



**BUYING & SELLING**  
**Content**<sup>TM</sup>  
An Executive Conference



  
**BUILD**  
*strategic  
relationships*

  
**ENGAGE**  
*with your peers*

  
**DISCUSS**  
*new opportunities*

  
**LEARN**  
*from each other*

  
**EXCHANGE**  
*ideas*

*2008 Advance Program*

**eMergence: Capitalizing on  
the New Content Landscape**

**April 13–15, 2008**

Camelback Inn

Scottsdale, Arizona

**KEYNOTE SPEAKERS**




**Andrew Keen**  
Silicon Valley  
Entrepreneur &  
Impresario




**Youngsuk "Y.S." Chi**  
Vice-Chair, Elsevier



**Stephen E. Arnold**  
Managing Director  
ArnoldIT.com



Produced by  **Information Today, Inc.**



**April 13–15, 2008**  
Camelback Inn, Scottsdale, Arizona



# *Exploring*

## THE FUTURE OF CONTENT



### HIGHLIGHTS & *Special Events*

- Thought-Provoking Speakers
- Expert Facilitators
- Contact List Supplied in Advance  
(time for private meetings built into the program)
- Social Networking Opportunities
  - Golf Tournament
  - Sunset Reception & Mixer
  - Moonlit Cookout
  - Two Attendee Luncheons
- Executive-Level  
Preconference Workshops



### IT'S ALL ABOUT *Networking!*

In addition to the strong conference program, our surveys show that attendees come to Buying & Selling eContent to:

- Interact with peers in the industry.
- Find leads and develop business opportunities.
- Identify acquisition targets, potential deals, and project partners.
- Make crucial business connections.
- Change your business or your career.

Presented by



**Information Today, Inc.**

If you buy, sell, distribute, or provide electronic content or content technology solutions, plan now to attend Buying & Selling eContent's ninth annual conference. Buying & Selling eContent has an established reputation as the industry meeting where you can build valuable relationships and explore potential partners and deals. This is where major enterprise buyers, content industry executives, and content solutions providers come together to talk, get to know each other better, and conduct business under the stars.

Invest in the future of your enterprise with a dynamic conference program agenda that not only gives you food for thought, but plenty of opportunities to explore any topic you want with your peers and associates. Working daytime sessions provide many opportunities for participants to interact—formal talks, facilitated conversations, group discussions, private meeting breaks, and a full line-up of informal mixers combine to create a power-packed 3-day program studded with networking opportunities.

New insights ... valuable contacts ... strategic relationships ... business development ... and all the right people. **At Buying & Selling eContent, you will connect and collaborate to chart new directions for the industry, and for your business.**

### **WHO You Will See**

Buying & Selling eContent attracts participants from the entire content industry value chain—and these executive-level attendees often wear multiple hats as buyers AND sellers who are creating, acquiring, and/or distributing content for their organizations. Here are a few of the types of content executives you will meet:

Enterprise content buyers  
Content creators/developers  
Content aggregators  
Corporate librarians  
Content distributors/syndicators  
IT/professional services executives  
Information solutions providers  
Primary publishers

Niche data creators/producers  
Information managers/specialists  
New media executives  
Business development executives  
Content providers  
Content analysts  
Industry financial analysts/bankers  
Content software & technology providers

# eMergence: Capitalizing on the New Content Landscape

The new **content value** proposition When everyone's a publisher—The impact of **user-generated content** The new aggregators—content integration trends **Web 2.0**—The architecture of participation The next wave—**content technology** meets Web 2.0 The crisis of identity in the **publishing** community The subscription dilemma— is it time to move on? Super subs—publishers and customers cut out the middleman Know your **customers** From **licensing** to branding **SEO/SEM** and ads meet **premium content** Name your game—Search engines or content players **Industry outlook**, the road ahead When everyone's an **aggregator** Exploiting **alternative media**— Mobile content, **podcasts, video** and streaming Building relationships— **buyer/seller best practices** The **Google effect**—rethinking content delivery.



## WHAT PEOPLE Are Saying

"The premier information industry event since its inception.... The venue, the quality of attendees, and the topics ... make it a great networking and learning experience."

"You recap in 2 days a year's worth of challenges, opportunities, and directions. Intense, but very valuable."

"Networking events at this show are amazing."

"If you care about the industry, you need to be at this conference."

"The opportunity to network is by far the best part of this event. You get the right attendees, and the conference is the right size."

## BSEC '08 — *What It's All About ...*

Over the last few years, we've talked about everything at Buying & Selling eContent. And you can be sure that this year's lineup of advocates, pundits, and experts will wind up covering all the topics on this list ... and more.

