



**ANNOUNCER:** Welcome to a podcast of “Beyond the Book,” a presentation of the not-for-profit Copyright Clearance Center. Copyright Clearance Center is the world’s largest provider of copyright-compliant solutions through a wide range of innovative licensing services and comprehensive educational programs for authors, publishers and their audiences in academia, business and research institutions. For more information about “Beyond the Book” and Copyright Clearance Center, please go to [www.beyondthebook.com](http://www.beyondthebook.com).

**KENNEALLY:** Welcome to another podcast of “Beyond the Book.” My name is Chris Kenneally. I’m your host for this program coming to you from the not-for-profit Copyright Clearance Center.

We’re very delighted today to conclude our two-part special edition on international publishing with some very special guests from the Department of Commerce as well as a colleague of mine from Copyright Clearance Center. Let me just introduce everyone before we get started.

Joining us from New York is Dawn Bruno, who is the global publishing team leader and senior international trade specialist with the U.S. Commercial Service of the U.S. Department of Commerce. Welcome, Dawn.

**BRUNO:** Thank you so much for the opportunity to join you today.

**KENNEALLY:** And welcome back, I should say, because you were part of our first call with your colleague Keith Yatsuhashi just about a month ago.

Also joining us on the line direct from Frankfurt, Germany, is Volker Wirsdorf. He is the senior commercial specialist with the U.S. Commercial Service at the American Consulate General there in Frankfurt. Welcome, Volker. How are you?

**WIRSDORF:** Hello. Thanks. We are fine in Frankfurt. It’s not raining and I’m happy to participate in this broadcast.

**KENNEALLY:** Wonderful. And we know you're looking forward to Frankfurt Book Fair and Oktoberfest and all the good things that come up next month there in Germany.

We also have on the line from Boston a colleague of mine at Copyright Clearance Center, Ed Colleran, who is the senior director for international relations for Copyright Clearance Center and also very experienced with publisher relations of all kinds for those who work with us here at CCC. Welcome, Ed.

**COLLERAN:** Thanks, Chris, for inviting me to be here this morning.

**KENNEALLY:** Absolutely.

Dawn, let's start with you, and perhaps for everybody, kind of recap very briefly what the U.S. Commercial Service is trying to do with its new global publishing team. Clearly, one of the great exports of the United States these days is intellectual property, and so your focus in this area is really designed to help publishers of all kinds capitalize on that.

**BRUNO:** Yes, Chris. That's exactly right. The U.S. Commercial Service is an agency within the Commerce Department that provides expert assistance to U.S. companies, and within this organization, I lead a global publishing team, which is a new team, about two years old, made up of almost 30 commercial specialists around the world who provide support to the publishing industry.

Our main goal is to help publishers export overseas and help them navigate some of those challenge to exporting and identifying new markets and new partners overseas.

**KENNEALLY:** So that could mean actually sending the books abroad that they may have, but also maybe finding publishing partners, whether it's for translated editions or just to print elsewhere. It really covers soup to nuts.

**BRUNO:** That's exactly right. With the publishing industry, you can be talking about selling books or content or translation rights, so we help the entire gamut try find markets overseas and make those sales.

**KENNEALLY:** And as you say, this is a relatively new service for the U.S. Commercial Service and the Department of Commerce. Tell us about the reception so far within the American publishing community.

**BRUNO:** The reception has been really positive and I think that because the Commercial Service wasn't really active in the publishing industry before, we definitely spent some time in the last two years getting to know the publishing associations, getting to know some of the players in the field,

and then really outreaching to U.S. companies and letting them know that the Commercial Service offers this type of support.

We're much better known in other industries where we've provided assistance for years and years, but because publishing is new, we're really interested in continuing to get the word out and let the publishing industry know that we're here to help.

That said, though, the reception has been really positively received.

**KENNEALLY:** I know that Copyright Clearance Center is very much a part of this entire movement for American publishing to think more globally about its products and about its services and about technology partnerships and so forth, so it's very useful to be chatting with you, and I've learned a lot already.

