Trade Publishing Track Program

international
publishers
association

THE NORWEGIAN
PUBLISHERS ASSOCIATION

ARRIVAL
Wednesday, 27 May 2020

6:30pm	Welcome reception

Trade Publishing Track Program

DAY 1
Thursday, 28 May 2020

9:00am–9:05am	**Welcome 1:** Host country representative, Chair – Norwegian Publishers Association (Norway)
9:05am–9:10am	**Welcome 2: Hugo Setzer** – President, International Publishers Association (Mexico)
9:10am–9:20am	**Opening Keynote**
9:20am–9:50am	**Fireside Chat:** A conversation between **Maja Lunde**, Norwegian scriptwriter, novelist and children's author, and a high-profile guest, about the importance of lifelong learning, literacy, reading, and cultural industries to national development.
9:50am–10:50am	**Panel Discussion 1:** The Role of the Publishing Industry in Implementing the Sustainable Development Goals

SDG report launch: The IPA will present its first report on the role of publishers in achieving the Sustainable Development Goals. The 2030 Agenda for Sustainable Development's 17 Sustainable Development Goals (SDGs) seeks to galvanize action on the world's most pressing developmental challenges. Meeting the SDG targets will depend on multistakeholder partnerships to address needs in education, health, social protection, and economic opportunities. By becoming an implementing partner of the United Nations SDG Book Club in March 2019, the IPA made a commitment to increase the publishing industry's support for the 2030 Agenda. Literacy and reading are critical to learning, life chances, and development, and the publishing industry can do more to contribute to the SDGs through closer cooperation with governments, civil society, and the wider publishing ecosystem. Drawing on the experiences of some leading advocates of the SDGs globally, this session will look at how the publishing industry can further mobilize to support sustainable development.

10:50am–11:50am

Panel Discussion 2: The Copyright Debate at WIPO: Enhancing the Value of Forward-looking Multilateralism

Copyright report launch: The IPA will present its first Global Report on Copyright and Publishing, which maps current legal frameworks and developments in copyright law. The Berne Convention and the WIPO Copyright Treaty are the main international instruments that enable publishing and other creative industries to thrive. WIPO is the forum for pivotal talks on copyright exceptions and limitations for libraries, museums, archives, and education. Proponents of softer copyright protection often downplay the harm this could do to the creative industries, especially in the developing world. Many countries urgently need to implement existing treaties and update their legislation for the digital economy. To stay relevant, multilateral dialogues need to consider how national copyright legislation may accommodate exclusive rights set out in international law. How will they sustain creative industries through the big changes and investments needed to produce and distribute quality content for all audiences? This session will explore the opportunities and challenges of a global conversation about copyright in the publishing landscapes around the world.

11:50am–12:40pm

Group Discussions Panel 1: The Role of the Publishing Industry in Implementing the Sustainable Development Goals

Potential discussion points:
- The IPA's report on publishing and the SGDs
- SDG 17 seeks to strengthen global partnerships to support and achieve the Sustainable Development

Goals. How can the publishing industry work more effectively with national governments, the international community, civil society, the private sector, and other actors?
- Literacy and reading are foundations for achieving the SDGs. What would be a scalable approach for IPA and the publishing industry to show global issue leadership?
- How can IPA better support nations and its members in taking action on a local level?
- Lack of teaching and learning materials remains a key challenge to achieving SDG 4. What can the publishing industry do to ensure every child has access to the right textbooks?
- How can the publishing supply chain be made more sustainable?

Group Discussions Panel 2: The Copyright Debate at WIPO: Enhancing the Value of Forward-looking Multilateralism

Potential discussion points:
- The IPA's first Global Report on Copyright and Publishing
- Enforcement alone can't stop copyright infringement, so which governments are successfully combining modernizing copyright laws, public awareness, more robust enforcement, and open and competitive markets for licensed digital content? What lessons do they offer?
- Changes in technology and markets require copyright frameworks that can adapt to new uncertainties. How can the IPA help the publishing industry make its voice

heard on emerging copyright issues?

