



SIIA CONTENT DIVISION

YEAR IN REVIEW





**A Report from
Ed Keating**
VP, Content Division

On behalf of the Content Division board and staff, I am happy to report the following achievements and highlights from 2008:

MEMBERSHIP

The SIIA Content Division is comprised of approximately 100 large and small companies that publish and distribute information, or provide technologies and services that enable the delivery of information products and services. Despite the economic downturn, membership has remained strong, demonstrating the continued value and return on investment members receive throughout the year. In 2009 we will continue to work with members to make sure we are providing them with the services they value.

SIIA IN EUROPE

The SIIA Content Division has been growing its European programming since the first Global Information Industry Summit in 2006 in Amsterdam. SIIA had developed several events and initiatives throughout Europe to better serve our members.

2008 activities and highlights include:

- **The Global Information Industry Summit - London** - New in 2008, the Division integrated SIIA Previews into the Global Information Industry Summit program. Previews is a popular program at SIIA's US based conferences that showcases interesting new companies. The Summit also featured riveting keynotes by Andrew Neil, Publisher and BBC Broadcaster; Pierre Louette, CEO, Agence France Presse; Colin Hughes, Managing Director, The Guardian Professional; and Hugo Dixon, Editor-in-Chief and Chairman, Breakingviews.com.

- **European Programming Working Group** - This working group was established to help develop and offer additional programming in Europe. Currently the group is in the process of planning Issue Briefings throughout 2009, members are invited to participate. Contact Ed Keating or Jenny Hansen for details.
- **Content Division Breakfasts** - The Division held two breakfasts in Europe in 2008; one at London Online in December and one at Incisive Media EPublishing Innovation Forum in May. Both breakfasts gave members the opportunity to network with other SIIA members in Europe.

WORKING GROUPS

Working Groups were developed in response to member feedback asking for more programming on critical issues in the content industry. Here is the Division's current roster of working groups:

- **New Communications Technologies** - Established in 2006 to showcase new and interesting companies and technologies in the industry.
- **Search Engine Executive Council (SEEC)** - SEEC develops programming and events that focus on search. This group has developed two brown bag lunches and two conference panels in 2008 and plans to expand its programming to offer a half day search and networking event in early 2009.
- **Social Media Action Committee (SMAC)** - SMAC develops programming and events focused on how companies are using social media. SMAC even uses social media tools to brainstorm and develop events.
- **Membership Working Group** - The Membership Working Group works to grow SIIA membership and develop new initiatives to better serve existing members.



- **Private Equity Forum (PEF)**– The PEF supports the funding and growth of innovative young software and content companies. Specifically, the PEF will help portfolio companies grow, gain access to major line of business executives, establish visibility to the software & content industry, source deals, and search for talent for portfolio companies.
- **Corporate Content Antipiracy Program (CCAP)** - SIIA created the CCAP to assist members in protecting their works. The goal is to pursue and remedy the illegal use of published content - whether in print form or electronically. The CCAP program is driven by SIIA member referrals and third-party "source reports." A person notifies SIIA that a particular organization is copying and/or distributing unlicensed or under-licensed content.

To find out more on how to join the Content Division working groups visit the Get Involved section.

CODiE AWARDS

The CODiE Awards celebrate achievement and vision in software, education technology and digital content. In 2008 SIIA added a 3rd round of voting for members attending NetGain to vote and select their favorite products and services. Also new in 2008, SIIA hosted the first ever CODiE Finalist Showcase. At the showcase, finalists were invited to demonstrate their product(s) at a table-top event. In 2009 we hope even more Content Division members will nominate their products and services.

ONLINE RESOURCES

The Division offers ample resources to members including:

- **Content Weekly** – This newsletter highlights upcoming events, SIIA news, and member press releases, job postings, white papers, events and blog postings. Circulation exceeds 2,100 and is a great vehicle for members to share their company's news. If you are not currently subscribed visit http://www.sii.net/enewsletters/siia_daily/subscribe.asp.
- **Monthly Member Newsletter** – Features a recap of events, initiatives and press releases from the previous month, and gives you a sneak peek of upcoming SIIA and member events and initiatives.
- **Archived Events** – In case you missed any of our Brown Bag Lunches, Executive FaceTime Interviews, NetGain, or the Information Industry Summit, all past events are available on demand. In early 2009 a searchable database of archived events will be available in the members only section of the SIIA website.