I should say that we first met at BookExpo America where I also met your colleague Volker, and that was where I learned that you were really leading the charge to Frankfurt Book Fair with some very special exhibits and an increased presence.

So I want to introduce again Volker Wirsdorf from Frankfurt. Volker, tell us about the Frankfurt Book Fair. It's nearly legendary and I think for everybody, we're familiar with the name, but perhaps not familiar with how important a role it plays in international publishing. Tell us about that.

**WIRSDORF:** The Frankfurt Book Fair fits very well in with the tradition of trade fairs we have in Germany. The city of Frankfurt was awarded rights by the then-king in the 16<sup>th</sup> century to be the place of a trade fair, and if you actually come to the Book Fair one time, you can see that certificate still there displayed in a special room they have there.

So we have a number of trade fairs that can call themselves the largest or leading trade fair globally in Germany, and Book Fair is definitely one of them. You have here 7,000 exhibitors from over 100 countries and 280,000 or so visitors in a city that has approximately 650,000 inhabitants.

Among the 280,000 visitors, there's also 2,700 media reps and all of these meet in five halls and I've been around for a long time and I've seen a lot of trade shows in the U.S., but typically, you can fit one trade show in the U.S. in a similar sector in one hall over here.

So it's quite enormous. It may be a little intimidating for newcomers, so I'm very happy that we now have a publishing team in the U.S. and can

provide our service and our support to the exhibitors that come to Germany for this event.

KENNEALLY: That's exactly what I've heard in the past is that it really is almost overwhelming for people, whether they're first-time visitors or not, and it's that sheer size and probably the high level of expectation that kind of attaches itself to the fair. People really want to get as much out of it as they possibly can and it sounds to me as if they ought to be given energy drinks or something like that, because they're really going to need as much as energy as they can possibly find.

WIRSDORF: Yeah. Energy drinks and comfortable shoes certainly don't hurt.

KENNEALLY: That's right.

WIRSDORF: This show is very much a scheduled appointment fair for all exhibitors. It's not like another industry show where people may stand in their booths and wait for what is called traffic to come by and just sort of coincidentally stumble across their product. Exhibitors here are well-advised to come with a full schedule to this show, and that is where we come in and we can help those companies that may have a little shortage in marketing staff to do that, to help them set up appointments and most certainly then to get visibility in this overseas market we are present.

KENNEALLY: Let me ask you this, then, as a practical matter. The fair begins, I believe, October 15, and there's still some time left. But really then, for those who are already going, they may not be aware of your presence, so we'll tell them about where you are. But for people who might be looking ahead, it would almost seem fair that if they want to attend the 2009 Book Fair, they ought to be planning it right now.

WIRSDORF: They should talk to us now. Half of our publishing team is at the show. We have colleagues from Croatia, from the States – Dawn and Keith are coming over – from Italy. Dawn, help me out. Who else is coming?

BRUNO: Turkey, Belgium and Saudi Arabia.

WIRSDORF: And then we from Frankfurt, we have five or six people there, and some are caught up with a special arrangement we have with the Association of Educational Publishers, but others are really there to go out and meet those exhibitors that are there and that are exhibiting at that show.

And we're trying to sell or promote – not sell, because it doesn't cost anything. We're trying to promote a special service we have, which is called International Promotion Program, where if you sign up as a U.S.

exhibitor for free, we will promote your presence at this trade fair, and this year it was 39 markets internationally.

KENNEALLY: What does that promotion involve then? Tell us a little bit more about that.

WIRSDORF: We have asked our colleagues in these nearly 40 markets to go out to their local contacts in their appropriate countries in the publishing industry, and we have created a website where those companies, those U.S. exhibitors that registered for this free service, are portrayed a little, described where you can find them at the trade fair, what their products and plans are. So our colleagues overseas are pushing this information out to their local contacts.

KENNEALLY: I see. And you mentioned briefly that you will be – that the Department of Commerce will be joining the educational publishers' pavilion. Tell us about that.

WIRSDORF: I think that Dawn is better qualified to talk about our activities with the Association of Educational Publishers. Here in the office in Frankfurt, that is handled by a colleague of mine. We have basically taken care of I think nine or 10 members of that association and are literally scheduling their appointments for all of the fair. But I think Dawn has more information on that one.

