

## D3.2 - Summary of TISP meetings in ICT events - Year 2

**Project Acronym:** TISP  
**Grant Agreement number:** 325109  
**Project Title:** Technology and Innovation for Smart Publishing

**Revision:** final

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Project co-funded by the European Commission within the ICT Policy Support Programme		
Dissemination Level		
PU	Public, for wide dissemination	X
CO	Confidential, only for members of the consortium and the Commission Services	
RE	Restricted to a group specified by the consortium	

**Statement of originality:**

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## EXECUTIVE SUMMARY

TISP is an European platform for sharing experiences, market analysis, business cases study, where the Publishing and ICT industry can find a room for a debate about innovation and both communities can match to support the creation of innovative products and services as well as develop new technological solutions useful for the professionals of the book value chain.

The professional meetings represent the basis of TISP strategy. Seminars and workshops held in occasion of the most important fairs of both the sectors and during international conferences are in fact the best situations for content providers and technology providers to get in touch, to know each other and starting new collaborations. During these meetings, publishers representatives collect information, validated by the community of experts participating the TISP meetings, also coming from the ICT world, to be later disseminated in the European publishing community. ICT representatives may better understand the evolution of the demand of innovative solutions and possibly suggest new ways of using technologies to approach existing needs.

The purpose of this document is to sum up the TISP activities held within ICT events during 2014. Two events were organized by TISP during 2014:

- Workshop in the frame of the ICCHP 2014 conference on 10 July 2014, in Paris, France entitled *Voices from the industry: experiences and future challenges for publishing and ICT in e-book accessibility*
- Workshop in the frame of the NEM Summit 2014 event on 30 September 2014 in Brussels, Belgium entitled *Building policies to support ICT innovation in publishing: strategies meet experiences at the NEM Summit.*

In the preparatory phase of each event, the programme of the whole ICT “host” event was analysed, identifying the relevant events, sessions for the TISP partners and stakeholders’ network. In case more relevant events have been identified, it has been requested to partners to indicate which sessions they were going to take part in and take notes in order to share information with the consortium.

In case of each ICT events mentioned above TISP organised ad hoc sessions and took care to coordinate with the hosting venue committee for the scientific, communication and organisational activities.

After each event, impressions and feedback were collected and shared among participants. The conclusions have been published in the TISP Smart Book.

This deliverable contains a more detailed description of the events and their results with the same schema: context of the event, TISP initiatives within the event, participants and the results/conclusions of each event.

## 1. EVENT 1 – ICCHP 2014

### 1.1. Context



The 14<sup>th</sup> biennial International Conference on Computers Helping People with Special Needs (ICCHP) was held on 9-11 July 2014, in Paris, France. Paris 8 (where the ICCHP 2014 conference was held) is a major teaching and research centre for humanities in the Île-de-France region focusing on humanities, human sciences, arts and social sciences. It is one of the first and still one of the few universities successfully offering a master in AT called “Technologie et Handicap” since 2001. This

made Paris8 very well suited for ICCHP in terms of R&D, teaching and also for their professional services for students with disabilities (“Le service Accueil handicap”).

Society is changing fast but the mission and the goals of ICCHP are still valid: making ICT accessible and tailoring assistive technologies (AT) and services to allow inclusion and participation in all aspects of society. From the inception of the conference, ICCHP has been a vibrant forum for the discussion on the needs, contributions and quality of life of people with special needs. Many topics, from educational issues, mobility support, and issues associated with the aging to disability rights, are openly discussed at ICCHP in an inclusive and agreeable venue. Cutting edge scientific breakthroughs and discussion of complex issues related these topics can be found at ICCHP.

The meeting hosted high-quality, well reviewed submissions from scientists, users, practitioners, educators and policy makers from around the world. In addition to the traditional paper sessions, the meeting also invited industry representatives showing their new products and looking for new ideas. Additionally, the conference ensured spaces and times for less formal discussions – an important factor supporting the transfer of knowledge so needed in our endeavours.

### 1.2. TISP Initiative

TISP proposed a workshop for the ICCHP 2014 conference in line with the conference’s foreseen objectives: “the conference ensured spaces and times for less formal discussions – an important factor supporting the transfer of knowledge so needed in our endeavours”.

## **TISP workshop: Voices from the industry: experiences and future challenges for publishing and ICT in e-book accessibility**

### **Venue**

Université Paris 8 Vincennes-Saint-Denis, 2, Rue de la Liberté, Saint-Denis, Select a State: 93200 France

### **Date**

July 10, 2014, Time: 2:00 pm - 4:00 pm

E-books and digital technologies offer extraordinary opportunities to extend and ease the possibility of reading to a number of people that suffer from different kinds of visual impairment but to fully exploit this potential a coordinated effort is needed by all parties involved. E-books, distribution channels, payment tools, reading solutions both hardware and software should embed accessibility in a homogeneous way.

Cooperation between the different actors of the supply chain is therefore fundamental since all of them should take care that accessibility is duly incorporated in their products and services since the early stages of design to allow the final user an accessible reading experience.

In recent years, these different players have made progresses towards a major accessibility but there are still wide areas where structured dialogue and cooperation between the different parties can be game changing.

