

All ICDL 2016 conference participants are welcome to attend the special events.  
For special event on “**Innovation in Digital Publishing**”,  
please [\*\*Register\*\*](#) here.

**Day 2: 14 December 2016, Wednesday**

## **Innovation in Digital Publishing**

**Timing (2.00 - 4.00 pm)**

**Venue: Silver Oak**

### **Background**

*India is emerging as a leading country to revolutionize the Digital Economy through its digital publishing. As of now, as digital media is fully integrated into our daily publishing lives and the industry continues to expand the format of books and data analytics, the Indian market continues to lead. The event will highlight the current state of the market, forecast how digital publishing will change in India and around the world in the next few years, and hear from some of the key players leading these innovative changes.*

*The Innovation in Digital Publishing event will be a movement beyond publishing, production, and dissemination and taking a look at everything from audience development and content strategies, to monetization of media, native advertising, digital regeneration, and more.*

*This event will explore Digital Innovation by the publishing industry further and will provide access to these leaders in the Indian market.*

### **Tentative Agenda**

#### **Chair:**

**Prasanto K Roy**

*VP & Head, NASSCOM Internet, Mobile & E-com. Council, India*

#### **Co-Chair:**

**Sudhir K Arora**, Consultant, Campus of Open Learning, University of Delhi

#### **Lead Speaker:**

**Anastasia Matskovich**

*Director, Begell House, Inc., USA*

#### **Panelists:**

- **Ricardo Da Silva Torres**  
*Associate Prof, Institute of Computing (IC), University of Campinas (UNICAMP), Brazil*
- **Mrinalini Sardar**  
*User Experience Designer, Adobe India*
- **Javed Ali**  
*Adobe India*