

### **For Immediate Release**

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### **DataContent 2012 - Only Conference Devoted to Commercial Data - to Take Place Oct. 9-11 in Philadelphia**

*20th Annual Conference will Feature CEO Presentations & Executive Panels on Innovations in Big Data & Business Analytics*

**WASHINGTON, D.C. (September 12, 2012)** -- The [Software & Information Industry Association](#) (SIIA), the principal trade association for the software and digital content industries, today invited media to attend the 20th annual [DataContent Conference](#), presented in partnership with InfoCommerce Group. The event, which takes place October 9-10 in Philadelphia, is the only conference devoted solely to producers of commercial data products. DataContent offers a deep and highly focused discussion of business information and attracts many of the leading players driving the commercial data industry.

DataContent 2012 will focus on why the data business is the hottest segment of the information industry and identify the most profitable trends to help executives pinpoint new business opportunities. Conference highlights include:

- **Keynote from Jim Swift, President and CEO of Cortera**

Swift will discuss the evolution of community-based content, which has transformed a wide range of industries, and what the future community-based assets will look like and achieve.

- **Executive Panels on Data Trends & Innovations**

DataContent 2012 will also include a number of executive panels about the increasing role of commercial data - both Big Data and small, specialized datasets, known as "Little Data" - as well as emerging innovations in data analytics that are driving business growth for many publishers.

- **Model of Excellence Awards**

This exclusive awards program honors leading database producers that are revolutionizing the industry and bringing data to life. Throughout the conference, DataContent 2012 will spotlight this year's honorees as well as past winners.

For more information or to register for the conference, members of the media should contact Beth Dozier at [bethdozier@rational360.com](mailto:bethdozier@rational360.com). Online registration is available at <http://www.siia.net/datacontent/2012/register.asp>

For the complete schedule of events, visit <http://www.siia.net/datacontent/2012/schedule.asp> .

### **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.siia.net](http://www.siia.net).

### **About SIIA's Content Division**

The SIIA Content Division serves the media, publishing, information services and technology companies that drive the content industry. The division is dedicated to helping its members successfully navigate the dramatic changes in content creation, business models and technology impacting the content industry. Our member companies create, publish and deliver content across all online, mobile and digital platforms; produce content-focused software applications and tools; develop enabling technologies; and offer services focused on the content industry. For more information, visit [www.siia.net/content](http://www.siia.net/content).

### **About InfoCommerce Group Inc.**

InfoCommerce Group Inc. (ICG) was formed in 2000 to address the radical transformation of the information industry by providing guidance, research and advice to producers of commercial database content. ICG has expanded to add practices in health content and master data management. Over the last twelve years, ICG has established itself as the thought leader in exploring, charting, analyzing and defining the most important issues reshaping the database business. Its proprietary Business Information Framework provides an in-depth understanding of how data products are produced and sold. For more information please visit <http://www.infocommercegroup.com> or call 610-649-1200.

