



Bologna
Licensing
Trade
Fair



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BOLOGNABOOKPLUS AND BEAT TECHNOLOGY REVEAL INDUSTRY-LEADING AUDIO FORUM PROGRAMME FOR APRIL 2024

London, Bologna, February 2024: In partnership with **Beat Technology**, and sponsored by **RB Media**, **Bookwire** and **Zebalution**, BolognaBookPlus (BBPlus) has revealed the programme for the inaugural **Audio Forum**, focusing on this significant international publishing growth area.

Introduced by BolognaBookPlus Director, Jacks Thomas, a highlight will include a revealing one-to-one conversation between Amanda D’Acierno, President Audio of the English-speaking world’s largest trade publisher Penguin Random House and Forum Moderator, Nathan Hull, Beat Technology. Further sessions explore how to develop successful multi-language strategies, with RB Media’s Miles Stevens-Hoare, a major panel on voices from the diaspora, with speakers from international language groups dispersed globally, and understanding listener behaviours, with Bookwire’s Guilia Lo Monaco.

BolognaBookPlus has established itself over a short time as the pre-eminent book trade provider of training conferences, forums, and comprehensive seminar programmes, in addition to its exhibiting opportunities, annually, in Spring, covering rights selling, agenting, self-publishing, translation and more. The new Audio Forum will feature 16 speakers from seven countries, and is free to all attendees of the fair.

Jacks Thomas, Guest Director, BolognaBookPlus, says: *‘International growth in audio publishing is a cause for celebration within our industry; giving voice to authors across backlist and frontlist, offering flexibility and accessibility of content and – wonderfully – reaching new consumers of literary output from toddlers to technophobes. With podcasts an essential marketing medium for books, the Audio Forum spans the gamut of entertainment and information that books offer and I am delighted that Beat chose to partner with BolognaBookPlus on this fantastic programme. Thank you Nathan.’*

Nathan Hull, Chief Strategy Officer, Beat Technology says: *‘The Audio Forum’s array of international heavyweight speakers is really unprecedented. Providing data insights and covering a wealth of topics from international reach to new platforms; and children’s audio devices to podcasts, the experience and information that this forum will exude is genuinely exciting - and something I’m immensely proud to have curated.’*



Ajay Mago, OM Books



Amanda D’Acierno, PRH



Raúl Perez, Grupo Planeta

Audio Forum Programme | Wednesday 10 April, 2024

14:20 Introduction and welcome

Jacks Thomas, BolognaBookPlus, Nathan Hull, Chief Strategy Officer, Beat Technology (Norway)

14:30 In Conversation with Amanda D’Acierno

Nathan Hull, Chief Strategy Officer, Beat Technology (Norway)
Amanda D’Acierno, President Audio, Penguin Random House (US)

15:00 Multi language strategies in the global audiobook market

Miles Stevens-Hoare, Managing Director, RB Media International (UK)

15:15 Podcasts: adaption to audio ... and back

Michele Cobb, President Audio Publishers Association (US)
Chiara Santella, Founder, Studio Ochenta (Spain)
Sabrina Tinelli, Chora (Italy)
Carla Herbertson, Founder, Small Wardour (UK)

15:45 Strategies for effective distribution and monetisation

Tina Jurgens, co-CEO, Zebralution (Germany)

16:00 From Digital to Physical: global opportunities for Children’s publishers with audio players

Carla Herbertson, Founder, Small Wardour (UK)
Eloise Elandalousi, Tonies (Germany)
Jessica Tarrant (UK)
Matteo Fabbrini (Italy)
Jim Jacob, Story Button (US)

16:40 Understanding listener behaviours via data

Guilia Lo Monaco, Bookwire (Germany)

17:00 Voices from the diaspora

Nathan Hull, Chief Strategy Officer, Beat Technology (Norway)
Ajay Mago, Founder, OM Books (India)
Raúl Perez, Head of Digital, Grupo Planeta (Spain)

17:30 Networking Drinks reception

NOTES TO EDITORS:

About Bologna

Three global book events for international rights and licensing trading takes place annually in the eponymous Italian city where culture meets style and commercial relationships are created.

About BolognaBookPlus (BBPlus)

BolognaBookPlus was launched in 2020 by BCBF/BolognaFiere, in collaboration with the Italian Publishers Association (AIE), to reach a general publishing audience via a three-day exhibit, training and conferences- among other opportunities- taking place alongside the acclaimed Bologna Children's Book Fair 8-11 April 2024. Working closely with the Bologna team, BolognaBookPlus is led by Jacks Thomas as Guest Director, supported by a UK team.

About Bologna Children's Book Fair (BCBF)

The Bologna Children's Book Fair is the world's leading trade show dedicated to the children's publishing and content industry, attracting 1,500 exhibitors and around 30,000 professional visitors from around 100 countries. BCBF celebrates its 60th year in 2023. It brings a unique and diverse global audience, every year to Bologna (Italy) made of publishers, agents, developers, illustrators, authors, booksellers, librarians and all the other professionals involved not only in the book, but also in the multimedia and licensing businesses for children's content.

About Bologna Licensing Trade Fair/Kids (BLTF/Kids)

The BLTF/Kids is an integral part of the Bologna Children's Book Fair. Located at the heart of the fair, the 6th edition will be held from 6-9 March 2023. Bringing together the major international licensing and entertainment players, BLTF/Kids features more than 600 brands, the Licensing Retail Lounge, the Fashion Product Showcase, and an area dedicated to Licensees looking for new retail deals.

About BolognaFiere

BolognaFiere S.p.A is a leading European exhibition organizer with over 85 events. As a world leader in trade shows across a number of different sectors – including art, publishing, cosmetics, agribusiness, construction and design – BolognaFiere has developed a cutting edge portfolio of international exhibitions in key Russian, North American and Asian markets, including China with eight exhibitions established to date.

About Beat Technology

Based in Bergen, Norway, Beat Technology powers leading audiobook, ebook and podcast services for publishers and book retailers. Servicing 1.5 million unique users with over 3 million titles, these platforms include: Norway (Fabel), Germany (Skoobe), Netherlands (Fluister), Adlibris (Sweden/Finland), Romania (Audiotribe), Poland (Volume), Canada (Legible), Greece (Jukebooks) and Africa (AkooBooks). It is also Gardners' technology partner internationally.



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