In particular joint efforts should be promoted between publishers/distributors on one side and hw/sw producers on the other; e-books produced with accessibility criteria must be discovered and purchased in platforms that take into consideration the needs of visual impaired and be fully enjoyed in a seamless fruition through any reading software and devices available on the market.

The goal of the TISP seminar within ICCHP 2014 was to provide an overview of the state of the art concerning development in content accessibility pursued by publishers, distributors, hardware/software producers and identify priority areas of development, challenges to be tackled and perspectives for joint cooperation.

### **Speakers**

- Cristina Mussinelli, Secretary general Lia Foundation
- Virginie Clayssen, Chairman's advisor Editis

- Jean-Marie Geffroy, CEO and Founder Mantano
- Michael Vogelbacher, Director information services MVB
- E.A. Draffan, Senior Research Fellow, Web and Internet Science, University of Southampton

**Event summary** (extracted from the review of Enrico Turrin, available on the Smartbook)

The TISP workshop entitled 'Voices from the industry: experiences and future challenges for publishing and ICT in e-book accessibility' featured presentations from different European players and projects dealing with e-book accessibility.

**Paola Mazzucchi, Project Manager at mEDRA**, introduced the workshop, meant to illustrate experiences in the different EU countries and identify future challenges for ICT and publishing in the field of accessibility of e-books for the visually impaired, focusing in particular on how to widen the range of accessible books.

The French experience was illustrated by **Virginie Clayssen, Chairman's Advisor at Editis**, who first set the scene illustrating the French legal framework under which works can be reproduced in accessible format without asking for permission from right holders; authorized associations are allowed to request via the National Library digital files of works published after 4/8/2006 and a dedicated technological platform (PLATON) has been set up to handle the requests. In this framework the procedure to manage the requests in large publishing houses, from file retrieval to adaptation and final upload on the platform, remains not easy. Though performance has been increasing, certainly the inclusion of accessibility from the start of the production process would facilitate a more effective handling of file requests and many publishing houses are working on it. In 2013 publishers launched the so-called 'Rentrée littéraire' initiative that foresees to make available new titles (those issued during the 'Rentrée', a period in autumn when most of new book issues are concentrated) in accessible formats. The scheme to make the 'Rentrée' titles available in accessible format is based on the decision by publishers to provide the digital files of the new titles before their publication; BrailleNet (an association assisting the visually impaired) has then time to adapt the files and thus the titles are available at the same time for people with and without reading disabilities. The adapted titles are distributed via the PLATON infrastructure – 185 titles were adapted in 2013 and the goal for 2014 is 250; other VIP associations can adapt the files, too. The National Book Centre (CNL) funds the project, which is supported by the National Library (BNF); The overall aim for the near future is to make accessibility the rule, not the exception, in book publishing. The initiative is a step in the right direction; it has had the positive consequences of helping publishers move from a 'pull' to a 'push' model of provision of accessible titles and making accessibility the rule, if just for a limited but significant set of titles. Moreover, the French

Publishers Association (SNE) and many publishers support the Radium Foundation, which is working to accelerate the adoption of the EPUB 3 format, which has full accessibility features.

The Italian scenario offers different features as **Cristina Mussinelli, Secretary General of the LIA Foundation**, explained presenting LIA (Italian Accessible Books), an initiative started as a project funded by the Italian government and implemented by the Italian Publishers Association (in 2011-2013) to mainstream the production of accessible books and thus increase the number of accessible titles available, now run by a dedicated not-for-profit foundation.

Mrs Mussinelli illustrated the Italian context concerning accessible reading, explaining the initiative's aim to create a more efficient and legally secure system. A key aspect of accessibility in moving from traditional publishing to digital is the possibility to switch from different workflows for each user to a unique workflow; the LIA service is the product of this innovative approach, which resulted so far in more than 6,500 accessible titles produced, from 65 publishers (all the major ones and a number of smaller ones). Work focuses on new titles, since the old ones have been already made available somehow in accessible format through other means; the service continues, producing some 400 new accessible titles per month, at a much lower cost than any previous initiative.

LIA's fundamental strength and innovative edge lies in its coverage of the whole value chain of digital publishing, since it deals with guidance to embed accessibility in book production and certification of productive processes; definition and distribution of accessibility metadata for proper cataloguing; accessibility of online stores (an initial survey showed that none were accessible) and e-payment systems for the distribution side; accessibility of devices and/or reading software and applications at the user's end (this is the hardest part, only very few of those are accessible; LIA thus created its own e-reading solution app).

The last country overview concerned Germany with **Michael Vogelbacher, Director of Information Services at MVB**, who presented the activities of the DZB, the German Library for the Blind.

Mr Vogelbacher illustrated several projects of the DZB: DaCapo, focused on conversion of music sheets for lending and purchasing for educational purposes; Leibniz, aimed at making non-fiction works accessible; and BADI, that expanded the results of Leibniz to include EPUB 3; in addition, as of 2015 the JOBLIB project will develop an information portal on the availability of accessible titles, also using the knowledge developed by LIA. DZB is planning to enhance its operations and cooperation network; among the actions envisaged, workshops for publishers and service providers, stronger cooperation with LIA and the DAISY consortium and in general provision of hosting and sustainability to several initiatives, with consulting and technology support from MVB.