- In the developing world, piracy is often not regarded as theft but as a form of micro-entrepreneurship or resistance to a worldwide creative economy controlled by large multinationals. But as local creative industries in the developing world increasingly serve global demand for more diverse content, this reasoning is further undermined. How can the publishing industry address piracy in the developing world while building institutions that reinforce local creative economies?

12:40pm–2:00pm

Lunch and Publishing Ecosystem Conversation: In conversation with **Yngve Slettholm** – Chief Executive Officer, Kopinor (Norway) and **Aslak Sira Myhre** – Director of the National Library (Norway), moderated by **Vera Castanheira** – IPA Counsellor for International Copyright Policy and Programs   (Portugal)

2:00pm–3:00pm

Panel Discussion 3: Freedom to Publish in an Online World

In the early days, the internet was hailed as a democratizing revolution, offering unfettered access to information and the power to share ideas without the limitations of print and broadcast media. But this image has been changed by the realization that digital media fragments and divides audiences, narrows the scope of the public sphere, and heightens society's susceptibility to misinformation, division and conflict, on and offline. Governments today are legislating to address hate speech and incitement to violence. However, some human rights advocates warn that moves to control online content is a slippery slope to a future where governments dictate what information we can access. Others want to make technology companies and

individuals legally responsible for the content they post or host online. Publishers' commitment to freedom to publish thus implies engagement with a broad new spectrum of stakeholders, including tech companies, governnvments, and the public. Publishers have a unique responsibility as curators in balancing the popwer of the internet as a platform for free expression with its darker side.

3:00pm–4:00pm

Panel Discussion 4: The Creative Circle: The Obvious and Nonobvious Impact of Publishing and Diverse Storytelling

Global readers increasingly== seek original, distinctive writing and more diverse narratives. This trend is behind the remarkable success of Bollywood, Nollywood, and Japanese manga. Evolving consumer appetites for diversity is an opportunity writers, publishers, and the broader creative industries can't afford to miss. This session will explore the question of how writers, publishers, and other creators can tap into the surging global demand for more culturally diverse content to strengthen the global publishing   industry.

4:00pm–5:00pm

Panel Session 5: The Publishing Industry's Digital Transformation Imperative

Ubiquitous internet access, the rapid growth of the digital economy, and an increasingly global content market have raised the stakes for publishers to embrace digital transformation. This discussion will examine how publishers and other book industry stakeholders can cooperate to respond to the evolving needs of readers and adapt to digital transformation for future competitiveness.

5:00pm–5:50pm

Group Discussions Panel 3: Freedom to Publish in an Online World

Potential discussions may include:

- Corporations are increasingly acting as censors through control over the distribution of books, magazines, newspapers, radio, television, and movies. Have we entered an age of corporate censorship where companies, under government pressure, are being called on to determine what should and should not be published?
- Much focus has been on the internet as a tool for bad actors. However, a recent study by the Reuters Institute Digital News Report[1] found there is little difference in the amount of misinformation individuals consume offline vs. online. As governments move to control online speech, does the publishing industry also risk excessive state scrutiny?
- Are there opportunities for publishers to partner with companies like Google, Facebook, and Amazon to ensure the publishing industry's voice is heard in this debate?

Group Discussions Panel 4: The Creative Circle: The Obvious and Nonobvious Impact of Publishing and Diverse Storytelling

Potential discussions may include:

- How can the publishing industry step up efforts to discover, nurture, and develop writers, publishers, and cultural creators in developing markets?
- To promote cultural diversity and expression, the publishing industry must operate on a commercial basis,

1 https://unesdoc.unesco.org/ark:/48223/pf0000227436

often investing in new markets and promoting talent in uncertain legal and regulatory environments. How can governments, the publishing industry, and national publishers' associations work together to ensure that writers, publishers, and cultural creators in emerging markets can profit from their work and passion, and find export markets for their works?
- How can the IPA support its members in exploring frontier publishing markets?

