



BIC's DRM BATTLE! THE DRM V DRM-FREE DEBATE

#bicbattles

@BIC1UK

Statement 1

"DRM is needed in order to fight copyright infringement. It helps the copyright holder maintain artistic, and intellectual control, and ensures continued revenue streams for everyone involved in the book industry."

Statement 2

"There is no evidence that DRM helps prevent copyright infringement. It serves only to frustrate and inconvenience legitimate customers (who become unclear as to whether they own the downloaded item, or are merely "renting" it), and contributes to big businesses stifling innovation and competition."

Speaker Biographies

LAURA AUSTIN, E-BOOK PRODUCT/MARKETING & ACCOUNT MANAGER, YUDU MEDIA

@lauraaustinnow



Laura heads up the Books team at YUDU Media and works with publishers of all sizes, helping them to create digital versions of their illustrated content.

Laura's first publishing job was at Pearson Education where she project managed and edited a range of digital and print products for ELT. Laura moved into her first sales position in 2008 and covered the UK, Ireland and Maltese Education Markets for Cengage Learning before moving to OUP as the 'Digital Champion' for the UK Sales team. She then moved to Brighton to join a Brighton-based tech start up, whilst co-founding BookMachine, a fast-growing community for the publishing industry.

ANDREW BLACKMAN, AUTHOR

@BlackmanAndrew

Andrew Blackman is a former Wall Street Journal staff writer who now lives in London and writes fiction. His first novel, *On the Holloway Road* (Legend, 2009) won the Luke Bitmead Writer's Bursary and was shortlisted for the Dundee International Book Prize. His second, *A Virtual Love*, is out in April. He also maintains a popular blog on writing and books at www.andrewblackman.net.



The book industry's supply chain organisation

TOM CHALMERS, IPR LICENSE

@Tom_Chalmers



Tom Chalmers set-up Legend Press in 2005: a book publisher focused predominantly on mainstream literary and commercial fiction, as well as publishing a small number of non-fiction titles. Chalmers has been shortlisted for UK Young Entrepreneur of the Year, UK Young Publisher of the Year, UK Young Publishing Entrepreneur of the Year, and longlisted for the Enterprising Young Brit Awards.

In 2008, Chalmers acquired a further publishing company, Paperbooks Publishing, run from the same office, and at the start of 2010 launched Legend Business, a business book imprint. Legend Press has also launched successful self-publishing and writer workshops ventures, now separate companies New Generation Publishing and Write-Connections respectively. In 2011, Legend Press was shortlisted for Independent Publisher of the Year.

In 2012, Tom launched new venture IPR License, the first global and digital a platform on which to list and license literary rights. Chalmers also speaks regularly on publishing and business and is an Enterprise Ambassador for the Prince's Trust.

MARK MAJUREY, COMMERCIAL DIRECTOR DIGITAL PUBLISHING, TAYLOR & FRANCIS BOOKS

@MMajurey

Mark has over 20 years experience in academic, professional and STM publishing, working across both journals and books businesses in a variety of roles, spanning Editorial, Production, Marketing and Sales. He is currently responsible for developing digital strategy at Taylor & Francis Books and promoting and protecting its digital assets.



Mark is also the current Chair of the Board at Book Industry Communication (BIC), an organisation sponsored by the Publishers Association, Booksellers Association, the Chartered Institute of Library and Information Professionals and the British Library to promote supply chain efficiency in all sectors of the book world through e-commerce and the application of standard processes and procedures.

ANDREA D'ORTA, HEAD OF DRM AND ACCESS TECHNOLOGY, ELSEVIER



Andrea D'Orta is the Head of DRM and Access Technology at Elsevier. In his role, Andrea is responsible for developing and implementing strategic approaches and policies on content access across the company businesses. He leads on Elsevier's change initiatives aimed at expanding the company ecommerce offerings and at improving the overall user's content access experience. He also represents the company in several industry wide initiatives from automated rights transmission and identification to piracy detection and prevention.

Andrea has previously worked in the video games industry under different roles with various responsibilities such as publisher relations, content acquisition and online digital distribution.

Proud of his Italian heritage, he has been living in England for more than a decade and has fully embraced the English culture and ways of living.



The book industry's supply chain organisation

PAUL RHODES, OWNER, ORB ENTERTAINMENT

@RhodesytheBear

Most recently Head of Digital at Walker Books, Paul started his publishing at HarperCollins and spent nearly a decade there in various strategy/analysis roles, before making the jump to videogames in 2004, where he oversaw 3rd Party Development and the research/analysis programme for Midway Games in Europe. Paul was tempted back to the books business by Walker in 2009.

Paul is currently owner of digital publisher/consultancy Orb Entertainment. With over 15 years' experience across books and video games publishing, specialising in IP management, Business Intelligence and Digital Product Development, he has worked with some of the biggest brand names in the entertainment business, from Mortal Kombat to Happy Feet via Tolkien, Star Trek and Maisy.



REBECCA SMART, CEO OSPREY GROUP

@rebecsmart



Rebecca Smart is CEO of Osprey Group, a UK-based international publishing company focused on producing the best content for enthusiasts across a broad range of specialist areas including military history, heritage and nostalgia, transport history, crafts, antiques, science fiction and fantasy, and mind, body and spirit. Osprey Group publishes in four divisions: Osprey, Shire, Angry Robot and Watkins. What defines the company is not what it creates but for whom it creates. Osprey Group publishes books and content based on subject enthusiasms and passions, whether it be authoritative technical data on the military technology of World War II, a positive psychology guide, a history of the Great Western Railway or an edgy genre novel set in near-future South Africa.

Compère Biography

KARINA LUKE, EXECUTIVE DIRECTOR, BOOK INDUSTRY COMMUNICATION

@BIC1UK

Karina has worked in the publishing industry since 1993: 5 years with Dorling Kindersley, followed by 12 years at Penguin where she was the Digital and Data Supply Chain Manager. She joined BIC as its new Executive Director in February this year. Previous publishing industry roles have included international sales/rights, customer operations and stock management. She has a wealth of operational & data experience in both the physical supply chain and the digital supply chain and is passionate about metadata & process improvement.



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