KENNEALLY: And Dawn, it's almost like a fair within the fair. Is that how you see it?

BRUNO: It is. This is the second year that we've teamed up with the Association of Educational Publishers in order to provide this educational publishers pavilion to companies that exhibit with us. And what this entails, this year we have 10 companies who are exhibiting with us and we work with them about six months out now. We started in January starting to recruit participants for this pavilion.

Our staff is led by one of our team members in Frankfurt in coordination with offices in over 40 countries to help to set appointments with international publishers to meet with these U.S. publishers. So we're really promoting these exhibitors, working with them to identify their ideal partner, their ideal distributor, agent, rep, whatever it is that they're looking for. And then we're actually mining our database, our worldwide database of publishing contacts.

So these exhibitors, with the educational publishers pavilion, come to Frankfurt Book Fair with a full schedule of appointments, which as Volker has alluded to, is really important at this fair, specifically, because it really isn't a fair that relies on traffic. This is a fair where if you want to meet

with a publisher, you need to have already made an appointment with them.

So the service that we offer is really increasing the visibility of these exhibitors to international publishers, and then setting the appointments for them so that they're ready once they hit the ground and running at the show.

KENNEALLY: Right. It does sound like you really do need to be ready.

Is the educational publishing sector particularly strong on a global level? Is that why you're working with them? And do American educational texts and other books and whatever – probably it goes into multimedia and everything else. Is that particularly successful abroad?

BRUNO: It certainly is. Educational books and the entire educational books and materials in the U.S. are one of the fastest growing sectors for publishers overseas, and that was certainly one of the reasons why we partnered with the Association of Educational Publishers.

This association really found that there was a groundswell of interest among their members in identifying international markets, so they took it upon themselves to reach out to us and we forged this partnership.

But that said, we're really willing to work with other partners in the same capacity, and we're certainly not limiting ourselves to working just in the educational field. We work with publishers of all stripe and we're happy to talk with associations and partners in all different industries within publishing to help provide these sort of services.

KENNEALLY: And Volker, back to you just briefly. The Book Fair as I know it has always been about the kind of buying and selling of publishing rights across countries and across regions. Give people an idea of what that's all about and why that's so important.

WIRSDORF: For a publisher or for – let's start with an author. For an author, if he wants to go overseas, he has to find a partner. Many of the small, independent publishers in the States are also authors and basically need to market their own publications. But if you want to go overseas, you can't really just sell the books or you can't just sell the transcript. You have to find somebody who will translate this and you have to have some sort of history that you were able to sell that book in your own market and then, depending on what it really is, you need somebody on the ground, an agent, or you need a direct contact with a publisher that takes care of your rights, not only of your rights as far as marketing and selling is concerned, but also of rights to protect that.

So there's a whole section of the trade fair dedicated to agents and obviously, this on our side is one of the best target groups we can get to and try to hook up the U.S. publishers.

KENNEALLY: And certainly this is something that maybe it's a good opportunity to bring my colleague Ed Colleran in. Ed, welcome again. Ed is the senior director for international relations at Copyright Clearance Center.

COLLERAN: Thanks, Chris.

KENNEALLY: Ed, when we're talking about rights, obviously we're talking about the importance of copyright on a global level, and that's something that in your work and as a general rule, Copyright Clearance Center is really dedicated to, making people realize the value of their intellectual property as much at home as abroad. And you've been to Frankfurt a number of years. Is copyright something that people – I guess it's at that particular moment when international rights and translation rights, they're suddenly really aware there in a way that possibly they aren't on a regular basis.

COLLERAN: Yes. I'd say that copyright really is on the top of everybody's mind at the Frankfurt Book Fair. The rights and licensing folks from all the major publishing houses are in attendance and are pretty much meeting with their constituents, their clients, just about every half hour.

KENNEALLY: Now, you've been there a number of years and I suppose for you it's old hat, but for people who are coming for the first time, we've been hearing about how important it is to be ready, how important it is to have some comfortable shoes. But any other tips for first-timers that you want to pass along?

