

ASIDIC Fall 2002 Meeting

September 22 – 24, 2002
Philadelphia, Pennsylvania

Digital Content: Selling the Past, Present, and Future

Program Chair: Miriam Drake, Information Management and Planning

Local Host: Carolyn Finn, ISI

Final Program

Introduction to the Program:

How do you convince your customers that information isn't free—at least not always and not totally free? How do you establish a pricing model for your information product or service that is acceptable to your customers but also keeps you in business? Does the term "value proposition" apply to information products and services? Is all content created equal, or are some types of content more valuable than others and therefore suited to commanding premium prices? Does it matter that you're selling archival content rather than up-to-the-second, mission-critical information? What have been the experiences of other information companies as well as information users that can help you create a business model that is appropriate for the 21st century?

Sunday, September 22, 2002

4:00 **Registration starts**
5:00 – 7:00 **Reception – Cocktails and Hors d'oeuvres**

Monday, September 23, 2002

8:00 – 8:30 **Continental Breakfast and Registration**
8:30 – 9:00 **ASIDIC Business Meeting** (All are invited)
9:00 – 9:15 **Welcome and Program Introduction**
 Miriam Drake, ASIDIC President
9:15 – 10:45 **DIGITAL CONTENT FOR ALL SEASONS**

- **The Past**
 Marcus Woodburn, ProQuest Information and Learning
- **The Present**
 Anne Mintz, Forbes, Inc.
- **The Future**
 Susan Feldman, IDC

10:45 – 11:15 **Coffee Break**
11:15 – 12:15 **CONTENT TECHNOLOGIES**

- **Software for digitizing content**
 Kim Dail, Olive Software
- **Data preparation**
 Eli Willner, Innodata

12:15 – 2:00 **Lunch**

**ASIDIC Thanks the Following Organizations For
Their Generous Sponsorship of This Meeting**

**Institute for Scientific Information
Information Today, Inc.
NERAC, Inc.**

- 2:00 – 3:00 **CONTENT TECHNOLOGIES (Continued)**
- **Digital Archiving**
Taylor Surface, OCLC
 - **The XML Tsunami**
George Kondrach, Isogen
- 3:00 – 3:15 **Coffee Break**
- 3:15 – 4:45 **CONTENT PRICING MODELS**
Moderator: Ray Lewis, INSPEC
- **Linking Mission and Fee Schedules: Participation in JSTOR**
Bruce Heterick, JSTOR
 - **Pricing for Content Created in the Past, Present, and Future**
David Ades, eMeta
 - **Evolving the Past Towards the Future**
David Myers, Ovid Technologies
- 6:15 **Dinner and Entertainment at the Pennsylvania Academy of Fine Arts**

Tuesday, September 24, 2002

- 8:00 – 9:00 **Continental Breakfast and Registration**
- 9:00 – 9:30 **PROPHETS & LOSSES: The New Balancing Act**
Jay ven Eman, Access Innovations
Miriam Drake, Information Management and Planning
- 9:30 – 10:30 **CUSTOMER PANEL**
Moderator: Carolyn Finn, ISI
- **Myths: Useful and Useless**
Paul Mosher, University of Pennsylvania
 - **Content Acquisition Challenges Today**
Nikolai Kopelev, Glaxo SmithKline
 - **Not Just Value. Values!**
Susan Charkes, Rohm & Haas
 - **The Digitized World of Information, Are We There Yet?**
Maria Varki, Widener University
- 10:30 – 10:45 **Coffee Break**
- 10:45 – 12:15 **CEO PANEL**
Moderator: Tom Hogan, Information Today
- **Jack Abuhoff**, Innodata
 - **Dan Jones**, NewsBank
 - **Tom Hogan**, Information Today
- 12:15 **Wrap-Up and Conclusion**