The program features three keynoters, each with a unique perspective on the current content landscape:

- Author **Andrew Keen**, who doubts that Web 2.0 is the be-all, end-all
- Elsevier's **Y.S. Chi**, who continues in his search for new publisher identity
- IT guru **Steve Arnold**, who sees a new future for the search engines and those who feed off them

In putting the program together, we were greatly assisted by leaders in the industry, who worked with us to assemble seven outstanding and diverse program segments that together paint the picture of today's content landscape.

What comes out of Buying & Selling eContent is often written between the lines of the program. And it's as much about the conversation as it is about the presentations.

This year, we've invited internet industry figure Jeff Cutler to take on the challenge of helping us tie it all together at the end. Jeff will have his choice of speakers and audience members when he assembles a concluding panel of thought leaders to wrap it all up, in open forum format, with full audience involvement.

It's an event you won't want to miss.

Please join us for the 9th annual edition of Buying & Selling eContent.

Dick Kaser, VP, Content, Information Today, Inc., and BSEC '08 Program Chair  
Marydee Ojala, Editor, *ONLINE Magazine*, and BSEC '08 Co-Chair

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your conference registration.

See Back Cover

for more info call  
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Sunday, April 13, 2008

10:00 a.m. – 6:00 p.m.

**Registration** (Attendees may pick up bags and materials.)

1:00 p.m. – 4:30 p.m.

**Golf Tournament** (Golf is open to all registered attendees.) ■ **Sponsored by Macrovision**  
 Join friends and colleagues on the golf course and enjoy the casual networking that goes along with playing at Indian Bend, Camelback's beautiful golf course. The tournament is a "best-ball" event, so even if you're not a par golfer, you'll have a great time at this special event. *Sign up for free when you register for the conference.*

1:00 p.m. – 4:00 p.m.

**SIIA & SLA Present:**  
**Coming Up-to-Speed on Rights, Licenses, & Enterprise Content Rights Management**

*Exclusive to BSEC and free to all registered attendees!*

FACILITATED BY **Adam Ayer**, President, License Logic

In this short course developed exclusively for BSEC '08 attendees, Adam Ayer, instructor for SIIA's popular Certified Content Rights Manager course, brings attendees up-to-speed on three items every content manager needs to know:

- Understanding, negotiating, and managing different types of content licenses
- Appreciating vital copyright law components and concepts, including the rights covered by copyright, fair use defense, infringement, the Digital Millennium Copyright Act (DMCA), public domain, orphan works, and damages
- Developing, communicating, and maintaining a content management plan within your organization

7:00 p.m. – 9:00 p.m.

**Sunset Welcome Reception—Networking Under the Stars**

Monday, April 14, 2008

8:00 a.m. – 8:45 a.m.

**Continental Breakfast & Private Business Meetings**

8:45 a.m. – 9:00 a.m.

**WELCOME** ■ **Tom Hogan, Sr.**, President & CEO, Information Today, Inc.

9:00 a.m. – 9:15 a.m.

**GET ACQUAINTED EXERCISES** ■ **David Gurteen**, Gurteen Knowledge Community

9:15 a.m. – 10:00 a.m.

**OPENING SESSION** ■ **To Hell in a Handbasket**



**Andrew Keen**, Silicon Valley Entrepreneur & Impresario

He's the author of *Cult of the Amateur*, a book that challenges our thinking about Web 2.0 technologies and their potential for producing unintended social consequences. Is today's internet actually killing our culture, as Keen asserts? Visionary? Luddite? You be the judge, as you add your thoughts to his in this opening session guaranteed to wake you up.

10:00 a.m. – 10:30 a.m.

**Networking Break & Private Meeting Opportunities**

10:30 a.m. – 11:00 a.m.

**KEYNOTE ADDRESS** ■ **Taking on Our New Identity**



**Youngsuk "Y.S." Chi**, Vice-Chair, Elsevier

It's not one way or the other. The traditional role of publishers in qualifying and curating information remains essential, but the business models for fulfilling that role are changing rapidly. Y.S. Chi sets the stage for this year's edition of *Buying & Selling eContent* with his personal observations on how publishers are putting on a new face by adopting, adapting, transforming, and inventing.

11:00 a.m. – 12:00 p.m.

**Web 2.0 – Buzzwords or Business?**

Moderator: **Ed Keating**, VP, Content Division, SIIA

Blogging. Podcasting. Social networking. User-generated content and content tags. Yes, of course. But how has Web 2.0 actually affected the buyers and sellers of econtent? Is it really driving anyone's business? This panel of SIIA Content Division leaders discusses the true outline of today's playing field. How is the game playing out in various publishing sectors?

