



Cenfor International

Dal 1975 al servizio della documentazione scientifica

E-books and E-content 2007

University College London: 8 May 2007, 10.00 to 16.30

Putting Content in Context

E-books have finally become accepted in many organisations and licensed e-content is proliferating through library catalogues and web portals. How do we exploit this growing body of quality e-content to best effect; how do we ensure that it connects to our other offerings and services; how do we exploit our own information assets and how can we differentiate from Google driven web sites, often of poor quality and potentially even misleading? Indeed, should we even be talking about e-books when studies suggest that what comes across the Web is not seen by users as books per se or as anything other than just "stuff"?

This one-day conference will bring together participants from all sectors and provide presentations from the library, publishing and systems communities to look at current practices in e-book delivery and how they might develop in the near future. Expert speakers will provide assessments of market trends and technologies and researchers will look at current evaluative studies on the take up of, and user reaction to, e-books and e-content generally.

The event, which follows similar successful one-day events in 2001 and 2003 will be of value to:

Librarians and information specialists in academic and public and other libraries

Publishers seeking to identify trends and the potential for exploitation

Booksellers and content aggregators

Library and information system developers looking to understand how they integrate content to best effect.

E-books and E-content 2007 will be hosted by UCL's Centre for Publishing, part of the School of Library Archive and Information Studies.

Venues: UCL, Chadwick Lecture Theatre and North Cloisters

Conference fee: £110.00 per person

www.econtent2007.com

Full programme:

<http://www.ucl.ac.uk/slais/e-books/>

Registration form:

<http://www.ucl.ac.uk/slais/e-books/ebooksregistrationform.doc>

Provisonal Programme

Rich Rosy

Vice President, Content Management, OCLC will provide an analysis of e-content issues from library and publisher perspectives.

Theory and Context

E-books: Context and Futures

Chris Becket, a publishing consultant formerly of Scholinfo.com will discuss economic models for content delivery and likely futures. He has considerable senior executive experience in product development, sales and marketing for industry intermediaries, including Blackwell Information Services, CatchWord, and Ingenta.

Chris speaks extensively on issues surrounding electronic content, intermediaries and libraries, and is a qualified medical librarian. He is a member of UKSG, and ALPSP.

The Academic Vision: the work of the UK JISC in promoting and developing e-book usage

Caren Milloy, the ebooks lead for JISC, will explain the UK academic perspective on ebooks and its vision for the future in the academic context.

E-books and E-content: linking up through technology

Leigh Dodds is an information architect with Ingenta and has written and spoken widely on emerging technologies and how they might affect the information change.

The strategic ACAP project (Automated Content Access Protocol): which provides for permissions information relating to access and re-use of all types of web content. **Mark Bide**, the Director of Rightscom and well-known in the standards arena will discuss the development of licensing over the web.

Practice and Research

Users and Usage

Chris Armstrong is founder and Managing Director of Information Automation Limited. At the point that the company was formed, he was already an established figure in the world of library and information science research having worked for ten years as a research officer in the College of Librarianship Wales Chris Armstrong's research interests centre on electronic access to information - online and CD-ROM databases and Internet resources - and this is reflected in some of the company's major projects. He is also Vice-Chair of the UKeIG: the UK eInformation Group.

The Superbook project: e-book usage in practice

Dr. Ian Rowlands is Director of Research at UCL's Centre for Publishing and published authority in trends in scholarly publishing. He will outline the new agenda for evaluating e-content usage in practice.

Exploiting Public Sector Information; the experiences and ambitions of local government to exploit their e-content

Mary Rowlatt of Essex County Council has been heavily involved in initiatives to exploit e-content owned by the local authority and the ramifications and legal structure surrounding that. Mary will talk through their experiences and ambitions.

Panel

Chaired by **Anthony Watkinson**, UCL Centre for Publishing with representatives of major ebook suppliers and aggregators.

There will be a parallel exhibition (open to all) at UCL during the event including Dawson Books, Macmillan, OCLC Pica and Elsevier.