COLLERAN: Well, yes. We also previously heard that you need to make their appointments ahead of time. I'm pretty much booked solid already for the two and a half days I'll be at Frankfurt, and I definitely recommend making your appointments ahead of time, giving yourself enough time between appointments to get from stand to stand, and really get the layout of the land before you even get there if you can look at some maps, because it is probably the largest – at least the largest convention I've ever been to. It takes up 10 halls in a very large area with busses going from hall to hall, so you definitely need to map out your territory before you get there.

KENNEALLY: So you can be as efficient as possible.

Can you tell us where CCC's presence is going to be this year?

COLLERAN: Yes, Chris. We're in Hall 4.2, which means the third floor of Hall 4, in Stand H-430, and I would welcome anybody that's listening to this

podcast to come by and talk to me or one of my colleagues about what we do at CCC.

And also I'm extending an invitation out to the audience to a cocktail party that we'll be having along with CrossRef in the digital marketplace, which is where our stand is. It will be held at the information desk on October 15 from 17:00 to 18:30 hours. So come on by and have a refreshment and meet our colleagues from both Copyright Clearance Center and CrossRef.

KENNEALLY: Tell us who CrossRef is.

COLLERAN: CrossRef is a DOI registration agency, the Digital Object Identifier, which is attached to metadata and most scholarly journals. And CrossRef is the major DOI registration agency for the scientific, technical and medical publishing industry.

KENNEALLY: You mentioned the digital marketplace, and a question perhaps for Dawn and Volker, and Volker, start with you. Digital rights and just the whole digital revolution. Has that changed the Frankfurt Book Fair, in your experience?

WIRSDORF: Not that much yet, but I can tell you that I met with the CEO of the trade fair organizer last week, actually, and I think the organizer is preparing to dedicate a larger portion of the trade fair to digital rights and digital publishing. Those guys, they really live on the number of exhibitors they have. If they are prepared to make a larger dedication to that kind of publishing, I think that very well shows you a clear indication where the market is going. I think everybody sort of is aware of the fact that digital publishing will be playing a very much larger role in the future.

KENNEALLY: And Dawn, I wonder whether in your work with American publishers before they go abroad, whether the digital revolution and the way that the Internet is changing publishing – indeed changing all of business – gives them cause for trepidation, or perhaps they see it as an opportunity. Maybe it cuts both ways. How do people feel about all of that?

BRUNO: I really think it cuts both ways. I think publishers realize that they need to be as protected as possible and we have resources within the Department of Commerce to help publishers protect their intellectual property rights before they start selling abroad.

And I also think that it means there's a lot more opportunities for publishers, too, the smaller publishers, rather than having to deal with shipping of books, the digital rights. And I think it's a really exciting time for publishers and it's certainly a time that the Department of Commerce is responding to.

KENNEALLY: Right. And then, just to kind of bring it back full circle, Ed. So it's no coincidence then that we're having our reception with CrossRef there in the digital marketplace, because increasingly, it's the importance of that metadata and being able to leverage your digital assets on a global level that's really going to make the difference for a lot of publishers. Do you think that's right?

COLLERAN: Yes, that's right, Chris. And I think that's why also we'll see the products like Rightslink and Rightsphere being highlighted in the CCC booth, because those also are products that we provide that allow people to make the most of their digital assets.

KENNEALLY: Right. And I think we've been finding – just to say as an example, really – that, well, Rightslink is installed for a lot of – we should just say briefly, not as a plug, but as an explanation, that this allows content users to make a variety of choices for the reuse of the content right there online. But it's a global audience the minute it goes online, and that's the really amazing point, I think.

We think first of our local audience. We look out the window. But the Internet means that we reach everybody anywhere at any time, and it's happening. Something like half of the Rightslink sales for certain publishers are from outside the United States, right, Ed?

COLLERAN: Yeah, that's right. I think the minute the Internet became a reality, CCC was no longer – most companies were no longer domestic companies. We were offering rights around the world. It kind of caught up to us before we caught up to it, so it's a great opportunity, and Rightslink has definitely extended that global reach for people to get rights to a variety of different works.

