

# Final Report

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## 1. THE TISP NETWORK

TISP (Technologies and Innovation for Smart Publishing) is an European thematic network aiming to foster the dialogue between publishers and ICT companies in Europe.

While the sector of book publishing has fully entered the digital era, not all publishers, especially SMEs, have easy access to the necessary knowledge, skills and technologies needed to be competitive in this rapidly evolving market. On the other side, ICT companies have not sufficient awareness about the potential and the demands in terms of technological innovation of the publishing industry.

In this context, new opportunities of collaboration between book and ICT companies may arise if mutual knowledge is stimulated and improved access to technologies facilitated.

Promoting and supporting innovation has been at the core of the activity of the network over the three years of the EC funded project.

Innovation according TISP approach should be declined according two layers: a) business innovation and b) policy innovation at national and European level. At the basis of both there is an accurate information made available to entrepreneurs and policy makers allowing them to base their decisions on a more robust knowledge.

Innovation in business models (a) depends on the capacity of individual entrepreneurs to invent new ways for making business starting from their knowledge of the market trends, from benchmarking with existing business cases and from implementing truly innovative solutions to their industry. TISP provided information and documentation, and fostered an open discussion about how new business models may be implemented in the publishing industry in the digital era, thanks to a shared wider and deeper knowledge both on the technological evolution and the publishing market.

With regard to (b) policy innovation, it also depends on the quality of information that policy makers have at their disposal to better understand the impact of any measure in the market. The TISP network provided a dedicated set of policy recommendations elaborated through the dialogue between the two stakeholders communities and supported by qualitative information and documentation.

To achieve these objectives, TISP developed specific instruments to provide stakeholders from ICT and book sector and policy makers with the necessary basis for continuing dialogue and solid knowledge.

First of all, network partners met in occasion of book and technology trade events where ad hoc **TISP seminars** were organized on specific topics, while dialogue continued throughout project life with different communication tools and activities.

The results of the exchanges between stakeholders as well as outcomes of TISP events has been collected in a single web resource: the “**TISP Smart Book**”, an information hub showcasing business cases and other relevant materials that may support decision making by companies in launching new business models.

The high level dialogue between the two stakeholders communities involving their major representative organisations resulted in **policy recommendations** on how innovation in digital publishing and the uptake of ICT should be supported.

Over the three years of the EC funded project, [25 organisations](#) from 12 European countries (Belgium, Bulgaria, Germany, Hungary, Italy, Lithuania, Netherlands, Poland, Romania, Slovenia, Spain, United Kingdom) worked together to promote dialogue and stimulate proposals for innovation in the two sectors both at business and at policy level.

Resulting from the merging of two pre-existing networks in the publishing and ICT worlds, TISP consortium included the two European umbrella organisations of the two industries concerned (Federation European Publishers and Digital Europe), the three most important international Book Fairs (Frankfurt, London, Bologna Children’s Book Fair), 16 national trade organizations in the publishing and in the ICT industries, 4 cultural and academic institutions.

During the project, TISP established communication and exchange with several external networks and organisations whose scope and activities were relevant for the issue of technology innovation in publishing, being them other EC projects, established international organisations, networks at EU and national level.

Some of these relationships developed over the lifetime of the project turned into concrete cooperation on common initiatives such as events’ co-branding or structured exchange of information.

The vast array of organisations involved and the geographic spread of the consortium ensured a good outreach to a wide audience of different stakeholders, either book and ICT professionals, business managers, public officials and policy makers, technology experts, academic people and researchers, start-ups companies.

## 2. EVENTS

### RATIONALE

TISP approach to foster exchange and collaboration between book and ICT sector stakeholders was to provide a practical venue of confrontation and dialogue to this targeted audience.

The key concept was that the best way to deepen mutual knowledge is to visit each other in respective environments around a table of discussion on topics of common interest. For this reason, different meetings were planned throughout the three years of the project in book and ICT trade events of relevance. An annual planning was designed where the consortium identified the venues of future TISP appointments and decided the topics to address.

For what concerned the book trade, the three major book fairs that were partners of the network were privileged venues, having all a dedicated agenda for digital publishing and technological innovation. Further opportunities have been identified in occasion of other type of events such as international conferences or specialised meetings (when the topic addressed was of interest for the network). National meetings and ad hoc events were also implemented, relying on partners' own initiative. For what concerned the ICT sector, the most effective strategy to identify suitable venues for TISP meetings was instead to concentrate not on generalist events such as big ICT fairs (e.g. CEBIT) but rather on focused, possibly smaller events where the ICT community had an interest in the area of digital content and creative industries.

### TOPICS

The choice of topics was guided by the network partners as key stakeholders' representatives thus most appropriate source to identify emerging trends and needs of their members with regard to digital innovation.

The attention to identify areas and topics for in-depth dialogue and the capacity to detect timely changes and new needs in the book value chain related to digital shift was at the core of the actions of TISP network when planning the events throughout the project life. The dialogue and exchanges among consortium members and with external organisations and stakeholders' networks collaborating with TISP led to the identification of areas of common interest for both book and ICT sector.

In the second half of 2014, TISP launched an EU survey on “R&D needs in European book publishing<sup>1</sup>” that provided further input for the content of the events.

The dialogue and exchange within the TISP network and the feedback from the TISP activities (meetings, analysis of business cases, etc.) confirmed the high interest of publishers in pursuing innovation in their business model by exploiting technologies to enhance their products and services. However, their attention concentrates more on new ways to use technologies rather than in the invention and implementation of new technologies since content remains the core value of publishers’ activity. The need for innovation on the other side is not confined in one phase of the value chain. The production process, new products and services, distribution and marketing are all area where publishers are aware they are called to make and possibly lead the change.

Table 1 below resumes the main topics of interest resulting from the survey and from other TISP activities that provided a guidance for refinement of events’ topics.

