



**BolognaFiere, Publishers Weekly and Combined Book Exhibit
present
the first copyright trade and licensing show in the United States dedicated
to the publishing industry
May 30 – June 1
New York**

The very first **New York Rights Fair (NYRF)** will soon be opening its doors. This new copyright trade and licensing show organized by **BolognaFiere, Publishers Weekly** – the international news platform for the book industry - and **Combined Book Exhibit** – the leading U.S. book promotion and marketing company – will be held in **Manhattan** at the **Metropolitan Pavilion from May 30 to June 1**. The New York Rights Fair is the first professional show in the United States entirely dedicated to rights sales and the distribution of content for adults, adolescents and children. Thanks also to the recent agreement with **Reed Exhibitions**, the NYRF is also the **“Official Rights Fair” of BookExpo**.

“Even with our solid track record organizing a range of sector-specific trade shows outside Italy, this New York debut is really exciting,” says Marco Momoli, Commercial Director of BolognaFiere. “That’s of course because, as organizers of Bologna Children’s Book Fair, books and publishing hold a special place in our hearts. But it’s also about being here in the world’s publishing capital where the constant dialogue across all formats - print, movies, television and the Internet - generates a buzz that’s truly unique”.

Covering a single area of some 1800 square meters, NYRF will allow publishing professionals from all over the world to meet and network in the world’s publishing capital. The event provides three days of opportunities to negotiate copyright and content licensing deals for a range of distribution channels. This first edition will open with **more than 150 exhibitors** – publishers, movie producers, agents and literary scouts – from **20 countries around the world**: USA, Italy, UK, France, Sweden, Norway, Finland, South Korea, the Arab Emirates, Japan, Australia and India.

A broad raft of meetings is scheduled on topics ranging from market trends and the ability of the publishing world to innovate, right through to discussions on what drives artistic flair and creativity. **70 international speakers** will be arriving in the Big Apple to take part in **21 panel discussions** organized around four distinct themes: the Global Landscape; Page to Screen; the Pillars of Rights, and TALKING PICTURES: The Visual Book Now. Topics will include the rise of European comics, international blockbusters, the literary translation boom, the growing audiobook market, the search for original subject matter by the huge LA-based streaming companies, China’s thriving publishing market, and Scandinavian crime fiction. This wide slate of discussion topics reflects the breadth and range of the global licensing and copyright market.

Another key feature will be the project **Talking Pictures – The Visual Book Now**, a series of events taking an in-depth look at the picturebook. Developed in partnership with Steven Guarnaccia - illustrator, designer and associated professor at New York’s Parsons School of Design - and the Italian Cultural Association Hamelin, the Talking Pictures schedule includes a symposium, three round tables, and the “TALKING PICTURES: Selected Books” award, recognizing design excellence in five different book categories: architecture and graphics; art and photography; cooking books; comics and the graphic novel and children’s picturebooks. The 520 entries from 171 publishers hailing from many different countries were all published in 2017. The 30 books shortlisted come from Japan Italy, France, Switzerland, United Kingdom, Portugal, Spain, Canada, and the USA.

Movies and TV series are another important licensing market. **Global Kids Connect** – the conference for sector professionals organized each year by Bologna Children’s Book Fair and *Publishers Weekly* – will be scheduling a special meeting to consider the whole question of books and their adaptation for visual media. What should children’s book specialists know about the new models now being adopted in Hollywood to adapt content for the big screen? For, although the movie world has always tapped the world of literature for subject matter, the approach seems to be changing. There will also be a session on **The Rise of the Streaming Giants: how Netflix, Amazon and other players are changing IP rules in Hollywood**. Business development managers and scouts from Netflix, Amazon and Hulu will give attendees insights into their priorities and how these new market players are engaging with the publishing world.

Following on from the resounding success of China’s presence as Guest of Honor Country at the 55th Bologna Children’s Book Fair, NYRF has also organized a special meeting on the vast market that is China, second only in importance to the U.S. Guest speakers at **China Calling: What Consumers in One of the Biggest Global Markets Want** will be literary agents and movie directors operating in China, who will share their views on how the recent demographic changes in the country have triggered shifts in readership interests and choices.

The Partners:

BolognaFiere S.p.A.

BolognaFiere S.p.A. is a premier trade show organizer in Europe with more than 75 events to its name in sectors ranging from art, children’s publishing, cosmetics and personal care through to building and design. BolognaFiere also has a consolidated portfolio of some 8 major trade shows outside Italy in key markets like Russia, North America and Asia - including China.

Publishers Weekly

Publishers Weekly is an international information platform for the publishing sector. Founded in 1872, the magazine has an enormous social media following, publishing nine e-newsletters, BookLife (a monthly supplement), two blogs, a mobile device edition, digital editions, and apps. *Publishers Weekly* is the main sponsor/organizer of a range of difference conferences, such as Global Kids Connect (developed in partnership with BolognaFiere/Bologna Children’s Book Fair), PubTech Connect (organized with the NYU School of Professional Services Center for Publishing), and *PW* Star Watch (developed in partnership with the Frankfurt Büchmesse).

Combined Book Exhibit

Created in 1933, Combined Book Exhibit (CBE) is a marketing company specializing in book promotion at trade shows and international events on behalf of publishers and authors. Together with its sister company The American Collective Stand, CBE organizes the US Pavilion at all major international book shows, introducing publishers and agents to new markets. Together with *Publishers Weekly*, CBE manages PubMatch, providing publishers, agents and authors with a wide range of online tools to help them navigate the rights market. As well as encouraging business opportunities, CBE is also a worldwide publishing community promoting the dissemination of ideas.

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