- **Steven Goldstein**, Co-Founder, Chairman and CEO, Alacra
- **Karen Christensen**, CEO, Berkshire Publishing Group
- **Tom Aley**, Co-Founder, Generate
- **Kathy Greenler-Sexton**, Chief Marketing Officer, OrderMotion

12:00 p.m. – 1:00 p.m.

## After the Deal Is Done

MODERATOR: **Janice Lachance**, CEO, SLA

Big corporate buyers still represent the bread and butter of a big chunk of the econtent industry's economy, and nowhere have we seen more change in the information landscape than within their enterprises. Internal sources. External sources. Within the enterprise, it's all melding together in the same pot. Talk about taking on new identities! This panel from SLA's recently formed Content Buyers Section—representing more than 100 SLA members—shares insights about what enterprise buyers want and need to do with econtent after the deal is done.

- **Carol Ginsburg**, Senior Consultant, BST America
- **Anne Lonergan**, Manager, Strategy, Research & Innovation, Deloitte Services
- **Barbara Hirsh**, Director, Information Resources, NERA Economic Consulting

1:00 p.m. – 2:00 p.m.

## Networking Lunch & Private Meeting Opportunities

2:00 p.m. – 2:30 p.m.

## Getting Past the Challenges of Digital Distribution

**Richard Bullwinkle**, Chief Evangelist, Macrovision

When it comes to digital distribution, there's much to talk about. Consumers are anticipating when they can fully benefit from the consumption of digital content of all types—informational, media, games. For content owners, this market transition hasn't been easy. There are still a number of issues that remain open, such as how to monetize your content and what type of DRM to implement. In this discussion, Bullwinkle will talk about the technology challenges that stand in the way of getting content to consumers and how we, as an industry, need to move forward to achieve profitability in this age of econtent.

2:30 p.m. – 3:30 p.m.

## Social Media and Business: Users Building Mission-Critical Content

MODERATOR: **John Blossom**, President Shore Communications

Social media is now an accepted platform for consumer plays, but social media is starting to develop audiences in enterprises. In this environment, the pressure is on publishers to rethink how they build quality content. Business contacts, company data, recruiting, and research are all becoming areas for premium content targeting, both inside and outside the firewall. And user-generated information is increasingly a key quality component of successful solutions. Consultant and commentator John Blossom leads a panel of those who have capitalized on the social media movement.

- **Jim Fowler**, CEO, Jigsaw
- **Pamela Springer**, CEO & President, ECNext
- **Reid Conrad**, CEO, NearTime

3:30 p.m. – 5:00 p.m.

## Opt-In Networking Events (with refreshments)

Take your choice of several informal and informative networking activities or opt to conduct private business meetings with your BSEC colleagues. Opt-in to any of the Monday Afternoon Networking Events listed to the right.

6:30 p.m. – 9:00 p.m.

## Reception & Southwestern Dinner



## OPT-IN Networking Events

### Share Your Thoughts on Social Networks

Join David Gurteen and fellow conference delegates in one of Gurteen's signature Knowledge Café conversation groups to consider the burning question that's on everyone's minds these days—or at least will be on your mind by the time you've heard BSEC's opening keynotes and panel discussions this year. The topic on this café table is: "What will be the actual impact of social tools on the enterprise?" Hear what your colleagues think and together talk it through.

### Discuss Emerging Financial Models

In recent months we've seen some radical changes in digital content financial models, with NYTimes.com going from fee to free, Elsevier announcing ad-supported portals for scientists, and Facebook and MySpace announcing new ad-based monetization strategies. Join ITI editors Michelle Manafy and Marydee Ojala in quickly reviewing the latest news on the fee versus free situation and then exchange ideas with your colleagues about what the new models mean for your own content space. Will subscriptions continue to fade?

### Come Face to Face with Social Networkers

One of the most-talked-about Web 2.0 services is one you might possibly have not had the opportunity to try out yet. Whether or not you take advantage of the "Buying & Selling eContent" community we've formed on Facebook, join us for this face-to-face meeting of those who ventured into the space. What's to be gained by having a Facebook page? Exchange thoughts with those who tried it. Hosted by community-builder Jane Dysart, Chair of ITI's KMWorld conference.

### Launch a Sidebar Discussion Group

Have a burning topic you want to hear addressed at Buying & Selling EContent? Nominate a topic in advance and we'll set you up with a round table. (Visit the BSEC08 wiki to propose your own discussion group.)