**Table 1 - Topics of interest for R&D&I in relation to phase of the value chain and market segments**

	Production process	New products and services	New relations with consumers
<b>Trade</b>	<ul style="list-style-type: none"> <li>Content and metadata management systems (CM&amp;MS)</li> <li>Collaborative production involving authors and readers</li> </ul>	<ul style="list-style-type: none"> <li>Interactive content (more than multimedia)</li> <li>Mobile content and services</li> </ul> <p><i><b>N.B:</b> some may be related to sub-segments: e.g. geolocation to tourism</i></p>	<ul style="list-style-type: none"> <li>Big data analysis</li> <li>Digital distribution</li> <li>Mobile and social marketing</li> <li>Discoverability</li> </ul>
<b>Education</b>	<ul style="list-style-type: none"> <li>Collaborative production involving authors, teachers and readers</li> <li>Media-neutral content production and conversion</li> <li>CM&amp;MS</li> </ul>	<ul style="list-style-type: none"> <li>Personalised content</li> <li>Platforms as a service</li> <li>Gaming</li> <li>Interactive <i>and</i> multimedia content</li> </ul>	<ul style="list-style-type: none"> <li>Use of social web for education</li> <li>Direct licences</li> <li>Temporary access</li> </ul>
<b>Scholarly and professional</b>	<ul style="list-style-type: none"> <li>CM&amp;MS (particularly for SMEs)</li> </ul>	<ul style="list-style-type: none"> <li>Customised content</li> <li>E-journals, e-monographs in areas currently not covered</li> </ul>	<ul style="list-style-type: none"> <li>Data mining (in particular for citations)</li> <li>Direct licences</li> </ul>

<sup>1</sup> TISP EU survey “R&D needs in European book publishing” <http://www.smartbook-tisp.eu/resources/survey-rd-needs-in-european-book-publishing> was further analyzed in TISP paper on “Research and Innovation Needs of EU publishers” <http://www.smartbook-tisp.eu/resources/research-innovation-needs-european-publishers>

Besides interesting areas for innovation and R&D directly related to publishers' business, some topics of interest are related to the need of creating more robust digital infrastructures. Among these, three particularly emerged in the survey conducted: identification and metadata standards; interoperability of formats and DRM solutions; accessibility for print impaired people.

**Table 2 – Topics of interest for R&D&I at infrastructural level**

	Identification and metadata	Formats	Accessibility
<b>Trade</b>	<ul style="list-style-type: none"> <li>Subject categories</li> <li>Granularity</li> <li>Collaborative big data analysis</li> </ul>	<ul style="list-style-type: none"> <li><i>User friendly i-DRM</i> (aka LTP cf. Radium Foundation)</li> <li>E-readers and reading software</li> </ul>	<ul style="list-style-type: none"> <li>EU infrastructure for accessibility</li> <li>Automatic accessibility validator for epub</li> </ul>
<b>Education</b>	<ul style="list-style-type: none"> <li>Pedagogical metadata</li> <li>Granularity</li> </ul>	<ul style="list-style-type: none"> <li>Edu-Pub</li> <li><i>i-DRM</i></li> <li>Content Interoperability in educational platforms</li> </ul>	<ul style="list-style-type: none"> <li>EU infrastructure for accessibility</li> <li>Integration between content and platforms accessibility</li> </ul>
<b>Scholarly and professional</b>	<ul style="list-style-type: none"> <li>Authors identifiers (ORCID, ISNI)</li> </ul>	<ul style="list-style-type: none"> <li><i>i-DRM</i></li> </ul>	<ul style="list-style-type: none"> <li>EU infrastructure for accessibility</li> </ul>

The innovation areas identified by TISP consortium provided a guidance for partners to plan the scientific programme of TISP events.

During the project, the ongoing commitment of AIE and project partners in planning the scientific content of TISP professional events, as well as partners participation in other relevant events and initiatives for digital innovation in publishing, lead to an increasing refinement of the area of innovations explored by the network.

## OVERVIEW OF TISP EVENTS

In three years of project, TISP organised 16 international events. Beside this, several national meetings took place and co-branded TISP events were organised at national and international level together with external partners organisations or networks. All in all TISP gathered over 2,000 participants in these venues, of which at least 2/3 were external to the consortium members.

Basing on topics identified by TISP consortium and progressively refined through external experts and stakeholders engagement, events planning has focussed on innovation in publishing at many levels: in production processes, where ICT supports the creation and distribution of interactive,

cross-media content available in multiple formats and devices, in final products, with new ways to engage readers through transmedia storytelling and gamification, and in new business models, with new digital services going beyond the basic purchase by book unit towards subscriptions models and e-lending, data-driven marketing strategies based on users analytics and discovery services based on semantic web technologies.

In this context, the enhancement of e-skills emerged as a key requirement for digital innovation in publishing, as well as infrastructural developments in standards for content and metadata to foster interoperability in the book and e-book value chain, and increased access to research and finance. Content discoverability on the web, accessibility to visually impaired people and the digital transition in education were identified as very relevant domains for potential developments.

A comprehensive description of the TISP events can be found in the [public deliverables](#) of the project, available on the Smart Book website.

## **OVERALL RESULTS OF EVENTS**

The impact of the events was not limited to the participating audience since TISP built further on the discussion held during the meeting, engaging the speakers and exploiting the contacts taken on occasion of TISP workshop to provide in-depths on the topics addressed to be widely made available through the Smart Book in the form of business cases, reviews, articles. Events were also inspiring for the dialogue about policy recommendations, providing direct contacts with experts and people of the industry to gather a real insight on how digital innovation is put into practice and which challenges and opportunities are there for publishing and ICT companies and the support that would be needed by public institutions.