Group Discussions Panel 5: The Publishing Industry's Digital Transformation Imperative

Potential discussions may include:

- How can the IPA work with industry and other key stakeholders to help publishers seize the opportunities of the digital age and exploit business opportunities?
- Much of the debate about digital vs. print has focused on format innovation, not content innovation. Has the publishing industry focused enough on content innovation?
- A recent UNESCO study found that youth are increasingly using mobile phones to access and read books. UNESCO found that people read more when they read on mobile devices, that they enjoy reading more, and that people commonly read books and stories to children from mobile devices. Is mobile reading the future of reading?
- How can smaller publishers leverage technology to innovate around legacy publishing industry challenges, such as distribution difficulties?

7:00pm–10:00pm   **Dinner at Maihaugen**

DAY 2
Friday, 29 May 2020

9:00am–9:15am	**Day 1 recap: José Borghino** – IPA Secretary General Day (Australia)
9:15am–9:25am	**Welcome Day 2: Bodour Al Qasimi** – Vice President, IPA (UAE)
9:25am–9:45am	**Opening Keynote**
9:45am–10:45am	**Trade Publishing Panel Discussion 1:** Reading Matters: Emerging Global Reading Trends and Implications for the Publishing Industry
	From streaming video to games, news, and social media, the devices we read on provide a host of alternative distractions at a touch. Study after study has found young people read as little as 10 minutes a day, with reading for pleasure eclipsed by the ubiquity and convenience of smartphones. Portable devices are expanding our world, but there are warnings about the cost. Is scrolling, clicking and swiping breeding a generation incapable of sustained attention and reading? This panel will explore the implications of IPA's landmark study on evolving global reading trends in the publishing industry.
10:45am–11:00am	**IPA in Action:** A 15-minute IPA in Action Briefing will provide an overview of regional seminars to drive on the ground member engagement. The focus of this briefing is to showcase IPA's field driven work to support its members.
11:00am–12:00pm	**Trade Publishing Panel Session 2:** Finding Future Readers in the New Hubs and Nodes of Global Publishing
	The creative industries generate $2.25tn in revenues, $252bn in trade, and employ 30 million people. Emerging markets are important sources of new readers and potential growth areas for publishers in the developed world, while regional

players are quickly upgrading their capabilities. Many countries, including China, India, Indonesia, Nigeria, and the UAE are emerging as new world publishing hubs. How will growing and emerging markets shape the new frontiers of global publishing in the future, and how should publishers prepare?

12:00pm–12:50pm	**Group Discussions Panel 1:** Reading Matters: Emerging Global Reading Trends and Implications for Publishing
	Potential discussion points:
	• With the rise of technology and digital reading culture, what can the publishing industry and IPA do to encourage the next generation of readers? How can we can maximize the benefits and minimize the downsides?
	• Technology is implicated in a range of ills from car accidents, insomnia, relationship problems, and depression. Are we too quick to blame digital devices as a contributory factor to changing reading trends?
	• In developing countries with book accessibility challenges, mobile phones are emerging as a gateway to long-form text and reading. To what extent should the publishing industry encourage reading on mobile devices as a gateway to reading where access to books is limited?
	Group Discussions Panel 2: Finding Future Readers in the New Hubs and Nodes of Global Publishing
	Potential discussion points:
	• How can the IPA support its members to capitalize

on potential opportunities in emerging publishing markets?
- How can the IPA, governments, and other stakeholders support publishers to increase export sales?
- In a globalized and digitalized book industry, the largest publishing houses with international networks still dominate. Bu rising demand for more diverse content has opened a space for micropublishers, self-publishing, and small indie presses whose titles have global appeal. How can the IPA and the publishing industry support non-traditional publishers to reach global readers?

12:50pm–2:00pm   **Lunch and Publishing Ecosystem Conversation:** A conversation with **Professors Tore Slaatta** and **Helge Rønning** about their findings on the use of literary policy instruments around the world.

