition to the previous
  - Business cases: visibility, opportunities for contacts
  - Information on funding and project opportunities
  - Widening of the stakeholder base and engagement with other stakeholders and networks (such as NEM)
  - Stronger link between associations and individual companies

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Recommendations

- General
  - Solutions addressing commercial needs
    - Protect and expand diversity
    - Facilitate the online presence of retailers, remove barriers to e-commerce
    - Improve access to new markets and communities
    - Protect IPR in a user-friendly way
  - Fostering cooperation between ICT and publishing sectors
    - Encourage creation of virtual and real meeting spaces
    - Organise events and support projects
    - Support SMEs to participate in international projects
    - Encourage participation of publishers in ICT development and standardisation activities
    - Create programmes for smaller projects in the ICT/publishing intersection

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Recommendations

- Horizontal policies
    - ICT to improve mainstream accessibility
    - E-skills
    - Access to finance
    - Enhancing existing infrastructures
    - Stop VAT discrimination for e-books
    - Access to research
    - Digitisation of education

- Research and innovation in the book sector
    - ICT for more attractive e-products, enhanced production and distribution
        - Changing and updating content
        - Content and production management systems
        - New products and services
        - Rights and rights information management
    - Market data, semantic data, big data; standards and metadata
    - Online discovery

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ICT to improve mainstream accessibility of books for print impaired people and the elderly

- Principles:
    - Incorporate accessibility features in mainstream book publishing/distribution
    - Using ICT/publishing solutions (e-book and metadata standards) that allow publishing accessible e-books (EPUB 3) and messaging information about their accessibility elements in a machine readable form (ONIX 3.0)
    - Embed accessibility features all along the value chain (accessibility by design)

- What national and regional authorities can do:
    - Support innovation actions to help publishers produce accessible books and to promote projects aimed at involving all the actors in the value chain
    - Make recommendations to the public sector to ensure accessibility of their own publications (review national legislation, elaborate guidelines for the public administrations, fund pilot projects, promote PPPs to stimulate a market for high quality services)
    - Develop a set of guidelines for software developers, hardware producers, publishers, retailers, etc. on accessibility all along the value chain (via a stakeholder platform)

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ICT to improve mainstream accessibility of books for print impaired people and the elderly

- What European authorities can do
  - Support innovation actions for cross-border circulation of accessible books (dedicated call for proposals to establish an EU platform for accessible books, support a project to scale the results of the LIA initiative at EU level)
  - Support design and development of new production workflows, tools, devices, etc. that fully support the accessibility features (EPUB production tools, DRM solutions, reading software) via calls for proposals or as priority criteria
  - Guarantee that publications and documentation of EU institutions are fully accessible (Publications Office, EP, guidelines for all services)

- Best practices for inspiration:
  - LIA in Italy (www.libriitalianiaccessibili.it)
  - Eureka Adibib (http://www.eurekaonderwijs.be)
  - Luisterpunt (cross border collaboration Dutch language market) (http://www.luisterpuntbibliotheek.be/nl/)
  - Flemish-Dutch House De Buren (http://www.deburen.eu/en)
  - Radiobooks (http://www.radioboeken.eu/index.php?lang=EN)
  - Transforming Institutional Publishing: Sharing Best Practices Seminar (http://idpf.org/news-and-events/transforming-institutional-publishing-sharing-best-practices)

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Thank you!

FURTHER INFORMATION

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Any questions?

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