

## PRESS INFORMATION

### **International line-up announced for 30th Frankfurt Rights Meeting Rights and licences experts on “surprising successes in challenging times”**

Frankfurt, 26 July 2016 - Who would have thought that a book about felling trees could become a global bestseller? And yet, Lars Mytting's *Norwegian Wood* has been translated into 15 languages and has been flying out of bookstores all round the world ever since publication. What is the success story behind such a title? Under the headline “surprising successes in challenging times”, the Frankfurt Rights Meeting, formerly known as International Rights Directors Meeting, will explore more best cases like this one on Tuesday, 18 October 2016.

High profile speakers will look at this intriguing topic from an array of different angles, providing the audience with valuable insights into their strategic thinking. Thus, attendees will be able to gain market insights, as well as business inspiration and networking opportunities.

John Donatich, Director of Yale University Press, will share his insights into the US publishing market, focusing on the factors for selling translations successfully in the USA.

Kris Kliemann, formerly Director of Global Rights at Wiley, USA, and now a Rights Consultant - with copyright and licensing experience in a wide range of markets, dealing with many different content types - will talk about the long-term potential of the backlist, uncovering possible streams of revenue.

Bence Sárközy, Director of Libri Publishing, Hungary, will speak about the Hungarian market: About challenges he faces every day and how he manages to publish translations successfully.

Gudrun Hebel, founder of agentur literatur, Germany, is the agenting force behind the internationally successful title *Norwegian Wood* by Lars Mytting. Together with Katharina Bielenberg, commissioning editor at MacLehose Press, she will present the behind-the-scenes ‘journey’ of this exceptional title and explore what ‘made this book work’, especially in the challenging UK market.

Michael Healy, Executive Director (International Relations) Copyright Clearance Center, USA, who also currently chairs the International Standard Name Identifier (ISNI) Agency and is a member of the partners’ board of the UK Copyright Hub, will focus on copyright licensing around the world in his talk.

The conference's host will be Isabelle Bleecker, VP, Director, International Rights at Perseus Books, Hachette Book Group, USA. With more than 20 years of experience in the publishing industry - including over 17 years in the content and licensing business - Isabelle Bleecker's core skills include business development and working across cultures and languages.

For 30 years, representatives of the international trade in rights and licenses have been meeting and networking at the Frankfurt Rights Meeting, formerly known as International Rights Directors Meeting. Attendees include licensing and rights managers, publishers, literary agents, scouts, as well as business development and export managers from the publishing industry.

The Frankfurt Rights Meeting will take place on Tuesday, 18 October 2016, at the Frankfurt Book Fair exhibition site (Hall 4.2., Dimension room). For an overview of the programme and to order tickets, please go to: [www.book-fair.com/rights-meeting](http://www.book-fair.com/rights-meeting)  
An early bird discount is in effect until 31 August 2016.

Copyright Clearance Center is the official sponsor of the Frankfurt Rights Meeting, with IPR License acting as supporting partner.

#### **About Copyright Clearance Center**

Copyright Clearance Center<<http://www.copyright.com>> (CCC), with its subsidiaries RightsDirect<<http://www.rightsdirect.com>> and Ixxus<<http://www.ixxus.com>>, is a global leader in content workflow, document delivery, text and data mining and rights licensing technology for thousands of publishers, businesses and academic institutions. CCC's solutions provide anytime, anywhere content access, usage rights and information management while promoting and protecting the interests of copyright holders. CCC serves more than 35,000 customers and over 12,000 copyright holders worldwide and manages more than 950 million rights from the world's most sought-after journals, books, blogs, movies and more. Since 2008, CCC has been named one of the top 100 companies that matter most in the digital content industry by EContent Magazine. The company has locations in the US, the UK, the Netherlands, Spain, Romania and Japan.

#### **About IPR License**

IPR License is the first fully transactional rights and licensing marketplace within the publishing industry. It was founded in 2012, when a gap was identified in the market for a dedicated online platform on which publishing rights-holders could complete domestic and international licensing deals. In May 2015 Frankfurt Book Fair made a significant investment in IPR License, and in April 2016 it acquired control of the company, with Copyright Clearance Center (CCC) keeping its minority stake. IPR License has 500 members listing their rights online, and a large, international subscriber base of rights buyers. In 2015, rights listings were viewed by publishing houses in 171 countries across 132 different languages. Rights buyers can search, offer, negotiate and complete deals for whole book and journal rights, licensing and permissions. Rights sellers can increase sales from their front and backlist, simply, quickly and cost-effectively. [www.iprlicense.com](http://www.iprlicense.com)

### **About the Frankfurt Book Fair**

The Frankfurt Book Fair is the international publishing industry's biggest trade fair - with 7,100 exhibitors from more than 100 countries, around 275,000 visitors, over 4,000 events and approximately 10,000 accredited journalists - including 2,000 bloggers - in attendance. It also gathers key players from other media, including the film and games industries. Since 1976, the Book Fair has featured an annual Guest of Honour country, which showcases its book market, literature and culture to attendees in a variety of ways. The Frankfurt Book Fair organises the participation of German publishers at around 20 international book fairs and hosts trade events throughout the year in major international markets. With its Business Club, the Frankfurt Book Fair offers essential services and an ideal setting for the activities of publishers, entrepreneurs, pioneers, experts and visionaries. The Frankfurt Book Fair is a subsidiary of the German Publishers & Booksellers Association.

[www.book-fair.com](http://www.book-fair.com)

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