

All ICDL 2016 conference participants are welcome to attend the special events.  
For special event on “**Content, Context and Technology: Monetizing your Content through New Means**”, please **Register** here.

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

## **Content, Context and Technology: Monetizing your Content through New Means**

**Timing (11.30 am – 1.00 pm)**

**Venue: Stein Auditorium**

### **Background**

*Technology has fundamentally changed how and where users access content, fragmenting audiences and revenue streams. This Special Event provides a platform for exploring opportunities by publishing industry, entrepreneurs and online e-commerce platforms to look at issues dealing with monetized content in the digital space. The panel will discuss the tools and technology architecture needed to implement successful content monetization models.*

### **Tentative Agenda**

### **Chair:**

**N K Mehra**

*President of the (FIP) Federation of Indian Publishers, President of Narosa Publishers, India*

### **Co-Chair:**

**Praveen K Chowdhury**

*DGM, DLF Ltd. India*

### **Lead Speaker:**

**Brandon Nordin**

*Senior Vice President, Sales, Marketing & Digital Strategy, ACS Publications, US*

### **Panelists:**

- **Kailash Balani**, Managing Director of Aditya Books Pvt. Ltd., Balani Infotech, India
- **Dhruv Nath**, Professor, Information Management & Chairperson, Entrepreneurship and Incubation Center, Management Development Institute, Gurgaon
- **Garima Babbar**, Head, Strategic Alliance-South Asia, Adobe India
- **Amarjeet Kaur\***  
*Former Director, NLB Singapore*
- **Susmita Chakraborty**, Associate Professor, Department of Library & Information Science, Calcutta University