2:00pm–3:00pm   **Trade Publishing Panel Session 3:** The Role of Innovation in Overcoming Illiteracy and Promoting a Reading Culture

Literacy is a prerequisite for socio-economic development and social participation, and the foundation upon which publishing is built. Literacy remains a pressing issue, with universal youth literacy a target of Sustainable Development Goal 4, while international studies have found national cultures of pleasure reading are undeveloped. Reading is widely seen as important to education and personal development, is generally seen by young people as an obligation rather than as a pastime. Digital age publishing faces two big challenges: eradicating illiteracy and supporting strategies and policies to cultivate national reading cultures.

Since technology is integral to our lives, tech-based literacy and reading promotion have significant potential to reverse these trends. This session will discuss new ways to leverage technology to address illiteracy and catalyze collective action by the publishing industry, policymakers, NGOs, and aid agencies to respond to evolving global reading trends.

3:00pm–4:00pm   **Trade Publishing Panel Discussion 4:** Catalyzing Home-Grown Efforts to Enhance Freedom to Publish

Some countries struggle to reconcile freedom of expression with managing social divisions and differing world views. At the same time, globalization impels countries and cultures to remove barriers to freedom of expression. Some oppose this as the hegemonic imposition of foreign values, so overcoming resistance to freedom of expression and to publish will require a locally-owned cultural shift. Can countries and regions initiate this change while integrating societal elements that do not embrace full freedom of expression?

4:20pm–5:10pm   **Group Discussions Panel 3:** The Role of Innovation in Overcoming Illiteracy and Promoting a Reading Culture

Potential discussions may include:
- Several global initiatives are looking at how technology can realize the UN goal of universal literacy by 2030.
- How can we encourage technology innovation by the publishing industry to achieve this goal?
- How can the IPA become more involved in incubating and accelerating technological solutions to eradicate illiteracy?

- How can countries make reading culture a national imperative? Which countries are getting it right?

Group Discussions Panel 4: Catalyzing Homegrown Efforts to Enhance Freedom to Publish

Potential discussion points:
- What are the major challenges inhibiting freedom to publish around the world?
- Are homegrown efforts most effective at removing barriers to freedom of expression and to publish?
- Free speech and expression rights are usually under the purview of governments, but more and more companies are playing a role. What role do publishers have in protecting freedom to publish? What should the IPA's role be?

4:00pm–5:00pm **Trade Publishing Panel Session 5:** Developing the Next Generation of Publishers, Writers, and Publishing Industry Leaders

Creative and cultural employment has been found to contribute significantly to youth employment, to promote female labour market inclusion, prompt entrepreneurship and provide livelihoods in developing economies. The complex interlinkages in the publishing and creative industries to cultivate publishers, writers, and artists are like an ecosystem, where individual publishing success nourishes the collective whole. How can the industry best work collectively to develop next generations of publishers? How can the publishing talent pipeline be enhanced? What changes are necessary to develop new publishers and adapt to the disruptions the industry faces?

Group Discussions Panel 5: Developing the Next Generation of Publishers, Writers, and Publishing Industry Leaders

Potential discussions may include:
- How can the creative industries make governments understand the vital role they play in underpinning sustainable development and job creation?
- How can the publishing industry talent pipeline be improved? Are any countries or organizations succeeding in this regard?
- What talent curation evolutions are necessary to adapt to the disruptions the industry faces? How can the IPA help to determine publishing's future skills needs and address shortages?