**E. A. Draffan, Research Fellow at the University of Southampton**, spoke about the accessibility of e-texts, e-books and e-journals, drawing from the experience of marketplaces and devices developments in the UK, focusing in particular on the educational sector. Mrs Draffan stressed the importance of removing barriers for print impaired individuals, pointing out the significance of the phenomenon if we consider together learners in higher education with print disability, the dyslexic population and ageing citizens with increasing accessibility needs.

Calling for more stakeholder cooperation and avoiding wasting time and expertise in separate initiatives, Mrs Draffan outlined the progress made in the UK in this area: a Right to Read Alliance is coordinating the messages to publishers, while a Publisher Lookup website provides responses to users' feedback, and representatives from publishers and advocacy groups meet and discuss in an Accessibility Action Group; one concrete result has been the making available for free of high quality text-to-speech voices for accessible texts in education.

In describing the key drivers for a framework for e-book accessibility, Mrs Draffan highlighted the importance of ICT issues affecting the ease of acquisition of accessible e-books, and recalled why e-books are so helpful for print impaired readers. To conclude, she pointed out a number of areas in which she argued results still needed to be achieved, including: standardisation of formats and devices and content personalization; copyright and DRM relaxation; guidance for accessibility options.

The ICT point of view on accessibility was addressed by **Jean-Marie Geffroy, CEO and Founder of Mantano**, an ICT company focusing on reading software and tools, member of IDPF and the Radium Foundation, which carries out research and development projects on digital reading and accessibility. Mr Geffroy expressed confidence in the improvement of accessibility apps, due to the wider adoption of the EPUB 3 format and the related efforts by the Radium Foundation, which will increase developers' access to the source of documents, thus allowing more room for customization and cooperation

In the final round table discussion, the importance of collaboration was highlighted: as there are many talented ICT developers, requirements from the value chain (publishers, readers, etc.) should be collected and matched and benchmarking between different countries' experiences shall be fostered and sustained. Participants reflected upon the drivers for ICT companies, large retailers and other operators to work towards increased accessibility, and on the possibility to tackle the mainstreaming of accessibility from a business perspective. It was however pointed out that accessibility does not seem to be a topic that attracts investors while on the other hand, the ageing of population should be an incentive.

### 1.3. Participants

<b>Nº of participants attending the ICCHP 2014's TISP session</b>	<b>23</b>
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The TISP session was attended by 23 participants: 17 TISP members and 6 participants not involved in the TISP project.

<b>TISP PARTNER</b>	<b>COUNTRY</b>	<b>PEOPLE</b>
ABK	Bulgaria	Diana Boycheva
CCIS	Slovenia	Zdravko Kafol
BOEK	Belgium	Evi Werkers
BOEK	Belgium	Frank Salliau
FEP	Belgium	Enrico Turrin
AIE	Italy	Maria Loi
AIE	Italy	Cristina Mussinelli
mEDRA	Italy	Paola Mazzucchi
MVB	Germany	Michael Vogelbacher
PA	UK	Seonaid Macleod
FGEE	Spain	Jesus Peraita
LBF	UK	Orna O'Brien
HKU	The Netherlands	Pierre Mersch
PIK	Poland	Justyna Rygalik-Kolbicz
APDETIC	Romania	Valentin Negoita
AMETIC	Spain	Jose Tomas Romero
ANITEC	Italy	Barbara Carnevale

### 1.4. Results and conclusions

ICCHP pointed out the inclusion of accessibility from the start of the production process would be beneficial for a wider availability of books by visual impaired people. The experiences in the different countries illustrated how in the publishing sector many companies are working on it.

It was highlighted many times that efforts should be made to ensure that accessibility features are embedded all along the book value chain (from file formats to reading software, DRM and devices, retailer websites and online payment service providers), from the start of the production process.

The overall aim for the near future is to make accessibility the rule, not the exception, in book publishing; an important contribution to this ambitious goal could come from a wider adoption of the EPUB 3 format, which has full accessibility features and should therefore be promoted.

It must be highlighted how any enhancement and progress in the accessibility field would benefit an important part of the population: learners in higher education with print disability, the dyslexic population and ageing citizens with increasing accessibility needs.

Overall more stakeholders' cooperation is needed and benchmark between different country experiences. A coordinated action that could convey expertise, tools, technology, initiatives that have been already implemented in different countries or by different companies could lead to major achievements towards an increased accessibility of content and a more inclusive society.

## 2. EVENT 2 – NEM Summit 2014

### 2.1. Context



The NEM Summit, organised every year since 2008 by the NEM Initiative in close cooperation with leading industrial and academic players worldwide, is the “not-to-be-missed” annual event for all those interested in Future Internet developments and in the fast paced evolution of the European media industry. NEM is the Horizon 2020 European Technology Platform (ETP)

dedicated to content, and the acronym's meaning has recently been changed to stand for “New European Media” (formerly “Network and Electronic Media”), with the strapline: “Connected media & content for innovation and creativity in digital Europe”.