8:00 a.m. – 8:45 a.m.

**Continental Breakfast and Private Meeting Opportunities**

8:45 a.m. – 9:30 a.m.



**KEYNOTE ■ Anticipating Their Next Moves**

**Stephen E. Arnold**, Managing Director, ArnoldIT.com

He's Steve Arnold, and he's been advising information companies for years. His clients even include the White House. He's also a Google-Yahoo!-Microsoft watcher. He's studied all the search engines. His latest research findings? Search boxes, relevance ranking, contextual ads, and search engine optimization may be hot today, but as for tomorrow ... Join us first thing

Tuesday to hear Steve's latest, possibly controversial, and sure to be insightful, remarks about how tomorrow's "search" marketplace may literally go outside the box.

9:30 a.m. – 10:30 a.m.

**Content Discovery and the Search for Mind Share**

MODERATOR: **Randy Marcinko**, CEO, Groxis

These days, it's as much about discovery as it is about the content. With so many information alternatives, how do you get users to find your stuff? How do you bring them to the information they need? How do you fit in with the way they want to do things? Randy Marcinko shares his experience with helping people discover the right resources and then introduces three panelists who have their own approaches to capitalizing on users' quest for content of all kinds, in all kinds of contexts. They'll cover visualization, image search, social components in enterprise search, and exposing traditional databases to new markets.

- **John Barnes**, Senior VP, Strategic Development, Cengage Gale
- **Raul Valdes-Perez**, CEO, Vivisimo
- **Chase Norlin**, CEO, Pixsy

10:30 a.m. – 11:00 a.m.

**Networking Break & Private Meeting Opportunities**

11:00 a.m. – 12:00 p.m.

**Reinvented Contents, or How Data Never Looked So Good**

MODERATOR: **Russell Perkins**, Founder & Managing Director, InfoCommerce Group

*Lessons From the Front Lines.* Russ Perkins has seen it firsthand—directory and data publishers reinventing themselves. In his consulting business, he's shown many old hands how to turn drab data into vibrant content. At BSEC '08, Russ shares some take-aways from his InfoCommerce 2007 event and then introduces three who have dared to take bold steps to turn data into cash. You'll hear about models for transforming data into content, content into data, and even user interest into data tags. Ching. Ching.

- **Mike Orren**, President, Pegasus News
- **Shannon Holman**, Director, Content Strategy, ALM
- **Chris Willis**, VP, Social Media, Footnote.com

12:00 p.m. – 1:00 p.m.

**The Buyers Meet the Sellers—Driving Business With Win/Win Relationships**

MODERATOR: **Bill Noorlander**, Principal, BST America

*Meeting of the Minds.* Bill Noorlander routinely advises Fat Cat content buyers on how to come to terms with Big Guy content sellers. At BSEC '08, Bill will be bringing the buyers and sellers to the same table to discuss how good relationships with a few power buyers can drive your bottom line. The trick is getting to know each other. Here's your chance to take the time...

For the Buyers:

- **Richard Hulser**, Principal, Richard P. Hulser Consulting
- **Catherine Porta**, Director, PricewaterhouseCoopers

For the Sellers:

- **Simon Bradstock**, VP, Corporate Products, Dow Jones Enterprise Media Group
- **Richard Bennett**, VP, Library Sales, Americas, Springer

1:00 p.m. – 2:00 p.m.

**Networking Lunch & Private Meeting Opportunities**

**Save \$\$\$**

Register on or before March 21, 2008, and save \$100 off your conference registration.

# eMergence: Capitalizing on the New Content Landscape

2:00 p.m. – 3:30 p.m.



## CAPITALIZING ON THE NEW CONTENT LANDSCAPE Spontaneous Concluding Discussion, Wrap-Up, Synthesis, and Take-Aways

Facilitated by Jeff Cutler,  
Internet/Information Industry Observer and Consultant

Jeff Cutler invites his choice of a combined panel of moderators, keynoters, speakers, and attendees for a grand wrap-up, open discussion, and debriefing on this year's edition of Buying & Selling EContent. Now that the entire program has played out, what do the thought leaders at the event think it all means? What are the take-aways from this year's edition of Buying & Selling EContent? And just as importantly, what do you think? Plan to take away before you take off. Be a part of this concluding discussion, debriefing, and spontaneous emergence of ideas.