The link between events, Smart Book contents, policy recommendations represent a virtuous cycle that TISP was able to put in place, channelling the dialogue and the exchange of information and experiences of publishing and ICT actors on specific issues



### **3. THE SMART BOOK**

#### **AN INFORMATION HUB ABOUT DIGITAL INNOVATION**

The Smart Book website ([www.smartbook-tisp.eu](http://www.smartbook-tisp.eu)) is the web content hub of TISP project, offering a comprehensive repertoire of in depth, professional information resources focusing on the emerging areas of digital innovation in publishing. The content hub includes articles, business cases and studies providing useful insights on new publishing business models, R&D initiatives and new collaborations with the ICT sector, highlighting e-skills and enabling technologies helping publishers innovation needs in all steps of the value chain.

As suggested by the term “book”, the Smart Book is a source of finite, authoritative content, edited and designed for use by a particular audience. Indeed, most of contents are original, authored by and designed for the international community of professionals in publishing and ICT, including companies, associations, independent experts, universities and research centres, exploring digital innovation in publishing both from a business and a technological perspective.

The adjective “smart” stresses that such a book is easy to access, searchable, and continuously enriched with new content, so that the Smart Book is more similar to a book shelf than to a single book. The website has been inspired by these principles, by adopting a simple design that facilitates content readability (also on mobile devices) and providing a structure that allows an easy access to information resources both per publication types (articles, studies, business cases) and for thematic areas.

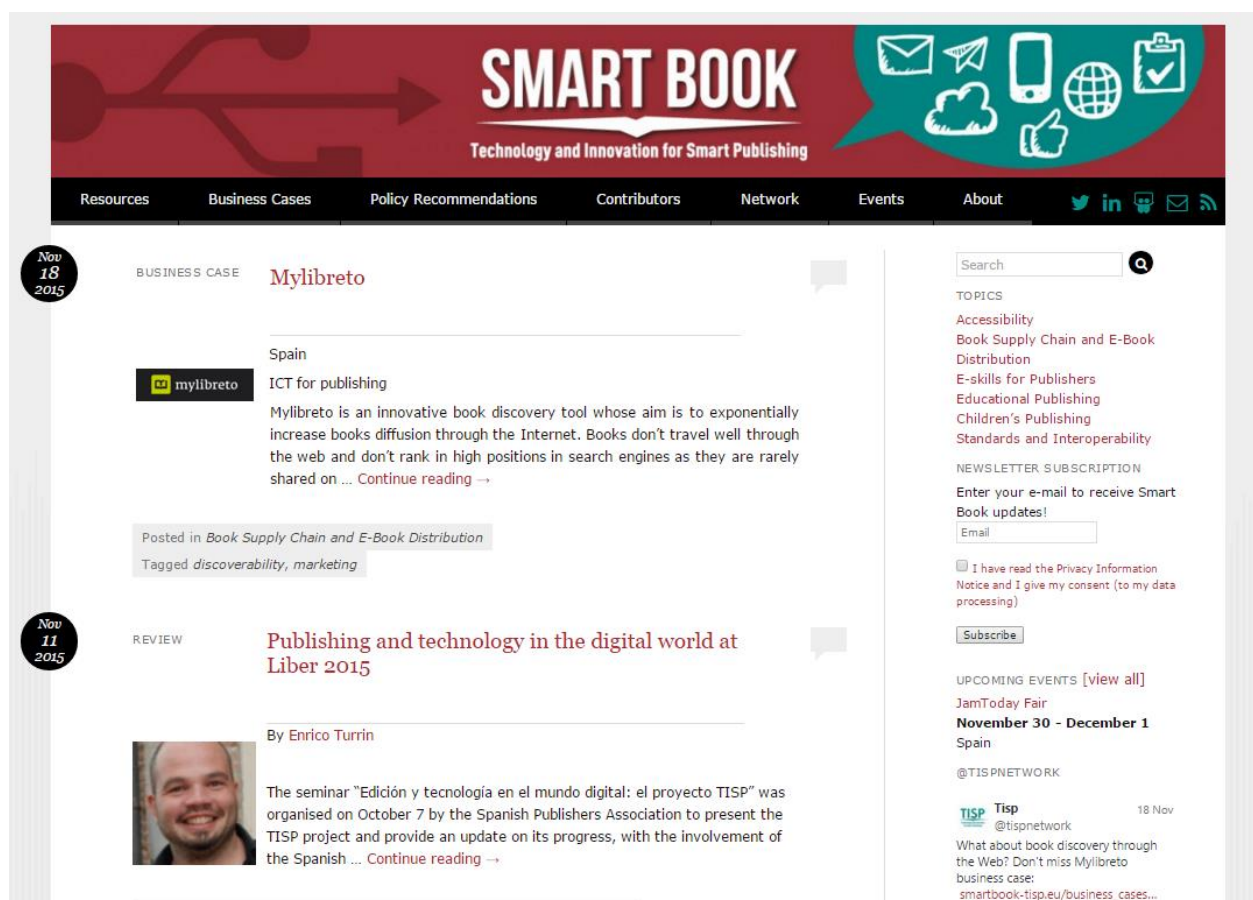


Figure 1: The Smart Book home page

Business cases are the heart of the Smart Book, as they provides real examples of cooperation between ICT and publishing such as the development of new services in the book sector with technological value, start-ups and business initiatives that may boost the dialogue between the two communities and give hints for highlighting needs from publishers that are satisfied from a technological solution.

A website section is dedicated to TISP policy recommendation, stemming from the dialogue between the communities of book publishers and ICT providers and drawing inspiration from wider discussions held at TISP events, the business cases collected within the project as well as the experiences and reflections of the project partners and external experts of digital publishing.

Relevant events in the publishing and ITC sector, including workshops and seminars organised by TISP consortium as well as other events of interests for the professional communities of both sectors are published on the Smart Book calendar in a dedicated area of the website.

The Smart Book website is an open source website based on a WordPress (WP) solution. Technical implementation, hosting and maintenance activities have been entrusted to iMinds, who agreed to keep the same level of contribution on best effort basis also beyond the official conclusion of TISP project.

