



**For Immediate Release**  
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**Publishers' Forum 9-10 May 2019**

## **NEWBOOKS Solutions to Sponsor Publishers' Forum 2019**

**COLOGNE – New perspectives, reorganization, implementation – these are the key guiding principles in publishing in 2019. NEWBOOKS Solutions organizes a workshop on the topic „Dynamic Keyword Optimization“.**

After last year's self-critical debates over dwindling customer numbers, ever more complex markets, and new competitors, it is time to turn our gaze back to the future.

That's why the most significant decisions that need to be taken will take center stage at the Publishers' Forum on 9 and 10 May in Berlin.

- Is it imperative to risk diversification and to think of exploitation chains beyond books and publishing?
- Or should focusing on our core business take absolute priority?

At the conference, you'll hear first-hand accounts of how publishers and other media like TV and film are vying for the best author talent and the attention of consumers in the area of storytelling.

The speakers for this focal topic stake a broad field with their lessons learned.

- US publisher Michael Reynolds, for example, first helped make Elena Ferrante's stroke of genius "My Brilliant Friend" a bestseller in North America and has collaborated on a TV adaptation for HBO and RAI.
- At the world's largest trade publisher, Penguin Random House, Sara Sargent is responsible for collaborations with digital communities such as Wattpad, unearthing the most exciting material and fledgling authors – particularly for younger audiences – so that Penguin Random House can hold its own against smartphone and TV.
- Before he returned to publishing to strategically reposition Denmark's biggest publishing house, Gyldendahl, for the era of new media, Morten Hesseldahl first brought the world some of the most successful international TV series ("Borgen", "The Killing", "The Bridge").

However, new perspectives require that the financial foundation produces stable results, even in a turbulent economic environment. Jesús Badenes will speak to this subject. For over a decade, he has been piloting Planeta, the largest Spanish publishing group and thus one of the world's leading trade publishers, through especially rough conditions. Market slumps, new business models and competitors and, of course, radical changes in consumer behavior are factors that top the list of challenges in many countries.

### **Increasing efficiency sine qua non**

Strategic development can only lead to success if a company is operating efficiently. Getting efficiency right results from precise use of modern technology to optimize processes, perfect exploitation of assets, and data analysis to find the best ways to connect with customers. Big data, machine learning, and artificial intelligence provide the necessary tools. We'll demonstrate how this works with use cases from both academic publishers and the general consumer business.

Details of the program and the speakers can be found online at Publishers' Forum 2019 as they become available over the coming weeks. Register by 28 February to take advantage of our attractive Early Bird offers. We at NEWBOOKS Solutions look forward to seeing you there!

## **Exciting Venue**

The event will take place at the dbb forum berlin – at the core of the bustling city, in busy Friedrichstrasse, with hotels of diverse categories in walking distance. [www.dbb-forum.berlin/en/index.php](http://www.dbb-forum.berlin/en/index.php).

Contact:

Rüdiger Wischenbart

Director Publishers' Forum

Tel. +43 650 6615601

[r.wischenbart@publishers-forum.com](mailto:r.wischenbart@publishers-forum.com)

## **About the Publishers' Forum**

Over the last few years, the annual Publishers' Forum conference has developed into a stand-out industry event with more than 250 participants from publishing houses and service providers.

The event offers a top-class, specialist program with hands-on workshops and seminars which communicate concepts and experiences in order to provide workable solutions to the challenges which have arisen as a result of digitization.

In 2013, the Publishers' Forum celebrated its 10th anniversary. In 2015, the company "The Publishers' Forum GmbH" was established.

Publishers' Forum 2019

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## About NEWBOOKS Solutions

NEWBOOKS Solutions GmbH (Cologne) is one of the German publishing industries' leading software providers, developing solutions for all sectors of the publishing industry at a time of rapid transformation driven by digitization. The company is focused on developing and administering systems for publishers, booksellers, wholesalers and library suppliers in both the German and international markets.

The company was founded by Moritz Hodde in 2003 and quickly developed into one of the industry's leading providers of high-quality metadata and software solutions. It quickly led to development of a range of new title alerting services based on the NEWBOOKS Catalogue containing both German and English bibliographic data, an approval plan system for library suppliers, an industry-wide solution for the ONIX import of title data and the new title announcement and ordering system «SARA» for Springer Nature.

In 2013 Moritz Hodde and Amr Osman founded NEWBOOKS Solutions together with Stefan Schwedt and Björn Stude. Since then the company has developed ground-breaking solutions for the industry such as VLB-TIX, the standard new title announcement service for the German-speaking publishing industry. With its ONIX 3.0 import and export systems NEWBOOKS Solutions has become one of the pioneers in the introduction and implementation of the book industry standard.

In June 2016 NEWBOOKS Solutions received the «MarkLogic Partner Excellence Award» in London. New services and products, e.g. Smart Data projects, Virtual Reality application development, and the new tool «Library Monitoring», complete NEWBOOKS' product range.

### Contact:

Moritz Hodde, CEO  
mhodde@newbooks-solutions.com  
+49 221 2722991-0

NEWBOOKS Solutions GmbH  
Am Malzbuechel 6-8, 50667 Cologne, Germany  
Tel. +49 221 2722991-0  
info@newbooks-solutions.com

Further information on NEWBOOKS Solutions is available at:  
[www.newbooks-solutions.com](http://www.newbooks-solutions.com) | [www.newbooks.biz](http://www.newbooks.biz)