PUBLISHING IN THE DIGITAL AGE

Conference
Organised by Master Programmes:

Book and Digital Media
and
Journalism and New Media

Faculty of Arts,
Leiden University

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Conference partner

Sponsor

Colophon
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WELCOME

Almost all scientists are convinced that publishing books and articles is one of their main tasks. Yet, what is often lacking, is sufficient awareness of what is required these days in order to ensure that one is read, that one has impact, and also how the world of the media, printed and otherwise, is changing continuously and radically. This lack of awareness certainly has to do with insufficient knowledge of the exciting new developments in the domain of publishing, information technology, and new media. These developments are really exciting, and therefore I am very pleased that my faculty, the Faculty of Arts at the University of Leiden, will host a conference on publishing in the digital age. Leiden, the city of books and publishers, is certainly an appropriate place for hosting such a conference.

In our scientific domain, that of the humanities, the topic of “publishing in the digital age” is even more important than in other scientific domains. In our field, the book is still the most important form of publication. Yet, we know that the nature and the role of book publications are subject to many changes such as internet libraries and printing on demand. The online publications of journals is another important trend. The developments in the domain of Open Access require a rethinking of the relationships between authors, libraries, and publishers. Digital technology has created new media, with new types of interaction with the reader, and new ways of representing information. This requires fundamental thinking and rethinking about the role of old and new media in our society and in science.

It is therefore with great pleasure that I welcome the participants of this conference on publishing in the digital age. The programme features an impressive number of interesting speakers, all experts in their field, and I do hope that the conference will result in a better understanding of recent developments in publishing, and media. This conference will certainly also function as a source of inspiration for our students. We are very pleased that this meeting will give them the chance to hear first hand reports on developments in the world of books and publishing. I wish you all a very rewarding conference.

Geert Booij, Dean of the Faculty of Arts, University of Leiden
PROGRAMME

9.30 hrs: Opening (Theaterzaal room – ground floor)
- Official opening – Geert Booij (Dean of the Faculty of Arts, Leiden University)
- Introduction to the conference theme - Paul Rutten (Leiden University)

10.00 hrs: Keynote (Theaterzaal)
Moderator: Paul Rutten
- Publishers in the digital age: The case of VNU - Rob van den Bergh (former CEO of VNU Publishers)

10.40 – 11.10 hrs: Break

11.10 hrs: Setting the Stage (Theaterzaal)
Moderator: Paul Rutten
- Academic Publishing in the digital age - John Thompson (Cambridge University)
- News media in the digital age - Mark Deuze (Leiden University; Indiana University, USA)

12.30 – 14.00 hrs: Lunch

14.00 – 15.00 hrs: Technology and its applications (Theaterzaal)
Moderator: Adriaan van der Weel (Leiden University)
- The paperless paper - Jan Bierhoff (European Centre for Digital Communication, Heerlen)
- Printing on demand – Erich Domroese (Océ Germany)

15.00 – 16.30 hrs: Workshops

I. New media and on-line retailing in the trade book market (Collegezaal room – second floor)
Moderator: Berry Dongelmans (Leiden University)
- Introduction by Laurens van den Oever (GfK Benelux Marketing Services BV)
- Discussants: Maarten Asscher (Athenaeum Booksellers),

II. Trends in academic publishing (Theaterzaal)
- Introduction by Kurt De Belder (University Librarian, Leiden University)
- Discussants: Herman Pabbruwe (Director of Scientific Publisher Royal Brill NV), Roy Jakobs (Director Strategy Science & Technology, Elsevier)

III. Digitisation, newspapers and journalism (Expo 1 room – first floor)
Moderator: Mark Deuze (Leiden University; Indiana University)
- Introduction by Lou Lichtenberg (Managing Director of Netherlands Press Fund)
- Discussants: Geert-Jan Bogaerts (Head of Online Publishing of PCM Publishers), Sietske van Weerden (Former Editor in Chief, Planet.nl)

16.30 – 17.00 hrs: Summary and Conclusions (Theaterzaal)

17.00 hrs. Drinks
**OPENING** – 9:30-10:00 (Theaterzaal room – ground floor)

**Geert Booij**, Official opening

Geert Booij is Dean of the Faculty of Arts, University of Leiden. For nearly twenty-five years, he was Professor of Linguistics at Amsterdam’s Free University, where he also held senior managerial positions. His main research focus is morphology and the lexicon, and his research aims at contributing to developing a proper theory of the architecture of the grammar of natural languages, and of the relation between grammar and the lexicon. He has published several books on his research subject at Oxford University Press.

