

THE LEVIN INSTITUTE

State University of New York

NEXT STEPS FOR DIGITAL GLOBALIZATION: SELLING AND BUYING INTERNATIONAL E-PUBLISHING AND DIGITAL RIGHTS

MANAGEMENT SEMINAR

November 12, 2009

- 9:00 - 9:15 a.m. Opening Session 1 – Welcome, Seminar Goals and Program:
Lynne Rosansky, Ph.D., Vice President for Academic Affairs, The
Levin Institute
Opening statement by Robert E. Baensch, Program Chairperson
- 9:15 - 10:15 a.m. Session 2: Overview of the Characteristics and Unique Features of
Digital Publishing - Best Practices in Cross Media Publishing
Presentation: Joseph Galarneau, Senior Vice President, New
Technologies, Newsweek, Inc.
- 10:15 - 11:00 a.m. Session 3: Web Law: A Guide to the legal issues of e-rights,
ownership, and international applications for the sale or purchase
of digital content.
Presentation: Jonathan D. Hart, Dow Lohnes PLLC, and Martin
Levin, Counsel, Cowan, Liebowitz & Latman, P.C.
- 11:00 – 11:15 a.m. Intermission
- 11:15 – 12:30 p.m. Session 4: eBooks: the largest global distribution platform for
books with related key considerations for selling rights
Presentation: Laura Dawson, CEO, LJM Dawson.com
- 12:30 - 1:45 p.m. Lunch: Open time to eat in area
- 1:45 – 2:30 p.m. Session 5: Mobile devices, Cell Phones – Smart Phones: the
potential rights sales with a focus on the Asian markets with the
largest installed base.
Presentation: Leslie Hulse, Vice President, Digital Business
Development, HarperCollins Publishers, New York
- 2:30 – 3:00 p.m. Session 6 – Digital Audio books for English and Translation
Rights.
Presentation: Ana Maria Alessi, Vice President - Publisher,
HarperMedia, HarperCollins Publishers, New York
- 3:00 – 3:15 p.m. Intermission
- 3:15 – 4:15 p.m. Concurrent Sessions

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Session 7: The Scientific, Technical and Medical markets for
Online Rights

Presentation: Nancy Ziser, Director of Digital Rights, John Wiley
& Sons, Inc.

Session 8: The Trade and Reference book markets including
combined print and digital rights sales

Presentation: Ashley Mabbitt, Director of International Rights,
Oxford University Press

Session 9: E-rights in the educational markets – US and Global

Presentation: Jesse Soleil, Director, Ecommerce Group, Scholastic
Inc.

4:15 – 5:00 p.m.

Session 10: Protecting Intellectual Property in the Digital World of
Publishing

Presentation: Edward McCoyd, Executive Director for Digital
Affairs, Association of American Publishers, Inc.

5:00 p.m.

Closing Remarks - Robert E. Baensch

[Download registration form](#) and contact

Ms. Lisle Ferreira at lisle.ferreira@levininstitute.org to register
or call 212-317-3561

Visit our website for additional information:

http://www.levininstitute.org/digital_globalization.cfm

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