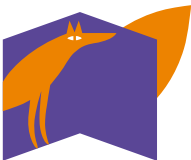


# OUR FLAGSHIP EVENTS

## BOLOGNA CHILDREN'S BOOK FAIR



an event by



**56<sup>th</sup> edition**

Staging  
children's  
content

1-4 April 2019  
Bologna Italy

**2 APRIL 2019**

2.30-5.30 P.M.

SALA NOTTURNO

SERVICES CENTRE

WING D - FIRST FLOOR

## LISTEN UP! AUDIOBOOKS INTERNATIONAL CONFERENCE

Audiobooks are once again on the agenda during the conference LISTEN UP!, the special event on the world of audio organized in collaboration with Bookrepublic. Publishers and producers from around the world have taken up the challenging **market opportunities offered by audio content**, with almost 50,000 audiobooks being produced in the United States in 2017 alone. Who listens to audiobooks? The latest research confirms that 54% of all American users are under 45. In the children's segment in particular, **audiobooks help to increase literacy**. How are children's book publishers reacting to the growing use of smart speakers? These and many other questions will be answered by the international guests of LISTEN UP! The conference will look at **sales, market data and consumer trends**, comparing publishers and major audiobook sector players. Equally important will be the presentation of an international survey organized by Bookrepublic and APA - Audio Publishers Association of New York.

### **SPEAKERS**

#### **INGRID BOJNER**

CCO, Storytel Sweden  
AB (Sweden)

#### **MICHELE COBB**

Executive Director,  
American Audio  
Publishers Association  
(USA)

#### **AMY METSCH**

SVP, Associate  
Publisher,  
Penguin Random  
House Audio (USA)

#### **FRANCESCA ROSSI**

Digital Sales Manager,  
Mondadori (Italy)

#### **PATRICIA**

#### **STOCKLAND**

Publisher, Capstone  
Publishers (USA)

#### **XI JING**

Kaishu Story (China)

### **MODERATOR**

#### **AURA BERTONI**

Senior Research  
Fellow, ASK Bocconi  
Research Center (Italy)

#### **LAURA FORTI**

Senior Researcher,  
ASK Bocconi Research  
Center (Italy)

#### **CARLO ANNESE**

Podcast Editor at  
Large, Storytel Italy  
(Italy)

#### **MARCO FERRARIO**

CEO, Bookrepublic  
(Italy)

The conference will be held  
in English.

Event organized by Bologna  
Children's Book Fair  
and Bookrepublic

**BOLOGNA  
CHILDREN'S  
BOOK  
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