

The Bookseller



PROFILE: FBF DIRECTOR
JUERGEN BOOS ON THIS
YEAR'S FAIR

DIARY: HIGHLIGHTING FBF
2011'S MUST-SEE EVENTS
AND TALKS

Frankfurt Book Fair Preview

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30 September 2011



INGRAM TAKES PRINT AND E-BOOKS TO NEW PLACES

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Frankfurt Book Fair Preview

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CONTENTS AND INTRODUCTION



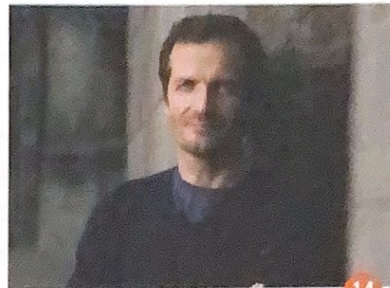
FEATURES

- 4 **FBF OVERVIEW** With 2011 seeing a sizeable shift to digital, Roger Tagholm investigates the key issues set to dominate Frankfurt this year
- 6 **FEATURE** This year's Guest of Honour, Iceland, comes under the microscope, defying its small populace with a staggering publishing output
- 8 **FEATURE** In an increasingly fluctuating digital market, e-book royalties have become a bone of contention, threatening the relationships between authors and publishers. Danny Arter looks at the current state of play.



PROFILES

- 11 **PROFILE** Juergen Boos, the director of the Frankfurt Book Fair, talks to Tom Tivnan about the evolution of the fair—and why there will be some *vorsprung durch technik* at this year's FBF
- 12 **PROFILE** Holger Volland, vice-president of conferences and creative industries for FBF, talks about extending the brand beyond the Buchmesse



DIARY

- 14 **FAIR DIARY** The key events at this year's FBF, including a talk with the producer of the Harry Potter films and a tête-à-tête with publishing's major power brokers. Also contains the FBF floorplan.

INTRODUCTION

Change may be afoot, but Frankfurt's mission remains the same

WHAT'S IN A NAME?

It could be reasonably argued that the Frankfurt Book Fair is now a misnomer. The line-up of guests over the course of the fair includes big-shot Hollywood producers (the Harry Potter franchise's David Heyman, Paul Brett of "The King's Speech") cutting-edge gamers ("gamification guru" Gabe Zichermann, Barbarian Group developer Charlie Hoey), musicians (the composer Chris Hülsbeck) and a car manufacturer.

Yes, Audi is part of this year's FBF—not as an advertising partner, but as a fully-fledged part of the programme in conference sessions on what publishers and the automobile industry can learn from each other during an era of vast changes.

On the surface this is

an eyebrow-raising inclusion. What could Audi and Hachette, Random House, Penguin—or any other publisher—possibly have in common?

Well, quite a bit, argues FBF director Juergen Boos. First off, the publishing and automobile industries are undergoing some of the most rapid and far-reaching changes in their histories. Yet more immediately and practically, Audi are now looking to acquire content. Cars of the 21st century—particularly at the higher end of the market—increasingly need an entertainment component. While this is more applicable to music and film at present, as the interactivity grows with the in-automobile devices, publishing content will almost

certainly become part of that.

Frankfurt has not stood still over the course of its 500-year history (or in the 60-plus years of the modern fair after the Second World War). In the last 30 years, for example,

“IT IS TO THE ORGANISERS’ CREDIT THAT [FBF] IS LOOKING FAR AFIELD, IDENTIFYING ALL POSSIBLE NEW PARTNERS FOR THE BOOK TRADE”

it has morphed from a place primarily for publishers to sell their wares to booksellers, into a platform for the buying and selling of rights.

FBF is on the move again as it meets the challenges of the digital age. It is to the fair organisers' credit that it is looking far afield, identifying all possible new

partners for the book trade. Some of these partnerships, of course, may not pan out, yet FBF seems to be doing the business in paradoxically reinventing itself while remaining the same.

Yes, having Audi, telecoms companies, technology firms, film producers and games developers involved in FBF 2011 underscores

its increasing transformation into a Frankfurt "Content" Fair. Yet bringing in all these new players simply conforms to FBF's age old mission of providing the premier platform for the trade to debate the state of the industry, deal with the challenges of the market and broker new businesses.

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