**Paul Rutten**, Introduction to the conference theme

Paul Rutten (1958) is professor in Digital Media Studies at Leiden University in the Netherlands. He is the head of the M.A. Programme Book and Digital Media Studies at Leiden University. Before he came to Leiden University he worked for TNO Strategy, Policy and Technology (1996-2004) and TNO Information and Communication Technology (2005). From 2003 to 2007 he was reader in Media and Entertainment Management at INHOLLAND, University for Professional Education, located in Haarlem. His scientific work focuses on the consequences of the digital revolution for the creative industries, more specifically the future of publishing and broadcasting. He has published extensively on these topics.
**KEYNOTE – 10:00-10:40 (Theaterzaal room)**

**Rob van den Bergh.** “Publishers in the digital age: The case of VNU”

A range of developments in for instance technology, the business environment and markets constitute the field in which publishing companies have to perform and elaborate their strategy. The first part of this keynote will deal with the development of VNU Publishers in the past decade and the strategic vision underlying operations during that period. In the second part Van den Bergh will discuss how digitisation works in the practical contexts of a number of specific markets, for instance recruitment advertising, professional publishing and publications for a general audience. He concludes with a number of statements concerning the importance of focus and the ability to change company direction, using new technologies, and developing new services.

Rob van den Bergh joined VNU in 1980, becoming a member of the Executive Board in 1992. In 2000 he was appointed Chairman of the Executive Board. After retiring from his CEO duties, he was appointed member of the Supervisory Board in 2005. Rob van den Bergh also has several directorships and advisory roles with several other companies, including NV Deli Universal and ABN AMRO.
This part of the programme introduces two internationally renowned speakers in the domain of publishing and the media. They will deal with important issues and trends connected to the process and practice of digitisation in book publishing and journalism.

**John Thompson, “Academic publishing in the digital age”**

How should we think about the impact of the digital revolution on the world of book publishing, and in particular on the world of academic publishing? Are we witnessing the kind of fundamental transformation in the book publishing business as we have seen in other sectors of the creative industries, with online dissemination displacing the traditional print-on-paper book? There has been a great deal of speculation about this, and every new release of an electronic reading device invariably triggers off another wave of speculation about the imminent demise of the book. But if we want to move beyond speculation, then we need to develop an analysis of the impact of the digital revolution on publishing which is rooted in a careful study of what’s actually happening in this industry – of who is doing what, for whom and with what consequences. I develop a contextual approach to the impact of the digital revolution which is based on an institutional account of the evolution of publishing fields and a systematic analysis of the relations between technologies, markets and forms of content. This enables me to show that some forms of content lend themselves more readily to online dissemination than others and that, while claims about the death of the book have been greatly exaggerated, it is nevertheless the case that the digital revolution is profoundly transforming the book publishing industry today. This quiet, hidden revolution is not so much a revolution in the product as a revolution in the process, and it is already changing the way we think about the nature and life of the book.

**John Thompson is Professor of Sociology at the University of Cambridge since 2001. His main areas of research are contemporary social and political theory; sociology of the media and modern culture; the social organization of the media industries; the social and political impact of information and communication technologies; and the changing forms of political communication. Recent publications include Ideology and Modern Culture (1990), The Media and Modernity (1995), Political Scandal (2000) and Books in the Digital Age (2005). He is currently working on the changing structure of the book publishing industry and the making of bestsellers.**

**Mark Deuze, “News media and journalism in the digital age”**

The field of journalism and new media has its own canonical texts and established theories of news work. The dominant perspectives on the production of news are political economy, sociology, cultural studies and (the social construction of) technology. As the creation of content in general and media work in particular have undergone profound changes as
supercharged by digital and networked technologies, these perspectives need reconsideration. This presentation maps emerging trends and developments in the journalism profession. These trends are then discussed in terms of the work of journalists rather than the content of news. This in an attempt to move beyond analyses of things changing or staying the same, instead focusing on the agency of individual journalists.

Mark Deuze is Professor of Journalism and New Media at Leiden University, as well as assistant professor in the Department of Telecommunications and adjunct professor in American Studies at Indiana in the US. His research interests are focused on the social construction of new media, with specific reference to the various ways in which society is implicated in media use. His primary object of study is the media worker: the practitioner working professionally in or for media organizations. These studies take in journalism as a particular case study, as well as the advertising, computer and video games, motion picture and television industries.
This session deals with two specific technologies and their applications which, as many experts and insiders proclaim, will have a long-lasting effect on publishing in the future: e-ink and e-readers on the one hand and print-on-demand on the other.

