# Idealliance®

# PRIMEX EAST 2017

# Discover the Future of Publishing Workflows, Today

Join us on June 22nd for PRIMEXEast, an entire day dedicated to the future of publishing workflows. Learn about the technology concepts, the development, and the implications tomorrow's publishing workflows can have on your business.

Idealliance's one-day roundtable will focus on:

1. Publishing on the Open Web
2. Digital First Delivery
3. Print Quality Reporting: Optimizing Information Exchange
4. Real World Rights: Implementing Licensing Terms in Production Workflows

**Who Should Attend:**

Owners, CEOs, Presidents, Executives, Managers

**REGISTRATION RATES**
$285 member
$355 non-member

## Concepts you need to increase profits

### Publishing on the Open Web

- What is the Open Web?
- What is the W3C's vision for publishing?
- Merger of EPUB with the W3C and alignment with BISG
- What are the new W3C publishing initiatives?
- Why is it important to publishers?
- What role should Idealliance play?

### Digital First Delivery

- What trends do you see in delivery and workflow platforms?
- What role do you see for the Open Web as a magazine delivery platform?
- What workflow changes are you seeing?
- What new technologies are on your radar?
- What tools do you wish you had?

### Print Quality Reporting: Optimizing Information Exchange

- How is quality being reported today for labeling, packaging and publication printing?
- What advances in automated press control systems can help print buyers control quality?
- Where can improved efficiencies and cost reductions in print quality reporting be realized?
- Why is establishing a single reporting message structure important?
- What are new standards optimizing print reporting exchange?

### Real World Rights: Implementing Licensing Terms in Production Workflows

- Case Study: PRISM and Rights Management Today – Time Inc.
- Update: Standards for Rights Automation
- Case Study: Rights Implementation – Hearst Magazine

### What Keeps You Up at Night?

Engaging interaction to get a sounding on the key issues affecting publishing today...and how Idealliance can move the industry forward.

## REGISTER
idealliance.org/ primex17

**PRIMEX EAST 20117**
101 Park Avenue, New York , NY 10178
(Park Avenue & Corner of 41st Street)
**CONTACT: David Steinhardt**
dsteinhardt@idealliance.org . 703.837.1066

## PROGRAM

**9:30–10:00am**
**Coffee Served**

**10:00–11:15am**
**Welcome & Opening**

### Publishing on the Open Web

- What is the Open Web?
- What is the W3C's vision for publishing?
- Merger of EPUB with the W3C and alignment with BISG
- What are the new W3C publishing initiatives?
- Why is it important to publishers?
- What role should Idealliance play?

**Panelists:**
Karen Myers, W3C Business Development Leader, W3C
Brian O'Leary, Executive Director, Book Industry Study Group
Liisa McCloy-Kelley, Vice President, Director Ebook Product Development & Innovation, Penguin Random House

**Moderator:**
David Steinhardt, President & CEO, Idealliance

**11:15 am –12:30 pm**
**Digital First Delivery**

- What trends do you see in delivery and workflow platforms?
- What role do you see for the Open Web as a magazine delivery platform?
- What workflow changes are you seeing?
- What new technologies are on your radar?
- What tools do you wish you had?

**Panelists:**
Ulrich von Beck, Vice President of Sales, Zinio
Representative from publisher to be named.

**Moderator:**
Kilian Schalk, Principal, PurpleGray Consulting

**12:30–1:15pm**
**Lunch**

**1:15–2:00pm**
**Print Quality Reporting: Optimizing Information Exchange**

- How is quality being reported today for labeling, packaging and publication printing?
- What advances in automated press control systems can help print buyers control quality?
- Where can improved efficiencies and cost reductions in print quality reporting be realized?
- Why is establishing a single reporting message structure important?

- What are new standards optimizing print reporting exchange?

  *PQX: Print Quality Exchange = XML-based business messages transmit print quality and performance data from the printer to the print buyer*

  *PRX: Print Requirements Exchange = XML-based business messages facilitating one-way transmission of customer expectations for print quality*

- How to envision implementation of new standards by tool manufacturers? How are these standards moving for international development?

**Panelists:**
Marc Levine, Enterprise Print Quality Group Manager, Schawk
Dianne Kennedy, XML Evangelist, Idealliance & Editor, Idealliance & ISO Editor for PQX & PRX

**2:00–3:00pm**
**Real World Rights: Implementing Licensing Terms in Production Workflows**

- Case Study: PRISM and Rights Management Today – Time Inc.
- Update: Standards for Rights Automation
- Case Study: Rights Implementation – Hearst Magazine

**Panelists:**
Dai Ichikawa, Manager of Digital Assets Systems, Time, Inc.
Annette Feldman, Information Management Architect, Associated Press
Shelley Meeks, Content Services Director, Hearst Magazines

**Moderator:**
Linda Burman, CEO, L.A. Burman Associates & Founding Chair, Idealliance PRISM Work Group

**3:00–3:15**
**Refreshment**

**3:15–4:00pm**
**Town Hall: What Keeps You Up at Night?**

Engaging interaction to get a sounding on the key issues affecting publishing today...and how Idealliance can move the industry forward.

**Co-Moderators:**
Dianne Kennedy, XML Evangelist, Idealliance
David Steinhardt, President & CEO, Idealliance

**4:00pm**
**Adjournment**