The very first part of the event, held at Charlemagne building on 29 September 2014 included the European Commission DG CONNECT G1 Unit (Converging media & content) Information Day. This was followed by the NEM General Assembly at Flagey, which gathered many ICT clusters, universities, federations, associations, SMEs, and large companies. The first day finished with a networking cocktail shared with the community of @diversity (an European project on innovative ideas for the cultural and creative sector in Europe) where attendees were able to meet new potential partners from ICT and creative industries.

The second day was divided into two big parts. On the morning, the NEM technology session was organized composing of interesting keynote speeches on technology, market and business trends. On the afternoon, the NEM Creativity Workshops, organised by third party projects or companies in the various rooms of Flagey, created an opportunity for NEM participants to discover their technologies, leading the Future of Europe in the field of connected media.

For the full programme and updates on the event visit the [NEM Summit website](#).

## 2.2. TISP Initiative

TISP contributed to the NEM Summit's Technology session (on the 30<sup>th</sup> in the morning) with a keynote speech by Katja Böhne , from the Frankfurt Book Fair and TISP partner, dedicated to explore the growing integration between publishing and technology and the opportunities of mutual enrichment for both sectors and the evolution of content.

In the afternoon of the 30<sup>th</sup> TISP organized a workshop entitled *Building policies to support ICT innovation in publishing: strategies meet experiences at the NEM Summit*.

**TISP workshop: Building policies to support ICT innovation in publishing: strategies meet experiences at the NEM Summit**

### Venue

Flagey centre in Brussels, Rue du Belvédère 27/5, Brussels, Belgium

### Date

September 30, 2014, Time: 2:00 pm - 3:30 pm

Hosted by NEM Summit, the TISP workshop focused on actions and strategies that policy makers shall support and implement to sustain ICT innovations in the publishing industry. Publishing is increasingly exploiting ICT to innovate the sector from products to processes, from supply chain to human resources, business models and user experience. What experiences do exist that already provide practical examples of how integration of ICT in publishing is being pursued and the best practices we already got from other creative industries?

The TISP networking session in the afternoon intended to provide answers to the previous question and foster the cooperation of the two sectors.

The TISP network, connecting ICT and publishing stakeholders, has provided for the first time some operational guidelines to build an industrial policy on the needs of companies from both sectors.

Portraying the voices of those initiatives that are already paving the way to digital innovation in publishing and taking hints from lesson learnt from the games sector, the workshop aimed at

involving actively the audience in a round table on what's on and what's needed for ICT and publishing towards an integrated economic growth and high level performance.

### **Speakers**

- Enrico Turrin, FEP Deputy Director / Economist
- Patrice Chazerand, Director Digital Economy and Trade Digital Europe
- Paola Velardi, Professor Computer Science Department, Digilab Steering Committee Sapienza University of Rome
- Frank Salliau, Senior Researcher iMinds
- David Crombie, Coordinator JAM TODAY project, HKU University of the Arts Utrecht

### **Event summary** (extracted from the report of Maria Loi, AIE, available on the Smartbook)

An important occasion to feed dialogue between the ICT and the publishing sectors and their stakeholders on how ICT innovation could be boosted in the publishing sector was the workshop held during the NEM summit in Brussels where the experiences presented portrayed some best practices where a balanced mix of institutional support (and funding), together with a smart involvement of stakeholders, are elaborated and implemented as drivers for innovation. The workshop showed that some key elements of the success of the best practices presented can be clearly put in relation with the TISP policy recommendations; their policy basis and operational approach are coherent with lot of the policy statements elaborated by the consortium like encouraging projects and environments where a full range of stakeholders are involved, stimulating convergence between the book sector and other creative sectors, enhancing e-skills and fund practical collaborative projects.

**Enrico Turrin, deputy Director of FEP and Patrice Chazerand of DIGITALEUROPE** were responsible for the elaboration of the policy recommendations: recalling the work done, they remarked the importance of the contribution of stakeholders in enriching the recommendations, presenting experiences that could either provide practical examples of implementation or suggest integrations of new actions in light of real life challenges. Overall, the invitation was launched to all stakeholders of both publishing and ICT sector to participate actively in improving and deepening the content of the advice to policy makers in view of the 2<sup>nd</sup> and final release of the TISP policy recommendations planned by the end of 2015.

The first presentation of the workshop was made by **Prof. Paola Velardi of La Sapienza University** in Rome who illustrated the experience of DigiLab, an interdepartmental research center of the La

Sapienza University that gathers 12 departments and more than 120 researchers, from Humanities to ICT faculties, with the mission to promote interdisciplinary research in the area of digital technologies applied to cultural heritage. Digilab is engaged in the wider context of the Cultural Heritage Technology District of Lazio Region (DTC), an initiative sustained by a combination of regional and European funding involving the Lazio Region, the Ministry of University and Research and the Ministry of Economic Development. The DTC rationale is to involve industrial, technology and cultural stakeholders, in high-tech, cultural and creative programs of R&D conducted by universities and research centers with a shared strategy and a common research infrastructure. The ultimate goal is to build a stable bridge between research environment and commercial companies thanks to joint programs. In this context, skills and e-skills certainly play an important role to provide adequate competences to be exploited in R&D&I activities addressed to valorization of cultural heritage. At this regard, Digilab is leading the creation of a Center of Excellence in consortium with other public Universities and research institutes, high education and professional training courses in a comprehensive scheme. By involving industry in education programs and students in public/private innovation activities also through qualified internship and cooperation between universities, the Center of Excellence aims at encouraging exchange of knowledge and best practices between academia and industry and foster practical collaborative initiatives such as joint projects, labs and incubators. An opportunity here for the publishing sector lies in the possibility of creating new products and integrating them in the educational content.