Moderator: Adriaan van der Weel (Leiden University)

Jan Bierhoff, “The paperless paper”

Recent technological innovations such as e-readers and ultra mobile PCs have the potential to revolutionise the reading experience and publishing practice. What are the characteristics of the migration from traditional publishing to e-publishing, how is, most of all, the newspaper industry exploring the promise of digital reading devices and what could be its implications in terms of economic, social and cultural consequences?

Jan Bierhoff is director of the European Centre for Digital Communication (EC/DC), a research unit based at Zuyd University for Professional Education, Maastricht, the Netherlands. For many years he worked in journalism, both as a professional, a lecturer, and a director of several institutions concerned with journalist education. Publications from his hand include textbooks on media structures and media strategies in general. Jan Bierhoff is a member of the advisory boards of several international media bodies.

Erich Domroese, "The Digital Book Printing Opportunity”

Some ten to twelve years ago already, we spoke with great enthusiasm about the digital book printing opportunity— however, the market took a little longer to develop than expected. Now we do see an acceleration in the market moving to digital book printing— so what has changed and what are the developments in the marketplace which are now creating this acceleration to digital book printing?

Erich Domroese, age 42, has been in the I.T. industry for over 20 years, and since 1995 he has worked for Océ Printing Systems. For this company, he worked in South Africa for 4 years as a POD Systems Consultant, and is now based at the Océ Printing Systems GmbH headquarters just outside Munich. He has had various roles with Océ, including Project Management for larger POD projects, Product Management and now, in the last 2 years, Manager International Business Development for the Graphic Arts Industry.
WORKSHOP 1 – 15:00-16:30 (Collegezaal 2 room – second floor)

New Media and On-line Retailing in the Trade Book Market

Moderator: Berry Dongelmans (Leiden University)

Digitization is having an effect on the general book market. Some claim that on-line retailing will deeply affect the traditional bookstores and book traders and will, more than before, open possibilities to exploit niche markets. At the same time, Printing-On-Demand in combination with search and find services like Google Books might provide new opportunities for bookstores, publishers and even new entrants on the book market, for new services. Meanwhile, the audio book has been launched as a new product. This workshop explores new trends in the trade book market and investigates their consequences for the publishing industry, for readers and for society and culture. The discussion will be introduced by a presentation of recent outcomes of an ongoing survey of trends in European book markets.

Opening statement:


GfK Marketing Services was asked to shed some light on some of the less well-known aspects of the Dutch book market. This traditionally analogue market poses some interesting questions like “long-tailing” and the rise of successful and not so successful channels outside of the industry. These, and other important insights, will be discussed in a short argument in which Van den Oever will try to pinpoint the interesting issues in a comprehensive account of the book trade and its digital challenges.

Four years ago, Laurens van den Oever launched a new division within GfK, one of the world’s largest marketing and market research organizations. As Division Manager, he is responsible for a team that services the important players in the media, leisure and entertainment industries. The division maps the latest trends using Transaction Based Monitoring, that is, hard data from online and physical channels of distribution. Previously, Van den Oever worked as a business consultant for several organizations inside and outside the Netherlands.
Discussants:

Maarten Asscher

Maarten Asscher worked for several years for publishing house J.M. Meulenhoff, including six years as director and head of publishing. He subsequently worked for several years on public cultural policy as director of Arts at the Department of Education, Culture and Science in The Hague. He has now returned to work in the book trade as general manager of the prominent Amsterdam bookshop Athenaeum. Among his other responsibilities are several board memberships in literature organisations, the arts and information law.

Peter Peters

Peter joined Bertelsmann in 2006 where he is responsible for Marketing and Sales of the brands ECI (book club, all channels), Cosmox (bookshop, offline and online); Eurobook (direct sales), House of Books (publisher) and Zwaan & Ter Burg (book shop). Before he joined Bertelsmann he worked for four years for Philips Consumer Electronics where he was as CMO responsible for the Marketing and Product Strategy of the Mobile Infotainment portfolio (mobile phones, portable DVD and CD and MP3 players). During this period he worked and lived with his family in Hong Kong and Paris. In 1998 Peter joined Nokia Mobile Phones in Helsinki, where he held several positions in Marketing, Sales and Business Development. Peter started his working career in 1994 at KPN in the Netherlands.
WORKSHOP 2 – 15:00-16:30 (Theaterzaal room)

Trends in Academic Publishing

Moderator: To be announced

Academic publishing is a profitable market, a crucial element in the operation of the academia and a contested area at the same time. Digitisation provided the basis for new applications and services offered by publishers to university libraries, academics and students: on-line journals. The traditional mode in the publication of academic articles changed completely and the academic book market seems about to go in the same direction. At the same time, digital technology has provided academics and universities with the tools to become players in the field of academic publishing themselves, publishing their work through university presses and, in some cases, openly accessible on-line. This workshop examines the current state of affairs and the future trends with a number of important national and international actors.