7:30pm–10:00pm **Gala Dinner and Prix Voltaire Ceremony**

Educational Publishing Track Program

9:45am–10:45am	**Panel Discussion 1:** Educational Panel 1: Keynote Follow Up Discussion
10:45am–11:00am	**IPA in Action:** A 15-minute IPA in Action Briefing will provide an overview of regional seminars to drive on the ground member engagement. The focus of this briefing is to showcase IPA's field driven work to support its members.
11:00am–12:00pm	**Panel Discussion 2:** Reading and Effective Learning: Is there an optimal balance between digital and print media for effective educational development?
	Reading and learning report launch: the IPA will launch a report on materials that work and enhance the learning experience. Although reading and writing are cornerstones of learning and development, they are still undervalued in many countries. Developing literacy, especially among primary age children, will remain a key pedagogical goal and a top priority for educational publishers. Research has found that digital and social media can negatively influence reading and writing skills, so how will tomorrow's educators manage digital and print to achieve the best educational outcomes? When and for whom is digital most beneficial? Can blended learning be leveraged to deliver benefits from both print and digital? How does overconfidence in digital reading skills impact teaching and learning? How can educational publishers find the right balance between digital and print to support effective educational development?
12:00pm–12:50pm	**Panel Discussion 3:** What Public Policy Instruments Best Support Educational Publishing?
	Public policy instruments report launch: The IPA will unveil a new report on the best public policy instruments for the publishing industry. Successful education is born of

publishers working with teachers, authors, and researchers to develop pedagogical solutions via government-led curriculum guidance and policy. In addition, public policy instruments need to encourage and support collaboration between publishers and education stakeholders. This collaborative dynamic, which is so vital to good educational outcomes, is still misunderstood and undervalued in many countries. This session will discuss the importance of public policy instruments and present case studies to demonstrate what works and what doesn't.

12:50pm–2:00pm   **Lunch and Publishing Ecosystem Conversation:** A conversation with the professors **Tore Slaatta** and **Helge Rønning** about their findings on the use of literary policy instruments around the world Breakouts

2:00pm–2:50pm

Group Discussions after Panels 1 and 2

Potential discussion may include:
Group 1: Implications of the PISA results and recommendations for development strategies
Group 2: Implications of the Stavanger Declaration for governments, teachers and publishers
Group 3: What can publishers ask of government to develop effective blended learning solutions for reading?
Group 4: What is the right mix between learning at school and home learning?

2:50pm–3:50pm   **Panel Discussion 4:** Educational Publishing and the Classroom of the Future: finding the right balance

Today's schoolchildren are tech-savvy digital native. Paper textbooks are likely to be supplanted by materials that blend

text, audio-visual, hyperlinks, and gamification. Classroom technology and digitized student-teacher interactions enable personalized, immersive learning experiences and the use of artificial intelligence, leading to fundamental changes in the classroom. Teachers are already using blended solutions developed by educational publishers, with opportunities for more individualized learning, yet many schools are swinging back from digital to paper. It is increasingly important for classrooms to strike the right balance between digital and print.

3:50pm–4:50pm   **Panel Discussion 5:** The Rise of Digital Platforms in Education

Accessing digital content needs to be easy for students and teachers, although authorities are increasingly active in investigating competition issues related to digital platforms. One focus area is the aggressive push by big tech to enter the educational publishing sector in the form of textbooks, online instruction, and hardware. Some publishers view the rise of digital platforms as a threat, while others see opportunities to broaden their offering and adapt their business models to open new revenue streams. This panel will discuss the status of digital platforms in educational publishing and the arrival of companies like Amazon and Google. It will also explore governments' pivotal role in standardization and competition regulation, and how publishers can benefit from these developments.

DAY 2
Friday, 29 May 2020

Group Discussions after Panels 3 and 4: The Promise of Digital

Potential discussion may include:

Group 1: Ethics of learning analysis – what data do publishers need and how should they curate the data?
Group 2: What standards do publishers need?
Group 3: Google Education and data protection
Group 4: Where are the improvements to education from digital learning solutions?
Group 5: How will the application of AI technologies change the role of teachers and publishers?

4:50pm–5:40pm   **Breakouts**

7:30pm–10:00pm   **Gala Dinner and Prix Voltaire Ceremony**

DAY 3
Saturday, 30 May 2020

10:00am–11:00am   Literature Festival session: The Role of Authors and Publishers in Tackling Fake News

Afternoon sightseeing: Into the world of Henrik Ibsen and other Norwegian authors

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