



Press release (25 March 2021)

ReBoot Books announces the next 2 debates on trends in the global book business, and a partnership with Bologna Books Plus.

- Focus on solutions for “Going Direct” + “Increasing Efficiency” and “Better Rights Trading” on April 21st, 2021.
- Partnering with the new Bologna Books Plus conference to highlight new hybrid publishing models as well as innovation in the children, young adult and learning segments on June 15, 2021.

A year into the pandemic, the anticipated ‘acceleration’ of existing digital trends in publishing and book distribution as well as consumption has become a new reality. This was broadly documented with rich data and market reports at the February online meeting under the ReBoot Books platform with around 100 attendants from 20 countries across Europe and the Americas. (see <https://rebootbooks.org/category/content/>)

On Wednesday April 21st, 2021, the ReBoot Repairshop will shed light on solutions, under the headline of “**How to fix what is broken**”.

The new buzzwords include ‘**going direct**’, **increasing the efficiency** of internal processes and supply chains, and on the B2B side, **making professional networks work**, even without book fairs as the industry’s traditional agora.

- **Going Direct:**
How innovation leaders could become better, and stronger under the pandemic. The key lessons from ‘**unbundling**’, **direct-to-consumer**, **self-publishing**, **community** building and client **analytics**.
- **Increasing efficiency and versatility:**
Tools and skills needed in a multiformat, multichannel, multiple business model environment of accelerated competition.
- **How to trade rights better:**
How does a de-centralized rights market function? Where are limits in virtual meetings?
What value can digital rights platforms?

Speakers and participating companies will include **Bianka Albrecht** of the German PoD and self-publishing service **BOD**, leading Spanish publisher **Jesús Badenes** of **Planeta**, rights expert **Kris Klieman**, Barcelona based **Pontas Agency**, and US technologists **Bill Rosenblatt** and **Matt Turner**.

In a further step, on June 15, 2021, the **ReBoot** observatory for new publishing solutions will team up with the novel **BolognaBookPlus**, the new conference series of the **Bologna Children’s Book Fair**, zooming in on models for hybrid publishing and distribution models, with use cases and learnings in the particularly creative and innovative segments of children and juvenile audiences, and learning.

Further **details and registration**: www.rebootbooks.org // Contact: info@rebootbooks.org