Sincerely,

Vice President, Content Division
SIIA

CONTENT DIVISION BOARD MEMBERS

- Tom Aley, Dow Jones and Company
- Barry Bealer, Really Strategies, Inc.
- Christopher Brown, Pearson
- Karen Christensen, Berkshire Publishing
- Dawn Conway, LexisNexis Group
- Jeff Cutler, Industry Consultant
- Daniel Duncan, The McGraw-Hill Companies, Inc.
- Andrew Elston, iCopyright Corporation
- Hal Espo, Contextual Connections, LLC
- Barry Graubart, Alacra, Inc.
- Kathy Greenler Sexton, Business and Legal Reports, Inc. (BLR)
- Darrell Gunter, Collexis Holdings, Inc.
- Peter Jackson, Thomson Reuters Professional
- Michael Marchesano, The Jordan, Edmiston Group, Inc.
- Kate Noerr, MuseGlobal, Inc.
- Sarah Ryan, LexisNexis Group
- Larry Schwartz, Newstex, LLC
- Webb Shaw (Vice-Chair), J. J. Keller & Associates, Inc.
- Pamela Springer (Chair), ECNext, Inc.
- Keith White, Congressional Quarterly Inc.
- Kate Worlock, Outsell, Inc

PROTECT, PROMOTE, INFORM:

OFFERING STRATEGIC AND EDUCATIONAL INSIGHT AND NETWORKING OPPORTUNITIES

The Content Division is charged with promoting, protecting and informing the industry. It serves as a platform for member companies to work and interact with peers, competitors, investors and other industry stakeholders through events, programs, steering committees, and working groups.

PROTECT:

SIIA offers policy representation, advocacy and analysis; and anti-piracy education and enforcement, specific to the issues Content Division members face.

PROMOTE:

The Division offers speaking, sponsorship and networking opportunities, newsletters, and the CODiE awards, to provide visibility for business development and to promote your company to the field.

INFORM:

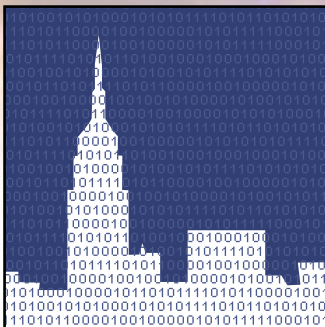
The Division informs members through hands-on educational opportunities (Brown Bag Lunches, Summits, and Executive FaceTime Interviews), market information, newsletters, and thought leadership.

Details on specific Content Division activities that drive our mission are listed below:

PROMOTE AND INFORM THROUGH EVENTS

Every year the Content Division strives to create quality conferences and events to inform members of relevant industry issues and trends. Highlights include:

- **Information Industry Summit** – The 8th annual Information Industry Summit was SIIA's most successful conference with over 450 delegates, 18 sponsorships, and memorable sessions. Summit highlights included keynote addresses from Tom Glocer, CEO, Reuters; Andrew Keen, Author, Gordon Crovitz, Former Publisher, The Wall Street Journal and Former EVP, Dow Jones & Company; and David Eun, VP, Content Partnerships, Google.
- **NetGain** – NetGain was established in 2008 to address the convergence of content and software. NetGain attracted over 300 delegates to San Francisco for a two day event. Highlights included Previews company presentations, an indepth look at cloud computing, platforms and mobility, and keynote addresses by George Hu, EVP, salesforce.com; Matthew Glotzbach, Product Management Director, Google Enterprise; Clay Shirky, Author, Educator & Consultant on Social and Economic Effects of Internet Technologies.
- **Global Information Industry Summit** – The summit drew delegates from Europe and the US to network and discuss key issues including business models, copyright, digital natives and strategies for global markets.
- **Brown Bag Lunches** – The Content Division hosts Brown Bag lunch panels to explore a topic of interest to the information industry. Held in New York City, and via webcast, these lunches provide an environment where you can be informed, educated and updated on topics of interest to the Content Division while networking with industry peers. In 2008 we covered the following topics:
 - Cloud Computing
 - Using the Internet for B2B Customer Acquisition
 - Search
 - Pricing
 - How Search Engine Marketing Impacts Your Bottom-Line
 - Social Media to Increase Revenues



• **Executive FaceTime Interview** – Executive FaceTime Interview is an SIIA Content Division series program, broadcast live via the web. The program format is a one-on-one conversation supplemented with questions submitted by the web audience and posed through the host, Hal Espo, President, Contextual Connections, LLC. 2008 interviews included:

- Andrew Heyward, Senior Advisor to Marketspace LLC
- Karen Abramson, President & CEO, Wolters Kluwer Health Medical Research
- Skip Prichard, President & Chief Executive Officer, Ingram Book Group
- Gordon Crovitz, Former publisher of The Wall Street Journal
- Youngsuk (Y.S.) Chi, Vice Chairman and Managing Director of Global Academic & Customer Relations, Elsevier
- Mike Walsh, President and CEO, U.S. Legal Markets (USLM), LexisNexis Group
- Caroline H. Little, CEO and Publisher, Washingtonpost. Newsweek Interactive

• **Member Breakfasts and Networking Events** – in 2008 the Division began offering member breakfast at industry events throughout the world. In 2008 breakfasts were held at London Online, Incisive Media EPublishing Innovation Forum, and the SLA Annual Conference. We also held a series of networking receptions hosted by MEI, Groxis and MuseGlobal in San Francisco and plan to expand these events in 2009.