Following this Italian case, **Frank Salliau, Senior Researcher at iMinds**, introduced the approach and tools that iMinds as the Flanders' digital research center and business incubator implements through multi-disciplinary demand-driven research with both academic and industrial partners. Also in the iMinds experience, an extended ecosystem of partners, spanning from universities to companies, venture capitalists and policy makers, is a key condition for achieving its mission. Covering six market areas, iMinds offers support to the different stages of innovation process, from research idea to market introduction in an open cooperative model where organisations can start cooperating on any stage of the funnel through simple, low threshold application procedures. Focusing on the specific stage of applied research, iMinds can provide a tool, the ICON program, available for all market segments. As demand-driven research, the start is an ICT-related need detected directly by companies or other stakeholders. It has to be noted that the request is dealt with not only from the technological point of view, but also giving attention to legal, social, economic aspects in coherence with the interdisciplinary approach of the center.

The success factor of these instruments can be found exactly in the combination of a wide array of different partners around a technological issue problem and in the positive impact of interdisciplinary approach. It is worth also highlighting the support that iMinds provides in bridging research to entrepreneurship; The ICON methodology is also applied in a specific instrument dedicated to media sector, hence including projects that typically have applications in domains such

as publishing (in addition to television, radio, magazines and newspaper, games). This instrument called MIX-ICON is built on key features that characterize the ICON program available for other market segments. The success of the ICON formula can be summarized in few numbers related to the implementation of the program: since 2005, 121 projects were completed involving more than 300 partners between researchers, industry partners of various size and types and government and no profit organisations. For what concerns the creation of new businesses, in 2012 alone 12 companies were created out of 54 projects proposed.

iMinds can portray projects addressed to the publishing sector that were illustrated during the seminar: Publishers of the Future, a four year project funded by IWT the government agency for Innovation by Science and Technology for Flanders in cooperation with Boek.be which focuses on the investigation of new types of e-books and new ways of reading, the e-comic platform e-Strips, born out of a collaboration with two Flemish publishing companies and aimed at developing a digital platform for new and older titles of comics books and the education game Kweetet.be.

Useful indications for the kind of instruments and policy support that can benefit the publishing industry as a lively segment of the creative industries can come from other sector of the CCIs. **David Crombie from the University of Arts of Utrecht** presented the case of the games sector with an insight on the specific field of applied games along with a concrete experience of a model of development implemented locally in the Netherlands and the European initiative of JAM TODAY.

David first spoke about the experience of Dutch Game Garden in the Netherlands, a foundation started in 2008 with a mix of local and EU structural funds with the aim to boost economy sustaining the growth of the games sector, actually supporting 70 enterprises. Dutch Game Garden offers facilities and services, together with a start-up support program, to games' companies in the Netherlands that are relatively small and focused on applied games.

The focus on applied games is something that also features JAM TODAY a project funded by the European Commission that establishes series of game jams in EU countries around selected themes. Accompanied by an expert advice for each theme, games resulting from jams are then evaluated for transfer to learning environments. While serious games are becoming more and more popular, sometimes not sufficient attention is given to how to implement them in learning environments and how to ensure there are significant learning outcomes, thus the aim of JAM TODAY to deploy educational games to be used in different sectors also taking care of explaining and designing the context (such as the classroom or curriculum) in which games can be most effectively implemented and used. In this context, there is a wide potential for collaborations between games and publishing, in the development of new instruments for learning, new tools for industry and innovative approach to societal challenges.

### 2.3. Participants

<b>Nº of participants attending NEM Summit's TISP session</b>	<b>25</b>
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The TISP workshop was attended by 25 participants: 20 TISP members and 5 participants not involved in the TISP project. The overall participants to the NEM Summit ( that were the audience of the plenary session where the TISP keynote speech took place) was attended by around 200 people.

<b>TISP PARTNER</b>	<b>COUNTRY</b>	<b>PEOPLE</b>
AIE	Italy	Maria Loi
AIE	Italy	Piero Attanasio
APDETIC	Romania	Valentin Negoita
BOEK	Belgium	Evi Werkers
CCIS	Slovenia	Zdravko Kafol
NEM	Belgium	Patrice Chazerand
FEP	Belgium	Enrico Turrin
FBF	Germany	Katja Böhne
FBF	Germany	Nina Klein
HKU	The Netherlands	Pierre Mersch
HKU	The Netherlands	David Crombie
iMINDS	Belgium	Frank Salliau
IVSZ	Hungary	Klara Heilingbrunner
LBF	UK	Orna O'Brien
PIK	Poland	Marta Wesolowska
mEDRA	Italy	Paola Mazzucchi
FGEE	Spain	Jesus Peraita
AMETIC	Spain	Jose Tomás Romero
BUBOK	Spain	Sergio Mejias
JGU	Germany	Christoph Blasi