## WEBSITE FEATURES AND COMMUNITY TOOLS

The Smart Book features are designed to ensure an effective users experience, from content discovery and access to social interaction using community tools. All features are developed in compliance with the principle of responsive design in order to ensure the Smart Book usability on mobile devices. Visibility on search engines and social media platforms is enabled by ad hoc technical enhancements (SEO) that contributed to reach a wider audience.

The website can be explored following multiple navigation paths, by browsing resources per content type and per thematic coverage (by topics and tags reflecting the innovation areas covered by publications) and by following links cross-sections. A search tool for free text searches inside the website is also available in all pages, helping readers to easily access to specific content items.

Content access and dissemination is supported by ad hoc features: users can download publications using a “Print as PDF” function embedded in each page and then share content within their network of contacts in a print friendly version; subscribe the Smart Book RSS feed channel to receive instant updates directly in their mailbox every time new editorial content are published and the event calendar is updated, or subscribe the Smart Book Newsletter to receive a thematic selections of Smart Book publications prepared by the editorial team and anticipations on upcoming events.

As the Smart Book addresses a professional audience, readers are also encouraged to participate to website enrichment by submitting their innovation cases (the template for business case editing is available for download on the Smart Book website) and by contacting the editorial team for editorial enquiries and proposals using a dedicated mailbox ([editorial@smartbook-tisp.eu](mailto:editorial@smartbook-tisp.eu)).

Online networking around the innovation topics addressed by the Smart Book is triggered by social media and community features: users can leave comments directly on the Smart Book website, using a dedicated function, or share and discuss contents on social networks (Twitter, Facebook, Google Plus, LinkedIn) using the social media buttons embedded in each page. For easy content citation and referencing, articles and studies have been assigned with the DOI (Digital Object Identifier) a standard persistent identifier widely used in the publishing and research community.

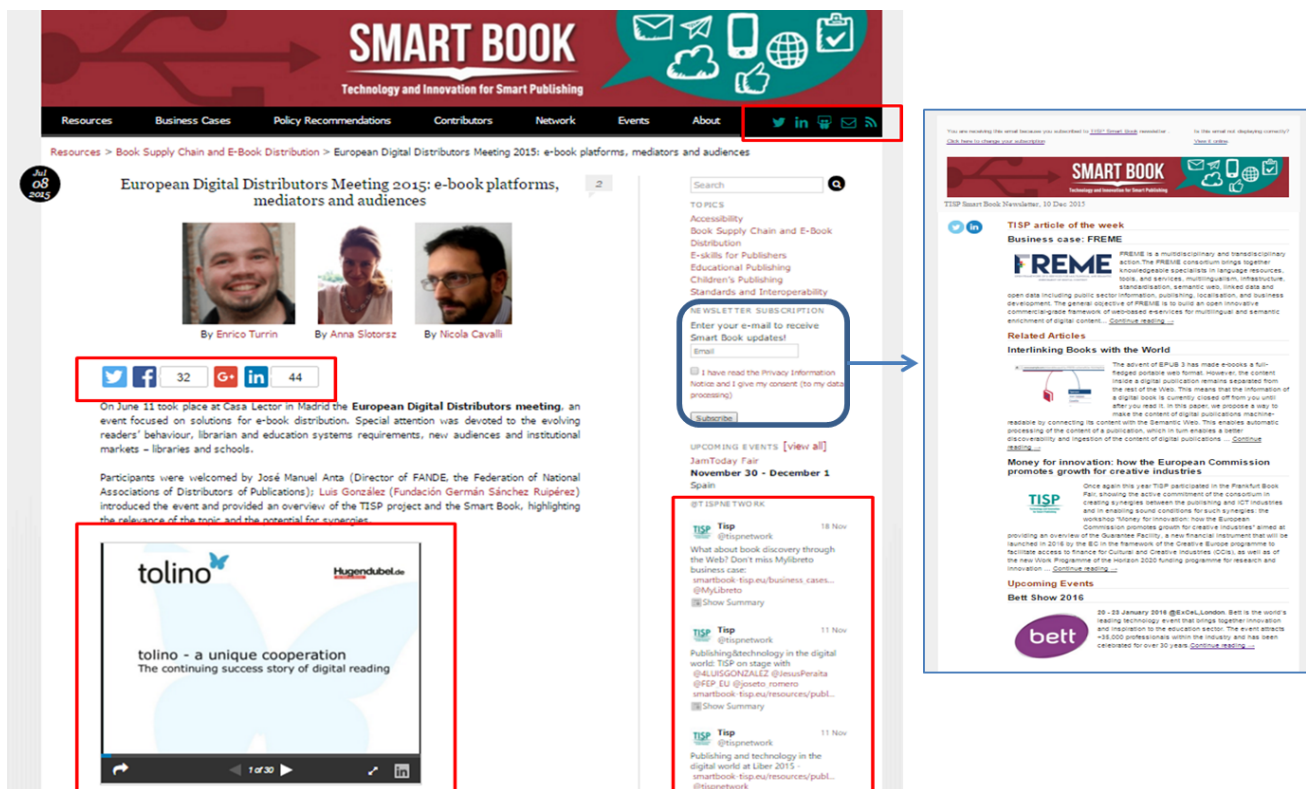


Figure 2 – overview of Smart Book social features and newsletter

Social media presence is further consolidated by TISP accounts managed by the editorial team on the social media platforms that have been identified as best placed to reach the professional target audience (namely Twitter, LinkedIn and SlideShare) and are regularly used by the editorial team and TISP partners to promote newly published contents and relevant events for the ICT and publishing community. In order to expand the Smart Book outreach potential in occasion of events, Twitter campaigns have been launched by the editorial team in coordination with partners responsible for events organization; moreover, presentations from workshop and seminars partnered by TISP have been made available on the SlideShare channel of TISP project.

