

Berlin, 29 May 2019

Rethinking & Restructuring: The Publishers' Forum Will Take a Break

9-10 May 2019 saw the 16th Publishers' Forum in Berlin. Klopotek started the process of providing a stage for the exchange of ideas on the future of the publishing industry in 2004, only in the first years putting a strong focus on modernizing processes in the field of Production.

From the very beginning, our aim was to bring various – and often contradicting – perspectives from many countries and segments to the 2-day conference in the German capital:

- We've featured speakers from almost everywhere in Europe, America, but also Arabian and Asian regions.
- We've addressed technology requirements, research done at universities, companies and think tanks, the work of non-profit organizations helping others to make a change in their lives, innovation from start-ups and smart individuals, the growing power of big players such as Google, Adobe, and Amazon – to name a few – by discussing with them, and many more topics.

We strongly believe that this broad strategic discussion is important, and this belief was – for a long time – supported by the growing number of participants who attended our annual event. Klopotek is very happy about this contribution we could make to our industry. As a partner of publishers, we feel obliged and committed to discuss the changes that our market is experiencing. But, of course, change is not stopping there and has also affected our conference.

In the past 2-3 years, the Forum has been facing a decline in participants, and we have come to the conclusion that many people in the German publishing industry no longer see the benefits of a strategic discussion the way we have been doing it for their business. This is why Klopotek has taken the decision that there will be no Publishers' Forum in 2020.

Uli Klopotek, Founder and CEO of Klopotek and Managing Director of the Forum, stressed the relevance of strategic debate: "Digital publishing has become an element

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we all can no longer do without. But so many questions have not been answered. Do publishers look for business service providers instead of IT service providers to be able to focus more on *their* business? How can content be brought to market in a way that readers can assemble components themselves? Are publishing products future-proof and tailored to the needs of the customers and their changing expectations? Does the publishing industry know what readers want, so it can stay relevant to them? And do publishers have an infrastructure in place to respond to change and to ensure that change can be something they actively seek and want to make happen?"

David Worlock, Chairman of Outsell's Global Leadership Councils and Member of the Editorial Board of the Forum, added that the nature of various publishing sectors is undergoing fundamental change, so inviting "market players to think about their futures" is still of great value: "Book-based education is in retreat, and many sector players are facing difficulties. Scholarly communication is in turmoil, with Open Access and services and solutions development threatening the fundamentals of traditional book and journal publishing. And much of what was once described as B2B publishing is now online transactional services."

The Publishers' Forum will take a break to rethink and restructure its profile, as we believe that strategic discussion is still highly relevant to the publishing and media industries – and that providing a platform for the exchange of ideas is critical.

For the time being, we'd like to thank all the people who supported the Publishers' Forum from the very beginning, be it as speakers, moderators, contributors to the program, consultants, journalists, bloggers, organizers, sponsors, partners, or participants.

About the Publishers' Forum

Over the last 7-5 years, the annual Publishers' Forum conference has developed into a stand-out industry event with more than 250 participants from publishing houses and service providers.

The event offers a top-class, specialist program with hands-on workshops and seminars which communicate concepts and experiences in order to provide workable solutions to the challenges which have arisen as a result of digitization.

In 2013, the Publishers' Forum celebrated its 10th anniversary. In 2015, the company "The Publishers' Forum GmbH" was established.

www.publishers-forum.com