## **2.4. Results and conclusions**

The main conclusion of the workshop can be summarized in the following points:

- Build a stable bridge between research environment and commercial companies thanks to joint programs.
- Involve industrial, technology and cultural stakeholders, in high-tech, cultural and creative programs of R&D conducted by universities and research centers with a shared strategy and a common research infrastructure.
- By involving industry in education programs and students in public/private innovation activities also through qualified internship and cooperation between universities encourage exchange of knowledge and best practices between academia and industry and foster practical collaborative initiatives such as joint projects, labs and incubators.
- Demand-driven research, the start is an ICT-related need detected directly by companies or other stakeholders. It has to be noted that the request is dealt with not only from the technological point of view, but also giving attention to legal, social, economic aspects in coherence with the interdisciplinary approach of the center.
- Cross-sector collaboration and contamination between different creative industries is now stimulated and facilitate by the digital innovation, paving the way to new products and tools.

### 3. INFORMATION AND DOCUMENTS GENERATED BY TISP PARTNERS

#### 3.1. Documents filed in the Smart Book

The launch of Smart Book has meant a significant step forward, resulting in a quantitative and qualitative increase of the dissemination actions of TISP. The website serves as a show case for the TISP partners, who present some of their key assets and most relevant initiatives through the business cases. The website has been conceived also as a channel to share knowledge and experiences that enrich the truly essence of the consortium and spread its mission of research and innovation aimed to promote collaboration between publishers and the technology industry through reviews of relevant events, deepenings, studies, interviews.

Since the synergy between the events and the topics, the Smartbook enrichment evolves accordingly and serves as content hub for the contents related to TISP activities.

In particular, for each event, the editorial team of the Smartbook takes care to collect contents and contacts and coordinate with partners in order to produce resources related to the event and the subject addressed in the most suitable format.

In occasion of each event the Smartbook features a review which narrates the debate and the outcomes of the workshop/seminar; in addition to this, business cases are collected, either those showcased during the TISP event and others coming from the participation to other activities of the hosting Book Fair. This is valid also for other type of contributions that are published on the Smart Book like deepenings or studies. The enrichment of the Smart Book around (but not limited to) the subject addressed in the event continues with the assets provided by each partner and other external contributors.

Below some examples of the contents developed over the year that are closely connected to the activities and issues raised at book trade events and that can be useful to understand the enrichment strategy applied in the Smart Book.

**ICCHP.** As for ICCHP, the Smartbook features a review of the TISP workshop, a deepening on accessibility written by one of the speakers of the workshop, the LIA business case, already featured in the Smartbook.





#### **ICCHP: Challenges to tackle and perspectives for joint cooperation in e-book accessibility**

##### **Review**


By Enrico Turrin (FEP)



This document provides an in-depht analysis of the workshop held at the ICCHP conference focused on accessibility.

<http://www.smartbook-tisp.eu/resources/icchp-challenges-to-tackle-and-perspectives-for-joint-cooperation-in-e-book-accessibility>

	<p><b>Progress and issues for a mainstream accessibility from the LIA experience</b></p> <p><b>Deepening</b></p> <p>By Cristina Mussinelli (AIE)</p> <p>An article about the opportunities e-books and digital technologies offer to extend and ease the possibility of reading to a number of people that suffer from different kinds of visual impairment, with a particular reference to LIA-Libri Italiani Accessibili.</p> <p><a href="http://www.smartbook-tisp.eu/resources/progress-and-issues-for-a-mainstream-accessibility-the-lia-experience">http://www.smartbook-tisp.eu/resources/progress-and-issues-for-a-mainstream-accessibility-the-lia-experience</a></p>
	<p><b>LIA- Libri Italiani Accessibili</b></p> <p><b>Business case</b></p> <p>Description of LIA, a service which increases the availability in the market of accessible fiction and nonfiction titles in digital format (e-books) for blind and visually impaired readers.</p> <p><a href="http://www.smartbook-tisp.eu/business_cases/lia-libri-italiani-accessibili">http://www.smartbook-tisp.eu/business_cases/lia-libri-italiani-accessibili</a></p>

**NEM Summit.** As for the NEM Summit, the Smartbook features the review of the event, the Policy Recommendations which were at the core of the discussion during the workshop, a deepening of Holger Volland (Frankfurt Book Fair) about the keynote speech he prepared for the NEM Summit (and that was presented by his colleague, Katja Böhne, a deepening of Jam Today about the crossover collaboration between the games and publishing sectors, based on the speech given by David Crombie during the workshop.