## EDITORIAL AND COMMUNICATION ACTIVITY

Since the Smart Book launch, a new content is published on a weekly basis. The workflow for content planning, enrichment and publishing is managed by the editorial team led by AIE, working in coordination with TISP partners and external contributors involved by the network, according to a methodology that have been confirmed after the completion of TISP project funded phase.

The Smart Book editorial plan is elaborated on the basis of ongoing exchanges between the editorial team at AIE, TISP partners and external organizations involved in the network, using a

collaborative approach for content enrichment that allows for an effective distribution of efforts among contributors.

Such collaborative approach is at the heart of the editorial process and relies on three main sources:

- Feedback from partners attendance to professional events for publishing and ICT sector (seminars, discussion panels, conferences, etc.), allowing the editorial team to identify emerging innovation trends, business cases and potential experts to be involved as contributors for the Smart Book; events reviews are also published on the Smart Book
- Partners contents and knowledge assets matching on with the innovation topics identified by the consortium and made available on the Smart Book ether as original publications or through translations and republishing agreements;
- Networking activities carried on by TISP consortium and by individual partners, enabling the involvement of experts and external stakeholders that can contribute with studies, articles and interviews on TISP topics, and the identification of new projects and initiatives for innovating digital publishing that can be presented on the Smart Book

Content promotion and dissemination to the international community of ICT and publishing professionals relies on a well-established network of communication channels, both managed by TISP consortium (Smart Book RSS feed, newsletter and social media) and by individual project partners (mailing lists, newsletter, news and articles linking the Smart Book, social media accounts).

The editorial team also coordinates with external organizations and stakeholders networks to promote the Smart Book contents on third parties websites (by means of republication agreement) and communication channels (ex. through third parties newsletters) .

## **OVERALL RESULTS**

Since its first public release launched on 8 April 2014 in occasion of the TISP event at London Book Fair, a new content has been published on a weekly basis. At the end of the project, the Smart Book featured 109 publications, including business cases, articles, academic studies, events reviews. As a whole, the Smart Book publications repertoire of reflects the work done during the project in order to identify publishers innovation needs (ranging from new production processes for accessible, interactive and cross-media content, new business models for content distribution, and new solutions for content promotion and online discovery) and emerging solutions offered by new technologies, content and metadata standards and e-skills development. Practically, the increasing focus on specific trends within the area of innovation identified by TISP consortium is being reflected by the frequency of keywords within the Smart Book tag cloud.

Over time, the Smart Book reached an increasingly wider audience, passing from an average rate of 944 unique visitors per month in 2014 to an average rate of 1,600 unique visitors in 2015, reaching a total of 28.980 unique visitors at the end of the project. In the last year of the project, over 200 websites (including TISP partners websites, external organizations collaborating to TISP events and Smart Book publications, national and international projects and initiatives involved in TISP networking activities, blogs and information sites dedicated to publishing professionals) have been linking to the Smart Book , thus confirming network commitment in content promotion and dissemination activities.

Overall, the Smart Book has been progressively developed to become a well-recognized information source on digital innovation in publishing for a professional audience in the international publishing and ICT community. The workflow for content enrichment and dissemination to the target communities has been increasingly consolidated and now relies on a solid methodology based on the cooperation among TISP members and external stakeholders network collaborating with the consortium.

Following up the completion of TISP project, most of partners agreed to continue contributing to the Smart Book, taking part both to content enrichment and dissemination activities. The collaborative approach behind content enrichment and dissemination allows individual members to benefits from contents and knowledge collected by the whole network and to contribute with a reasonable effort. Currently, publications continue on a regular basis as during the project funded phase, thus confirming partners commitment in keeping the Smart Book active as a valuable tool for sharing knowledge and experience on emerging trends in digital publishing and to showcase innovative products and services to a well-established international professional audience.

Building on the consensus and commitment by partners and stakeholders that have been achieved so far, TISP network members will continue to keep the Smart Book active and cooperate in order to exploit further the content hub and the technical infrastructure that has been developed within new funded initiatives.

Future opportunities to develop the Smart Book value have been already identified by partners, thus benefitting from keeping the website active beyond TISP project conclusion:

- To extend the Smart Book coverage to a wider range of initiatives for the innovation of book industry, such as R&D projects, start up incubators and innovation hubs where there is an interest in collaborating with TISP
- To use the Smart Book (as a content hub and dissemination tool) in order to support new joint initiatives involving TISP partners, or stemming from the ongoing collaboration between TISP and other networks

## 4. POLICY RECOMMENDATIONS

One of the aims of the TISP project was to elaborate a set of policy recommendations addressed to policy makers at national and European level, to suggest ways of supporting innovation in book publishing and enhancing the integration of ICT in the sector. The responsibility of coordinating this exercise was given to the Federation of European Publishers and Digital Europe, as representatives at European level of, respectively, the book publishing and the ICT industries.

The process started with the identification of a number of areas of common interest that offered opportunities for cooperation between the two sectors. On this basis, the draft recommendations were elaborated throughout the project with the continuous contribution of consortium partners and expertise of their respective members outside of the consortium, as well as from several external experts in the field of digital publishing.

After a first release, the final version of the document, achieved after several rounds of contributions, integrations and updates, is a set of recommendations at different levels and spanning a wide range of topics, introduced by a brief stocktaking of some essential common elements of the two industries.

The new document envisages three layers: one with general recommendations, the second on horizontal policies and the third focusses on specific areas where support for research would bring growth and innovation.

Each of these three layers includes differentiated indications for policy makers at a) national level b) EC level. The indications on advisable policy measures are complemented where available by more focused indications on “what do in practice” and best practices for inspiration.

The first recommendations, on a general level, emphasise the importance of fostering dialogue and cooperation between the book and ICT sectors and stress the need to focus on solutions that address commercial needs of companies. These are followed by several suggestions for horizontal policies that can encourage the development of technological solutions to enhance the role of publishing as well as broader areas for action that can improve the innovative capacity of book publisher: these include access to finance and research, the development of digital skills, addressing accessibility issues and others. Finally, on a third level, the recommendations identify several specific areas on which research should focus to support innovation in the book sector: enhancing production and distribution, big data, semantic technologies, online discovery and automated translation.

