

For Immediate Release

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Online ‘Turf Wars’ and Paid News Content will Highlight the 2012 SIIA Information Industry Summit – Jan. 24-25 in New York

Event to Feature Panels on Paid Content Models at WSJ & Boston Globe and the Accelerating Turf Wars Between Apple, Amazon, Facebook and Google

WASHINGTON, D.C. (January 05, 2012) The [Software & Information Industry Association](#) (SIIA), the principal trade association for the software and digital content industries, today invited media to attend the eleventh annual [Information Industry Summit](#),

from Jan. 24 to Jan. 25 in New York City. The conference will gather leading industry thinkers and B2B digital information executives for a fresh look at the continuing evolution of digital content.

This year’s event will address two of the most compelling questions in digital content—are online news sites having success transitioning to paid models? And, what’s next in the battle between the digital industry’s titans?

Key presentations include:

“News on the Edge: Dispatches from the Frontlines”

Representatives from the Wall Street Journal and the Boston Globe will outline the challenges—and advantages—of the paid subscription “All Access” model, as well as the importance of leveraging new technologies and emerging business models to retain existing customers and grow new audiences.

- Panelists include Alisa Bowen, general manager of the Wall Street Journal Digital Network, and Christopher Mayer, publisher of the Boston Globe.

“Clash of the Titans: The Collision between Apple, Amazon, Facebook and Google and its Impact on the Information Industry”

This panel presentation will explore the accelerating turf wars among Apple, Amazon, Google and Facebook— and what they mean for the content marketplace.

- Panelists include Ken Auletta, columnist for The New Yorker and author of "Googled: The End of The World as We Know It," Scott Kurnit, founder, chairman and CEO of AdKeeper, and Adam Lashinsky, senior editor at large for Fortune.

On the second day of the Information Industry Summit, SIIA will hold the “[Buyer/Supplier Forum](#),” a new program connecting digital content suppliers with information professionals who have content

buying responsibility. Other highlights of the Summit include the

[Content CODiE Awards Dinner](#)

, which honors the year's best products, and the Previews program, which introduces emerging content and content-technology companies set to revolutionize the industry.

For more information or to register for the conference, members of the media should contact Beth Dozier at bethdozier@rational360.com. Online registration is available at: <http://www.sii.net/iis/2012/press.asp>

WHO: Software & Information Industry Association (SIIA)

WHAT: Information Industry Summit

WHEN: 24-25 January 2011

WHERE: Pier Sixty (Chelsea Piers Sports and Entertainment Complex), New York City

For the complete Summit schedule, visit www.sii.net/iis

About SIIA

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection for more than 500 leading software and information companies. For further information, visit www.sii.net

About SIIA's Content Division

SIIA's Content Division provides a forum for companies that publish and distribute online content, or offer technologies and services that facilitate the licensing, presentation, and distribution of digital information products. The division works with its members to develop effective approaches to emerging issues and to produce deliverables of special interest to the membership.

About the CODiE™ Awards

The CODiE™ Awards, originally called the Excellence in Software Awards, were established in 1986 by the Software Publishers Association (SPA), now the Software & Information Industry Association (SIIA), so that pioneers of the then-nascent software industry could evaluate and honor each other's work. Since then, the CODiE Awards program has carried out the same purpose - to showcase the software and information industry's finest products and services and to honor excellence in corporate achievement.