	<p><b>Building policies to support ICT innovation in publishing</b></p> <p><b>Review</b></p> <p>By Maria Loi (AIE)</p> <p>The document provides a description of the TISP workshop which portrayed some best practices where a balanced mix of institutional support (and funding), together with a smart involvement of stakeholders were elaborated and implemented as drivers for innovation.</p> <p><a href="http://www.smartbook-tisp.eu/resources/building-policies-to-support-ict-innovation-in-publishing-at-the-nem-summit">http://www.smartbook-tisp.eu/resources/building-policies-to-support-ict-innovation-in-publishing-at-the-nem-summit</a></p>
	<p><b>Policy Recommendations 1st edition</b></p> <p>By TISP</p> <p>First edition of policy recommendations, prepared FEP and DIGITALEUROPE and supported by other TISP partners (revision will be released in the first half of 2015). The document deals with the essential actions needed to support innovation, including operational guidelines of industrial policy based on the needs of companies from both sectors.</p> <p><a href="http://www.smartbook-tisp.eu/recommendations">http://www.smartbook-tisp.eu/recommendations</a></p>

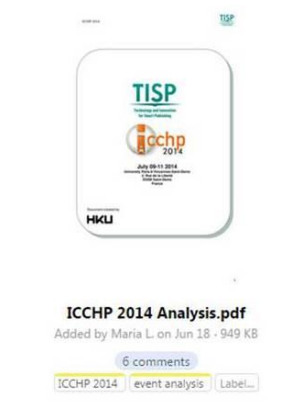
	<p><b>The evolution of content</b>  <b>Deepening</b>          By Holger Volland (Frankfurt Book Fair)          Interview to Holger Volland (Frankfurt Book Fair) based on his keynote speech about how content evolves – and why book publishing illustrates this evolution perfectly.  <a href="http://www.smartbook-tisp.eu/resources/the-evolution-of-content">http://www.smartbook-tisp.eu/resources/the-evolution-of-content</a></p>
	<p><b>The Next game</b>  <b>Deepening</b>          By Jam Today          An article about the crossover collaboration between the games and publishing sectors, with a particular reference to the Jam Today network, based on the speech given by David Crombie during the workshop.  <a href="http://www.smartbook-tisp.eu/resources/the-next-game">http://www.smartbook-tisp.eu/resources/the-next-game</a></p>

### 3.2. Documents filed in Basecamp

These materials are wide-ranging and have been created for different purposes: book trade related events and activities organized by TISP, press releases and other materials for dissemination, postcards, meeting minutes, etc.

#### 3.2.1. Analysis and selection of activities from ICT events

Analysis of the ICCHP 2014 conference is available in Basecamp.



### 3.2.2. TISP workshops and meeting agendas

In Basecamp the user can find the agenda, invitation and other useful information on the TISP events and the host events.

#### ICCHP 2014

20140710\_ICCHP\_consortium\_meeting\_agenda.pdf  
 Added by Maria L. on Jul 7 - 537 KB  
 consortium meeting | ICCHP 2014 | agenda

#### NEM Summit

TISP\_seminar\_NEM\_2014.doc  
 Added by Maria L. on Sep 23 - 114 KB  
 7 comments  
 NEM summit | TISP event | programme

TISP\_seminar\_NEM\_2014.pdf  
 Added by Maria L. on Sep 23 - 360 KB  
 7 comments  
 NEM summit | TISP workshop | programme  
 TISP event

### 3.2.3. Press releases.



- **Survey “R&D needs in European book publishing”**  
[https://basecamp.com/2438801/projects/4183131/messages/32296516?enlarge=113578652#attachment\\_113578652](https://basecamp.com/2438801/projects/4183131/messages/32296516?enlarge=113578652#attachment_113578652)
- **TISP Policy recommendations**  
[https://basecamp.com/2438801/projects/4183131/messages/28649356?enlarge=98888994#attachment\\_98888994](https://basecamp.com/2438801/projects/4183131/messages/28649356?enlarge=98888994#attachment_98888994)
- **Launching of the Smart Book**  
[https://basecamp.com/2438801/projects/4183131/messages/24059091?enlarge=81019366#attachment\\_81019366](https://basecamp.com/2438801/projects/4183131/messages/24059091?enlarge=81019366#attachment_81019366)

## 4. CONCLUSIONS

The analysis of the ICT events covered in the framework of the TISP project was once again in line with the assumptions made by the consortium and paralleled to a good extent the conclusions drawn from the experience of the book trade events.

The importance of fostering further dialogue and exchanges of ideas and experiences between the ICT and the publishing sectors has been underlined in several further occasions by representatives of the ICT sector, together with the potential benefits of enhanced cooperation in the field.

An immediate application is the cooperation that has been established between TISP and NEM (New European Media, the European Technology Platform dedicated to content and media), which led to the organization of two joint events, in recognition of the potential synergies and similarities between the two initiatives.

In all fairness, TISP has had a lesser impact so far on raising high- and mid-management level's awareness and/or interest by ICT-based providers of publishing's ICT-specific requirements and the growing demand for innovative solutions by the publishing industry. This is reflected in how the Smart Book seems to have attracted more interest from the publishing side, starting with the make-up of its editorial committee – a possibility that warrants further analysis.

This is not meant to discount the many initiatives already taking place that integrate ICT and book publishing, some of which identified during the year's ICT events, which address many of the topics of great importance for the book sector. Experiences outlined at these events highlighted the opportunities offered by cooperation with academic and research centres and the involvement of industry partners from various sectors of relevance.