The recommendations, in their [final release](#) – issued right after the end of the project – suggest general policies and support actions to boost the integration of ICT and book publishing, and in some cases propose concrete initiatives and project possibilities that can pave the way to important innovations in the sector.

Overall the document so far represents an useful guidance for stakeholders and policy makers to conduct an operative dialogue towards policies supporting innovation.

Building on the analysis of TISP findings and the stakeholders dialogue carried on throughout the project, the recommendations provide guidelines for further cooperation between the ICT and publishing sectors and call for support for research and developments in the innovation areas for the book sector that have been identified by the network, with a view to address commercial needs and foster further growth in the sector.

The recommendations will be disseminated by TISP partners, directly in Brussels (European Commission and Parliament) and through their member networks in the EU Member States, in order to provide inspiration to public authorities at various levels, also with a view to orientate the allocation of funding for the support of projects.



## **5. IMPACT AND FUTURE SUSTAINABILITY**

### **5.1 TISP MAIN ACHIEVEMENTS**

The effort of TISP was in enhancing the dialogue and building bridges between two sectors, publishing and ICT, that could benefit of a stronger alliance and exchange. After three years of project, we can affirm that TISP has achieved relevant results in both fostering new alliances and stimulating exchanges between stakeholders of the two domains.

The first key result is to have identified some common issues where ICT and publishing stakeholders can find ground for collaboration and joint discussion.

This was the basis of the policy recommendations where policy makers can find useful indications to build effective measures of support and cooperation.

This was the outcome of the different types of events held throughout the project where TISP gave a meeting place to all those interested to technology and innovation applied to the publishing sector, highlighting opportunities and threads as well as new ideas and services.

The topic of technology and innovation in publishing has been regularly included in the professional programs of the most important appointments in the book sector, namely the biggest book fairs in the world, while increased awareness of the publishing landscape from the technological point of view has been acquired in the ICT sector especially with the synergy created between TISP and the NEM initiative.

This latest, that was consolidated especially in the last year of the project, opens new paths for a deeper consideration of technological issues pertaining to the publishing sector into the research and action agenda of the technological platform that include major ICT stakeholders and companies.

Finally, TISP has developed some relevant tools that can serve in the future the objectives of the network. The Smart Book has been consolidated as a reliable and quality information resource that will be maintained after the project end and that holds an high potential to be enriched and opened up to new communities of interest, such as research centers, start-ups and innovation hubs piloting technological innovation in digital publishing.

### **5.2 IMPACT OF TISP (ADDED VALUE FOR PARTNERS )**

Though intangible, and difficult to measure, the main added value for TISP partners is in the better understanding of what is going on in the book industry in terms of innovation. This derives from two key elements of the network: the focus on digital innovation in the industry, which has

become a subject of the partners' agenda through the emphasis given to innovative (and successful) business cases and start-ups, and the identification of reliable sources of information and know-how on a variety of subjects within and close to the TISP network.

Probably we cannot say that the launch of the "start-up club" within the German Publishers Association is a direct outcome of TISP, though the idea emerged in that milieu. However, it is true that TISP has been the vehicle to let all the other European publishers associations know and appreciate this initiative. The fact that in the first FEP meeting in 2016 a session was dedicated to the "Innovation in book publishing", starting from the presentation of the TISP results, is significant of a trend. At the end of the meeting a working group was formed (with some TISP partners, and others not involved in the project) to take alive the subject in the FEP agenda and further elaborate from it.

One may say that the impact is more evident in the book sector associations rather than in the correspondent ICT ones. However, this does not mean that an impact in the ICT industry cannot be expected. When publishers are encouraged to look at ICT companies as possible partners rather than counterparts an effect on the other sector is the natural consequence.

Before TISP the debate between the two trade associations was limited to occasions where conflicts prevailed. The case of copyright is paradigmatic. TISP moved the scope of the dialogue to further subjects, where the two parties discovered a common ground in joint possible business opportunities. The dialogue resulting in the joint Policy recommendation was very useful to modify the way the two parties were looking at each other.

The third group of TISP partners, consisting of cultural and academic institutions, played and are expected to continue playing a key role in being the bridge between the two and the catalyst for new initiatives.

### **5.3 TISP AFTER FUNDED PHASE**

In the project proposal we wrote: "A thematic network is, first of all, a network, and long term viability means to establish relations to be maintained after the end of the project, both among partners and between them and third parties". To measure if this vision is going to generate concrete outcomes, we can consider three elements: the tools, the relationships, and the cooperation projects.

**The tools.** The main tools used during the project were the events and the Smart Book. As for the events, the experience during the three years project allowed partners to appreciate the value of the collaboration in this field. Professional programmes about digital publishing during the major book fairs pre-existed to TISP. The project enriched these programmes thanks to the collaboration with the other partners, which is something that we expect will continue. Even more important, a

spin-off of TISP is the idea to transfer this experience and the know how acquired to further book fairs in Europe. For this purpose, some TISP partners, together with the organisers of small book fairs in Europe have submitted for grant the Aldus project under the Creative Europe programme. Regardless the result of the submission, the idea of networking in this field has been launched.

Most partners agreed to continue contributing to the Smart Book, and the first four months after the end of the funded phase we were able to maintain the same level of activity than in the past. The Smart Book has become a tool appreciated by many partners' members, and thus an instrument for promoting the brand of the partners at a reasonable cost. For the future, the idea is also to offer the Smart Book as a dissemination tool to further joint projects that partners will launch.

**The networks.** The most important effect in this area is in the relations established between TISP and other networks, in particular NEM and the European Internet Forum. This significantly broadened the networking opportunity for partners and for the TISP network as a whole.