KENNEALLY: And probably as a conclusion, then, it goes a long way to explaining the importance of the global publishing team's effort for the Department of Commerce, and Volker, perhaps as a wrap up, any final thoughts on that and the way that publishers ought to be thinking about themselves as global businesses?

WIRSDORF: I think for us personally the first threshold we have to overcome is a certain reluctance on the U.S. side to deal with government entities and the things that Dawn and the publishing team, we are doing our best to overcome that threshold. And once the people – the people we're talking to that are exporters, they have found some trust. They have to understand that we can basically help them to a certain extent in all aspects of doing business, and doing business doesn't really, in the end, matter whether you're selling ice cream or books. You have to find a partner and you have to find a customer, and I think we have a

longstanding history as an agency – not in that particular sector, but as an agency – to have especially small and mid-size companies who exactly do that.

**KENNEALLY:** Right. It's kind of – you're proving wrong that old joke about, I'm from the government and I'm here to help you. In this case, it really is the case and I think one of the things that we talked about in our last episode, Dawn, that might be worth reminding people about is that you not only help people when they arrive in countries to get their meetings and all of that, whether it's for the Frankfurt Book Fair or whatever it is, but you're able to assist people before they go. So you work on market research and you get them to understand the risks and the sort of country-specific challenges.

**BRUNO:** That's right. We have specialists in almost every embassy and consulate around the world and we have a dedicated team of specialists who have experience working with publishers. So we encourage publishers before they're starting to think global or when they're starting to think about expanding in the markets that they're in to contact us, and the first step is to contact. They can contact me. And then we'll get them in touch with our appropriate specialist overseas. Because we really feel that having as much information as possible is key when you're trying to navigate some of those challenges or selling overseas.

**KENNEALLY:** We share that notion here at Copyright Clearance Center, Dawn, that information is your best friend, particularly when it comes to trying to enter marketplaces that are unfamiliar to you.

I've enjoyed the chat. We'll let everybody know that, of course, online at [www.beyondthebook.com](http://www.beyondthebook.com). We'll have links and information on how to contact everyone involved in the call and how to learn a little bit more about what the U.S. Commercial Service is offering for publishers. That will be all there online available for you. We'll have a transcript of this call, and we certainly welcome any questions that you may have as a result.

I do want to thank those who joined us today, Dawn Bruno, who is the global publishing team leader and senior international trade specialist with the U.S. Commercial Service of the U.S. Department of Commerce, joining us from New York. Dawn, thanks for being here.

**BRUNO:** Oh, thank you so much. I really enjoyed both opportunities to talk with your audience about these issues. Thank you.

**KENNEALLY:** Likewise. And also on the line, we've had Volker Wirsdorf, who is a senior commercial specialist with the U.S. Commercial Service in Frankfurt at the American Consulate General. Volker, thank you so much for joining us from Frankfurt today.

WIRSDORF: Thank you for having the opportunity to participate.

KENNEALLY: And finally, I want to include a thank-you to my colleague, Ed Colleran, senior director of international relations for Copyright Clearance Center. Thanks for being here, Ed.

COLLERAN: Thank you, Chris. Thanks so much for the opportunity to share my experiences at Frankfurt, and good luck to those of you who are attending this year.

KENNEALLY: And we do invite again everyone to join you at Hall 4.2 in H-430, and as well to be sure to stop by for a cocktail reception on October 15 at 17:00 hours there in Frankfurt.

Again, my name is Chris Kenneally, host of “Beyond the Book,” and it has been a pleasure speaking with everyone today. We’ll see you again online at [beyondthebook.com](http://beyondthebook.com).

ANNOUNCER: “Beyond the Book” is an educational presentation of the not-for-profit Copyright Clearance Center, with conferences and seminars featuring leading authors and editors, publishing analysts and information technology specialists. “Beyond the Book” is the premier source for knowledge on the latest business issues facing today’s dynamic publishing industry, from initial research to final publication and beyond.

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