The ICT side of the consortium confirmed that their sector remains committed to meet the expectations of consumers in various settings concerning the potential of technology to provide engaging, interactive content, facilitate seamless access to knowledge and information and in general enhance the user experience. ICT players remain aware of the prominence of content in driving sales of ICT products and services, as creativity and media, culture and education can offer big opportunities and drive growth in their own field. Hence an increasing interest – identified the previous year and now confirmed and expanded – in specific areas such as digital learning, children's books, interactive storytelling and trans-media content, which keep encouraging many cooperative undertakings between publishers and ICT operators, as well as the venturing of new players in the book value chain.

At the same time, the ICT sector is conscious of its increasing weight and purported potential in the economy, a message that resonates in many quarters, within and beyond the business sector. Book publishing is but one of the many sectors where ICT can stimulate growth through innovation. Sustaining the improved communication between the two communities is still meant to focus the attention of ICT operators on the requirements and opportunities specific to the book trade, thus making for more productive and better targeted cooperation beyond the general acknowledgement of the importance of digital content.

An area where an important contribution is expected from the ICT sector is that of the development of e-skills; already a number of initiatives are underway (most notably the Grand Coalition for Growth and Jobs) and publishers look with interest at the higher availability of digital competences in many sectors. ICT providers can also help to bridge the gap between research and entrepreneurship. In a similar vein it is worth noting that panels convened by DG CNECT to a 'Digital Learning Roundtable' on 16 December 2014 toyed with the idea of refocusing the Grand Coalition more on education.

Moreover, the potential of ICT in providing solutions to societal challenges such as the integration of the visually impaired hasn't been fully explored, even though very good experiences already exist. As the overall aim for the near future is to make accessibility the rule, not the exception, in book publishing, any progress in the field would benefit an important part of the population: learners in higher education with a print disability, the dyslexic population and ageing citizens with increasing accessibility needs.

TISP has already proved to be a very good opportunity to start bridging the gap by repeatedly highlighting the potential of the publishing sector for the products and services of ICT operators, who have been able to achieve a more accurate assessment: book publishing is the largest cultural industry in Europe, and the book trade has lots of requirements for ICT solutions, which the European ICT industry can provide. Book publishers have for their part had the possibility to broaden their expectations in terms of how digital technologies can help them and of the range of possibilities that the cooperation of the two industries can and will offer in order to meet the expectations of European consumers.

The ICT community remains also aware of several broader issues that can affect the development of digital publishing at the policy level. One outstanding example where there is a complete overlap of vision is the VAT discrimination that hampers the development of digital cultural products.

There is therefore still a wide scope for more joint ICT-publishing actions and projects. If after one year of TISP it was clear that there was no lack of opportunities to be addressed, together with the related challenges, via enhanced cooperation, a second year has contributed not only to increase

awareness of this partially untapped potential; it has both allowed initiating further collaborative and targeted actions and highlighted the areas where particular efforts may need to focus.

The importance of cultural and creative industries and of the ICT sector for policy makers at EU level, another element (not new) clearly highlighted in several book and ICT events, should be the background for some interesting opportunities in this field, for example fostering an interdisciplinary approach and supporting the establishment of common research infrastructures.



## 5. ICT TRADE EVENTS IN 2015

For the third year of the project, 2015, TISP international events were identified as follows:

- FICOD in December 2015 in Madrid, Spain
- NEM Summit, October 2015 (TBC), venue not fixed yet

The events listed are still in phase of planning so there are not specific details available yet.

TISP events in the above mentioned events, once defined, will be promoted through the Smart Book and the other communication channels of the network.

We summarize below an overview of the events selected.

### **NEM SUMMIT 2015**

#### **Venue to be fixed, October 2015**

NEM stands for Networked and Electronic Media Initiative, is a European Technology Platform under the Seventh Framework Programme. As an industry-led initiative, NEM aims at fostering the convergence between consumer electronics, broadcasting and telecoms in order to develop the emerging business sector of networked and electronic media.

The NEM constituency includes all major European organisations working in the networked and electronic media area and they are likely to be keen of having publishers in the network, following the last indications by the EC to have more creative industries involved in the network.

The next NEM Summit (<http://www.nem-initiative.org/>) is planned at the end of October next year.

### **FICOD 2015**

#### **Madrid (Spain), December 2015**

FICOD is the International Digital Content Forum, an essential meeting point in Europe for companies, professionals, entrepreneurs, investors, and students, that showcases Spain's potential as a country that creates high quality digital products.

2015 will be FICOD's seventh year. Its goal in 2014 was to respond to the needs of the Spanish digital content industry, become a reference in Europe, and serve as a gateway for Spanish companies to a potential market of more than 500 million Spanish speakers around the world.

In 2014 from 2 to 4 December key players from the market's various fields – audiovisual, music, video games, digital advertising and marketing, e-commerce, applications, social media, e-learning, publications and services, and technological products for digital content – gathered at FICOD.

FICOD is a key tool in Spain's Digital Agenda, helping to promote the internationalisation of the Spanish digital economy. The event is part of a threefold strategy: supporting the search for investment and financing, attracting buyers for industry products and services, and promoting the digital economy as a career for the future.