*The conference schedule, program, and speakers are subject to change. View the conference web site at [buy-sell-econtent.com](http://buy-sell-econtent.com) to view updates, changes, and additions.*



## 4 easy ways to register

- ① **Go To:**  
[www.buy-sell-econtent.com](http://www.buy-sell-econtent.com)
- ② **Mail**  
registration to:  
Information Today, Inc.  
143 Old Marlton Pike  
Medford, NJ 08055
- ③ **Fax**  
registration to:  
609-654-4309
- ④ **Call**  
conference registration at:  
800-300-9868 or  
609-654-6266

## JOIN OUR FACEBOOK COMMUNITY *Buying & Selling eContent*

If you are a member of Facebook, search for our community and join the group. If you're not on Facebook, you can sign up for a free Facebook account in just a few minutes at [www.facebook.com](http://www.facebook.com).

Those participating in the Buying & Selling eContent Facebook group—and their admirers—are invited to attend the opt-in session on Monday afternoon called Face to Face.

Take this opportunity to use Facebook with a real-business purpose, and then join us in Scottsdale to share what we collectively learned from using this new means of networking and communication for a high-level business purpose.

## START CONVERSING *in Advance*

### Visit the BSEC 08 Wiki

This edition of the Buying & Selling eContent conference has been crafted with the help of knowledge management experts. At the conference you'll see some KM techniques in practice. In advance of the program, we also encourage you to get involved in a collaborative space we will be creating online at [bsec.pbwiki.com](http://bsec.pbwiki.com).



For sponsorship inquiries please call  
**Walter McQuillan** at  
**(609) 654-6266 Ext. 201**



## HOTEL *Accommodations*

Camelback Inn  
5402 E. Lincoln Drive  
Scottsdale, AZ 85253

For hotel accommodations, call The Camelback Inn directly at 800-242-2635 or 480-948-1700.

The Camelback is offering a discounted rate of \$319 per night to conference attendees who book reservations before March 19, 2008. Remember to identify yourself as part of the Buying & Selling eContent group, when making your reservation. Room blocks are subject to availability and therefore are not guaranteed. So, please book early.



**April 13 – 15, 2008**

Camelback Inn ■ Scottsdale, Arizona

Full Conference Registration: Valuable conference registration gains you access to ALL Buying & Selling eContent 2008 conference sessions and the keynote addresses. Includes complimentary breakfasts, lunches, Welcome Reception and Southwestern Dinner, conference portfolio, and attendee list.

(Please select the appropriate boxes) On or before March 21 After March 21

Registration \$1,495 \$1,595

### SPECIAL EVENTS

- Yes, I'd like to play golf on Sunday, April 13. Tee-time 1:00 p.m. (No Charge)  
*Golf spots are limited and will be assigned on a priority basis by date of registration.*
  - Yes, I'd like to attend the SIIA/SLA Course, facilitated by Adam Ayer.  
Sunday, April 13, 1:00 p.m. – 4:00 p.m. (No Charge)
  - Yes, I plan to blog at BSEC.  
URL of my blog: \_\_\_\_\_
  - Yes, I'd like to register my spouse for social events.  
*(Spouse registration does not include admittance to conference sessions, breakfasts, or lunches.)*
    - Sunday Evening Reception/\$75
    - Monday Evening Dinner/\$125
    - Sunday/Monday Evening Combo/\$200
    - Spouse Golf/\$150
- Spouse Name \_\_\_\_\_

**HOTEL ACCOMODATIONS:** Call The Camelback Inn directly at 800-242-2635 or 480-948-1700. The Camelback is offering a discounted rate of \$319 per night to conference attendees who book reservations before March 19, 2008. Remember to identify yourself as part of the Buying & Selling eContent group, when making your reservation. Room blocks are subject to availability and therefore are not guaranteed. So, please book early.

Business casual attire is appropriate for all events, except golf.

**CONFIRMATION:** All registrants will receive confirmation of their registration for the conference by mail. Registration packets and program materials may be picked up on-site at The Camelback Inn beginning on Sunday, April 13 at 10:00 a.m.

**CANCELLATIONS** received on or before March 21, 2008, will receive a full refund of the registration fee. After March 21, 2008, a 50% refund will be issued. After April 3, 2008, no refunds will be made.

**MEDIA ADVISORY:** Information Today, Inc. welcomes press and blog coverage of our conferences. We encourage all participants to share information and their own observations. Please tag content uploads with the tag "BSEC08." The content of individual talks, presentation graphics, and handouts belongs to the speakers. Some contracts with speakers specifically prohibit the audio/video recording and/or broadcasting of their remarks. Please ask before you 'cast.

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Signature (Required)

\_\_\_\_\_

*Attendees with special needs in accordance with the Americans with Disabilities Act (ADA) should inform Information Today, Inc. and the Hotel in writing of their needs immediately upon registration for the Conference.*

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