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.

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