**Cooperation projects.** A number of joint initiatives involving the partners, or stemmed from the TISP activities involving further organisations, are planned in different fields: book accessibility, big data, Internet of things are just some examples. The mentioned Aldus project is another.

A field where the cooperation is very close to the scope of the TISP project is the creation of a European network of start-up incubators, research centres and similar initiatives, which is now perceived by many partners as a priority.



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## APPENDIX I - THE CONSORTIUM

Here following the list of the members of the TISP network, classified according the type of organisations involved:

<b>European umbrella organizations</b>	
FEDERATION DES EDITEURS EUROPEEN	BE
DIGITALEUROPE	BE
<b>Book Fairs</b>	
BOLOGNA CHILDREN'S BOOKFAIR	IT
FRANKFURTER BUCHMESSE	DE
LONDON BOOK FAIR	UK
<b>National trade organizations of the publishing industry</b>	
ASSOCIAZIONE ITALIANA EDITORI	IT
MARKETING UND VERLAGSSERVICE DES BUCHHANDELS	DE
LIETUVOS LEIDEJU ASOCIACIJA	LT
FEDERACIÓN DE GREMIOS DE EDITORES DE ESPAÑA	ES
BULGARIAN BOOK ASSOCIATION	BG
SLOVENIAN PUBLISHERS ASSOCIATION	SI
POLISH CHAMBER OF BOOKS	PL
BOEK.BE	BE
PUBLISHERS ASSOCIATION	UK
<b>National trade organizations</b>	
ASSOCIAZIONE NAZIONALE INDUSTRIE INFORMATICHE E TELECOMUNICAZIONE ED ELETTRONICA DI CONSUMO	IT
INFORMATIKAI TAVKOZLESI ES ELEKTRONIKAI VALLALKOZASOK SZOVETSEGE	HU
MEDRA	IT

ASOCIATIA PRODUCATORILOR SI DISTRUBUIITORILOR DE ECHIPAMENTE DE TEHNOLOGIA INFORMATIEI SI COMUNICATIILOR	RO
INFOBALT	LT
<b>Cultural and academic institutions</b>	
INTERDISCIPLINARY INSTITUTE FOR BROADBAND TECHNOLOGY	BE
JOHANNES GUTENBERG-UNIVERSITÄT MAINZ, INSTITUT FÜR BUCHWISSENSCHAFT	DE
UNIVERSITY OF UTRECHT	NL
FUNDACIÓN GERMÁN SÁNCHEZ RUIPÉREZ	ES

## APPENDIX II - TISP AND OTHER NETWORKS

*Here below the list of networks and organisations that liaised with TISP.*

- **NEM**, the New European Media Initiative is an EU platform gathering all major European organisations working in the networked and electronic media area
- **European Internet Forum**, whose mission is to help provide European political leadership for the development of European and multilateral public policies responsive to the political, economic and social challenges of the worldwide digital transformation;
- **Crea Cultura**, discussion group which works under the coordination of Fundación Atresmedia, belonging to Atresmedia Corporation, one of the most important media groups in Spain;
- **FANDE**, the Spanish Federation of Book Distributors that also promoted the establishment of an European group of e-Distributors
- **Emprendelibro**, a joint initiative between FGSR and Factoria Cultural designed to promote sustainable development of innovative projects in the field of digital publishing;
- **School Libraries Network of Portugal**; TISP was introduced during the visit (July) of a group of twenty members of that organization to *Casa del Lector* (the cultural and training centre that FGSR has in Madrid),
- **eSkills Romania/ eSkills Italy**; national partners of eSkills that were also TISP partners, respectively APDE TIC and ANITEC promoted TISP across the local initiatives
- **European Creative Industries Alliance**; an EC funded open platform that brings together policy-makers and business support practitioners aimed at supporting creative and cultural industries (CCIs) as a driver for innovation and competitiveness,
- **EBN Innovation network**; network of EU|BICs (business and innovation centres) and organisations that support the development and growth of innovative entrepreneurs, start-ups and SMEs.
- **Global Libraries Programme**, the international convention organized by Bill & Melinda Gates Foundation;
- **Board of IDPF**, International Digital Publishing Forum, the global trade and standards organization dedicated to the development and promotion of electronic publishing and content consumption;
- **IPA**, International Publishers Association, the federation of national, regional and specialist publishers' associations;
- **IDF** (International DOI Foundation), not-for-profit membership organization that is the governance and management body for the federation of Registration Agencies providing DOI services and registration;

- **Copyright Hub**, Not-for-profit, permanent initiative based in, but not limited to, the UK that exists to facilitate content licensing using LCC and RDI solutions as well as to develop technologies for copyright management;
- **EDItEUR**, the international group coordinating development of the standards infrastructure for electronic commerce in the book, e-book and serials sectors;
- **LIA Foundation**, Italian Foundation which promotes books and reading in all forms, traditional and digital, through activities of education, information, sensitization and research, guaranteeing its fundamental principles: accessibility, integration and sociability;
- **RDI project**, RDI (Rights Data Integration) is a project aimed at demonstrating of how to efficiently manage and trade intellectual property rights online for any and all types of usage, across any and all types of content, in any and all media using the innovative framework developed by The Linked Content Coalition;
- **FORWARD project**, The project network is building an ARROW-like infrastructure and discovery service for the audio-visual sector through an automated system that will search, harvest and process metadata from film archives and producers;
- **Publisher of the Future research project**, project, which runs in Flanders from 2012 till 2016, aims at bridging the gap between the Flemish ICT sector and the Flemish book publishing sector through setting up innovative pilots that address both technological and business modeling challenges;
- **JamToday** is a thematic network coordinated by HKU focused on gaming in education started in 2014. HKU and AIE already agreed to find possible synergies that could be exploited within activities of the two networks. In the period considered, JAM Today and the games sector experience were presented at the TISP event during NEM Summit and a contribution to the Smart Book was also provided.
- **Cre-AM**, a project which aims to bridge communities of creators with communities of technology providers and innovators, in a collective roadmapping effort to streamline, coordinate and amplify collaborative work. Cre-AM expressed interest in cooperating with TISP in participating in respective events.
- **EDRENE network** is an EU network of stakeholders in the educational sector, including Ministry representatives, ICT company and publishers associations. The network has the overall goal to improve the provision of and access to digital learning resources by bringing together web-based repositories of learning resources with content owners and other stakeholders. EDRENE showed interest for the TISP network and agreed to promote the project activities to its members as well as to facilitate exchange of information between the two groups and cooperation on respective events.
- **EPF (Educational Publishers Forum)** is a working group within the International Publishers Association (IPA) aimed at supporting a sustainable educational publishing industry. EPF showed interest in discussing different formulas of cooperation that included promotion of TISP events to EPF members and contribution to discussion and events.