Opening Statement:

Kurt de Belder, “The impact of new digital developments on the dissemination of academic information and the role of the university”

This paper addresses a number of important and fundamental developments in the area of academic publishing and information services that are of interest to universities, their researchers, and the scientific communication process and explores these developments and discusses their (potential) impacts. Additionally, several proposals will be made about how universities such as Leiden University can play an active role in influencing and defining these developments that are important for the future of science.

Kurt de Belder has been University Librarian of Leiden University since 2005. He enjoys a broad and international library experience at a number of prominent universities including Stanford, UC at Berkeley and New York University. His main area of expertise is digital libraries, scholarly communication, e-publishing and e-learning. Kurt de Belder also served on various professional committees and is a fellow of several societies on libraries and education.
Discussants:

Herman Pabbruwe

A Leiden M.A. in Art History, Herman Pabbruwe was President of several academic publishing divisions within Kluwer and Wolters Kluwer. He also worked as an independent consultant in Washington DC and as board member of several technology companies. Since 2004, Herman Pabbruwe is CEO of Brill, a publicly traded company. Among his other responsibilities is the position of Treasurer of the Council on Library and Information Resources in Washington DC, as well as the Chairmanship of the Dutch Professional and Scholarly Publishers Association.

Paul Evans

Paul Evans is Senior Vice President - International Publishing Development for Elsevier based out of the company’s Headquarters in Amsterdam. Before that he developed the company’s science and technology publishing support operations in China, helping set up the Beijing office which now has more than 40 people for Elsevier in place. He has worked in publishing (management, editorial, marketing and IT roles) for more than 20 years mostly with operating companies of Reed Elsevier. Paul has several degrees including one from Oxford University in English, a BSc degree, an MBA from Oxford Polytechnic and a PhD in strategic management of electronic publishing from Nyenrode Universiteit, the Dutch Business School.
WORKSHOP 3 – 15:00-16:30 (Expo 1 room – first floor)

Digitisation, Newspapers and Journalism

Moderator: Mark Deuze (Leiden University; Indiana University, USA)

News organizations in the digital age adapt in two general directions: cross-media and convergence journalism one the one hand, and a growing reliance on interaction and even co-creation of news with audiences on the other. Newspapers experiment with online video and web logs, TV stations embrace user-generated content, and pending new legislation and companies across the sector explore ways to collaborate or integrate their work. At the same time, “The People Formerly Known As The Audience” seem to be increasingly more likely to blog than to ever read a newspaper or watch the evening news. This workshop addresses the need for experimentation and innovation critically, and identifies avenues for new and profitable journalism.

Opening Statement:

Lou Lichtenberg, “Innovation in the press industry and the right of information”

All over the world newspapers and magazines are wondering how to deal with their tasks of informing their readers in the most attractive ways. In that context, publishing companies are more and more aware of the necessity to make use of media convergence: their products may be conceived as a branded identity of content published through old and new media. Innovation is very important for them to find new positions in present and future media developments, and to take advantage of the fact that several functions of printed media can be fulfilled easier, faster and perhaps also better by electronic means. Innovation is also very crucial for society itself. In searching for new ways companies may try to handle some bottlenecks in society like the information paradox: on the one hand there is more and more information available, but on the other hand there are individuals and companies with disproportional chances in the information market. In general, companies try to find new markets for their printed products in combination with audio, video and the internet, or they present completely new electronic information products on mobile phones. Publishers and journalists are also experimenting with several new methods for content production to reach their audiences. From the point of view that a well-functioning information supply is essential in a democratic society, it is being argued that there is also a task for the government to stimulate innovation as a duty of care based on the
freedom of speech and right of information. This vision starts from the recognition that apart from a passive role, the government should also commit to a more active policy aiming at upholding and enhancing the diversity of the information supply through the media.