PROTECT THROUGH POLICY REPRESENTATION, ADVOCACY, AND ANALYSIS

SIIA serves as the primary industry advocate for digital content providers before the Federal government, as well as international and state governments. In 2008, SIIA was successful in advancing a policy agenda aimed at representing the digital information industry and informing member companies about policies' impact on their day-to-day operations. In the past year, SIIA's Government Affairs team:

- Opposed harmful legislation to narrow the existing rights and remedies available to copyright owners;
- Supported legislation to increase government funding and resources to combat content piracy;
- Maintained a dialogue with multiple Federal agencies to promote government information policies and practices that enable public-private cooperation, not competition;
- Worked with Congress to achieve a national framework to promote ongoing data security plans and provide for effective security breach notification;
- Worked with Congress to develop a legislative framework that would limit the legal remedies against a user who could not, after a "reasonably diligent" search, identify and locate the copyright owner before commencing use of the work (i.e., orphan works legislation).
- Participated in multiple landmark legal decisions to protect public access to government information and prevent inappropriate restrictions on information companies access to government information.
- Monitored and actively opposed state legislation and policies that could potentially limit public access to government information.

PROTECT THROUGH SIIA'S CORPORATE CONTENT ANTI-PIRACY PROGRAM (CCAP)

Due to the increasing member requests for concrete education and enforcement initiatives, this program helps member companies combat and eliminate content infringement within corporations. SIIA has also initiated a new training and certification course for institutional information managers entitled Certified Content Rights Manager, which explains copyright law and how it pertains to licensing and disseminating content within an organization.

MAKE YOUR VOICE HEARD

JOIN SIIA AND BECOME AN ACTIVE
LEADER IN THE CONTENT INDUSTRY

JOIN A STEERING COMMITTEE

Join industry peers to help plan and implement SIIA conferences and events. Steering committee members select topics most relevant to the industry and secure speakers. Steering committee members are thought leaders who often moderate panels which provides visibility to their companies.

RUN FOR THE CONTENT DIVISION BOARD OF DIRECTORS

A seat on the board means increased opportunities for visibility, networking, business development, partnerships and thought leadership.

SPEAK OR MODERATE AT SIIA EVENTS

Representatives from member companies have over a hundred opportunities to present at our events each year and gain valuable exposure for their companies and themselves.

ACCESS MEMBERS-ONLY ONLINE RESOURCES

The SIIA members-only website provides you with a myriad of resources that help you establish a solid content strategy and stay ahead of the competition. In 2009 the members-only website will offer a searchable database for members to quickly access the most relevant resources.

JOIN A WORKING GROUP OR COUNCIL

This is a great way to work with other member companies to discuss topics of mutual interest and spearhead relevant programming. To join a working group contact the chair below:

New Communications Technologies

Larry Schwartz, President, Newstex
Email: lfschwartz@newstex.com

Search Engine Executive Council (SEEC)

Kathy Greenler Sexton, CMO, BLR
Email: kgsexton@blr.com

Social Media Action Committee (SMAC)

Barry Graubart, Vice President,
Product Strategy, Alacra
Email: barry.graubart@alacra.com

Membership

Ed Keating, VP, Content Division, SIIA
Email: ekeating@siia.net

Private Equity Forum (PEF)

Ken Wasch, President, SIIA
Email: kwasch@siia.net

Corporate Content Anti-Piracy Program (CCAP)

Sources can contact SIIA about an organization's alleged non-compliance by e-mail (at piracy@siia.net) or phone 1.800.388.7478.



CONTACT US TO LEARN ABOUT ADDITIONAL OPPORTUNITIES

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2009 CALENDAR OF EVENTS

January 14	Capital Content Network: Political Publishing Pundits
January 26	SIIA Previews
January 27-28	SIIA Information Industry Summit
February 17	Executive FaceTime: <i>William L. Pollak</i> <i>CEO, North America for Incisive Media</i>
February 24	Brown Bag Lunch
February 18	Issue Briefing in Europe
March 25	Brown Bag Lunch
April 22	Brown Bag Lunch
April 22	Issue Briefing in Europe
April 29	Executive FaceTime: <i>Harry Sachinis</i> <i>President, McGraw-Hill</i> <i>Business Information Group</i>
May 3-5	SIIA NetGain
May 5	SIIA CODiE Awards Reception & Gala
June 24	Brown Bag Lunch
June TBA	Executive FaceTime
June 25	Issue Briefing in Europe
September 22-24	Global Information Industry Summit
September 23	Brown Bag Lunch
September TBA	Brown Bag Lunch in Chicago
October 23	Brown Bag Lunch in DC
November 11	Brown Bag Lunch

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