## APPENDIX III – LIST OF TISP EVENTS

### *TISP events in ICT sector*

<i>Year</i>	<i>Venue</i>	<i>Title event</i>	<i>Topic</i>
2013	ICT2013	ICT innovation empowering the European publishing sector	R&D, cooperation ICT and publishing, digital publishing, book supply chain
2013	Iminds conference	Digital book publishing in the future: technological, economical, and practical perspectives	Book Supply Chain, E-Book Distribution, bookselling, discoverability, e-book market, business models, authoring tools, interoperability, user's experience, customization
2014	ICCHP conference	Voices from the industry: experiences and future challenges for publishing and ICT in e-book accessibility	accessibility, e-book, e-pub, standards, interoperability, educational publishing,
2014	NEM Summit	Building policies to support ICT innovation in publishing: strategies meet experiences	e-skills, games, innovation, R&D, cross-over innovation, policy recommendations
2015	NEM Summit	Money for innovation: how the European Commission promotes growth for creative industries	access to finance, accessibility, creative industries, Horizon 2020, innovation, semantic technology, standards
2015	NEM Summit -Vision's day	NEM Summit – Vision day “Boosting innovation: Cooperations between the publishing sector & research institutions in Europe” and the speech “European Digital Reading Lab: the European headquarter of the International Digital Publishing Forum and the Radium Foundation	R&D, standards, innovation, epub, creative industries,
2015	NEM General Assembly	TISP: policy recommendations and accessibility in Publishing	accessibility, e-book, e-pub, standards, interoperability
2015	ICT 2015	Empowering creativity through ICT in an innovation network	R&D, semantic technologies, games, cross-over innovation
2015	European Internet Foundation	EIF Breakfast Debate ‘Technology and Innovation for Smart Publishing’	Book Supply Chain, E-Book Distribution, accessibility, big data, innovation, R&D, policy recommendations
2015	FICOD	Transmedia & Innovative developments in digital publishing	Book Supply Chain, E-Book Distribution, epub, storytelling, transmedia, standards, access to finance



### TISP events in book sector

Year	Venue	Title event	Topic
2013	Editech	Sailing against the tide. Publishing in disruptive times	ePUB3 standard, transmedia storytelling, user-centered digital publishing products, market trends and figures in ebooks, digital education, LMS, MOOCs online platforms, e-skills in publishing, semantic web, pricing and business models
2013	CONTEC - Frankfurt Book Fair	Business model for e-book distribution, interoperability and opportunities in a multilingual Europe	Standards and interoperability, ebook formats, ebook distribution, DRM
2013	Liber Book Fair	TISP, promoviendo la colaboracion entre editores y proveedores de tecnologia (national event)	Business models, cooperation ICT and publishing, book supply chain
2013	Più Libri Più Liberi Book Fair	C'è un bando per te a Bruxelles. Avvertenze per l'uso' (national event)	Access to finance, EC programmes
2014	Bologna Children's Book Fair	Story-telling and story-selling. Digital kids between transmedia experiences and market trends	children's publishing, educational games, gamification, storytelling
2014	London Book Fair	E-skills for Jobs 2014: Publishing and the ICT Sector: How Skills are changing in these different sectors to be able to work more closely together	e-skills, gaming, storytelling
2014	Frankfurt Book Fair	EU stakeholder workshop "What do publishers need in order to innovate?",	business models, e-book market, e-skills, educational publishing, Horizon 2020, interactivity, vat
2014	ad hoc event by AIE & ANITEC	Le opportunità per le piccole e medie imprese in Horizon 2020 (national event)	Access to finance, EC programmes
2015	Bologna Children's Book Fair	Finding the reader in a cross-media world	Children's publishing, app, discoverability, marketing, storytelling, cross-media
2015	London Book Fair	Adapting publishing for a mobile audience	Book Supply Chain, E-Book Distribution, app, cloud, digital publishing, discoverability, e-book, educational publishing, metadata, mobile
2015	European E-distributors meeting	European Ebook Platforms, mediators and audiences. Distribution towards the new audiences and institutional markets	Book Supply Chain and E-Book Distribution; discoverability, DRM, e-lending, libraries, subscription models
2015	ad hoc event by LLA	Publishing and reading promotion in the age of media overload: challenges and insights (national event)	business models, e-book distribution, semantic technology,
2015	Editech	Digital Marketing Days (co-branded)	Digital marketing, storytelling, social media, analytics
2015	Frankfurt Book Fair	Editeur's International Supply Chain Seminar (co-branded)	Standards and Interoperability, discoverability, interoperability, metadata, semantic technology
2015	Liber Book Fair	Edición y tecnología en el mundo digital: el proyecto TISP (national event)	Book Supply Chain, E-Book Distribution, E-skills for Publishers, digital publishing, innovation, libraries, research and development
2015	AIE - Lia Foundation	Inclusive Publishing Ecosystem. A roadmap for born accessible content (co-branded)	Accessibility, epub, metadata, standards