Lou Lichtenberg is managing director of The Netherlands Press Fund, a governmental agency which aims at increasing the diversity of the press by financially strengthening the position of print media. After his studies in political sociology and constitutional law he was appointed as secretary of the Dutch Press Council and advisor to the minister for Culture in matters concerning press policy. In 1979 he was appointed secretary of The Netherlands Press Fund and later he was appointed as its managing director. In 2005 he got his Ph.D. in Communication Science at the University of Amsterdam by virtue of a dissertation on dilemmas in the press policy of states.

Discussants:

Geert-Jan Bogaerts

After studying Politics, and working for a short time in free lance journalism, Bogaerts became an economics editor on the Volkskrant newspaper in 1991. In 1997 he became EU, NATO and Belgian correspondent in Brussels. In 2003 he returned to Amsterdam to become head of the paper’s internet editorial staff. Since February this year, he is head of Online operations and responsible for the Volkskrant’s strategic policy in new media, as well as innovation in this area.

Sietske van Weerden

Sietske van Weerden was formerly deputy editor of Planet Internet, a major ISP and content provider. From 2001 to 2005 she was Editor in Chief of the NOS broadcasting corporation’s Online operations, which included the merger of teletext with Internet. She also worked as copy editor for domestic news for the national Radio 1 news service. A graduate of the Dutch School of Journalism, she worked with several broadcasting corporations, foremost in radio journalism.
BOOK AND DIGITAL MEDIA AT LEIDEN

The Book and Digital Media Studies programme is unique in the Netherlands and Europe. Students are immersed in the history and modern practice of textual information transmission. For many centuries, written information transmission took place only through handwriting, and in Europe this lasted until printing with movable metal type developed in the middle of the fifteenth century. In modern days, many forms of digital text have appeared, such as e-books, cd/dvd-roms and, most importantly, the World Wide Web. Digital developments not only offer fascinating challenges for text publication, and fundamentally change human communication and the activities of institutions and firms publishing information; they also provide a unique perspective on the past, making cultural heritage accessible and facilitating the understanding and study of it.

The Department has a long tradition in offering courses on this particular subject. The programme is offered in collaboration with the Leiden University Library (UBL), the Koninklijke Bibliotheek (the national library of the Netherlands, KB) in The Hague, and the publishing world. The UBL and KB collections are used intensively in the programme, along with those of the Royal Dutch Book Trade Association (Koninklijke Vereniging van het Boekenvak, KVB) in Amsterdam.

 Students of the Book and Digital Media Studies programme have unique facilities at their disposal, such as the seventeenth-century Bibliotheca Thysiana and the Press Room of Academic Press Leiden with its letterpress printing and Electronic Pre-Press facilities.

Courses offered in the Programme:

- History of the Book: Developments and Practice
- New Media and Society
- Concepts in Information Transition
- Digital Media Technology
- The Book in the Islamic Tradition
- The Manuscript Book in the West
- The Library: Knowledge Centre of Past, Present and Future
- History of the Book: Research
- Digital Access to Cultural Heritage
- Publishing Studies

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JOURNALISM & NEW MEDIA STUDIES

Leiden University’s Journalism & New Media studies programme offers its students the opportunity to sharpen their media skills and acquire a well-founded view of the changes that affect the media landscape. JNM finds a home as a specialisation within the MA programme Dutch Language & Culture and builds on the Leiden bachelor’s programme in journalism.

JNM seeks to address the trends that shape the face of present-day journalism. Multimediality: in the age of globalizing and converging media, journalists increasingly find themselves employed in multimedia settings. Flexibility: today’s media workers are nothing if not flexible. Often working part-time and freelance, constantly switching between different outlets and formats, they have to be able to respond to the needs of a diversity of employers and co-workers. Reflection: the media need journalists with the research skills to find and evaluate sources in an increasingly complex, digital world and with the ability to reflect on their craft and the changing mediascape: reflective practitioners. Academic skills: as the media devote more attention to science and academic research, future journalists will need a thorough knowledge of academic theories and research methods in order to compete.

The programme consists of rigorous coursework: Rhetoric and Argumentation in Journalism, New Media and Society, News Sources and Investigative Journalism, and Intercultural Communication. During part of the programme the students work on an ongoing multimedia project in a professional setting, combining broadcast, print and online reporting. The second part of the curriculum offers specifically targeted tutorials, an internship, and a MA thesis based on original research. It also offers the opportunity to study abroad, at Indiana University’s Dept. of Telecommunications.

Journalism & New Media studies is a one-year programme, consisting of two semesters of 30 ECTS each. Since finely honed language skills are an essential asset for journalists, for the majority of courses the current language will be Dutch.

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