<p style="text-align:center">**ASIDIC Fall 2003 Meeting**
September 21-23, 2003
Montreal, Quebec</p>

Digital Content: Issues and Changes

- Program Co-Chairs: **Leslie Lees** and **Taissa Kusma**, Consultants
- Local Host: **Randy Marcinko**, Nstein Technologies

Final Program

Introduction to the Program:

Now more than ever, understanding the uses which are made of digital content and the means of access to it are almost as important as the content itself. Current changes and trends are not always clear and easy to understand, but they are having a major impact on the ways in which Librarians and Information Specialists select, deliver, and use information. At this meeting we will hear from a selection of experts who are both driving and seeking to make sense of some of these changes, as well as technology vendors and content suppliers who are becoming successful in working with customers to adapt their products and business models to the changing realities of their respective marketplaces. The emphasis of the program is collaboration—collaboration between customers and suppliers, among information companies, and between publishers and technology vendors.

Sunday, September 21, 2003

4:00 **Registration starts**

6:00 – 8:00 **Reception – Cocktails and Hors d'oeuvres**

Monday, September 22, 2003

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
- **Leslie Lees** and **Taissa Kusma**

9:15 – 10:15 **KEYNOTE ADDRESS**

Carol Tenopir, University of Tennessee

Carol Tenopir, distinguished Professor of Library and Information Science, has written extensively on changing trends in information use and the role of libraries. Among her many publications, she is a co-author of Towards Electronic Journals: Realities for Scientists, Librarians and Publishers, and recently she was an honored recipient of the University of Tennessee 2003 Research and Creative Achievement Award. In this address, she will look in depth at the latest trends in the delivery and use of electronic information. Understanding changing patterns in user behavior is the surest way to build new product ideas, and Carol will examine the trends and suggest some of the more important drivers for information providers to consider as they develop their next generation of products.

10:15 – 10:30 **Coffee Break**

10:30 – 12:00 **ELECTRONIC RESOURCE LINKING**

Linking between diverse resources is a key area where technology and content intersect in a collaborative space to deliver more complete and convenient solutions to information users. Our speakers will discuss how emerging standards such as DOI and Open URL work and how their companies have developed technologies to take these standards and embed them in products of value to their customers. They will discuss how to make the most of emerging standards in product development; how collaboration with their customers and partners adds value to their products; and will offer their thoughts on where the demands of the marketplace will lead next.

- **Jenny Walker** – Ex Libris USA
- **Ed Pentz** – CrossRef

In the scholarly literature, access to a cited article in one or two clicks, regardless of where that article is published, is very valuable for scientists and researchers. Most of the scientific literature is now available online and users expect and demand links to make access to content easy, so scholarly publishers must add value to meet user demands. For reference linking, the publishers created CrossRef to develop and run a system that enables publishers to assign unique identifiers to articles and create a linking network. CrossRef is three years old and has reached a critical mass of content and member publishers.

- **David Sidman** - Content Directions

David Sidman and other Content Directions personnel were among the first to recognize that improved reference linking between STM journal articles could be the first "killer app" for the Digital Object Identifier (DOI). They worked with a group of STM publishers to build the reference linking system that later become CrossRef. Content Directions has extended DOI functionality into the arena of "multiple resolution", which includes integrating local, internal information controlled by a local library or a corporate Intranet.

12:00 – 2:00 **Lunch**

Discussion Groups on key changes in user behavior and how they are driving product development ideas

2:00 – 3:00 **Reports on Discussion Groups**

3:15 – 3:30 **Coffee Break**

3:30 – 5:00 **TECHNOLOGY INNOVATION AND INTEGRATION WITH DIGITAL CONTENT**

Innovations in technology are essential if content companies are going to deliver their products in ways that serve the increasingly sophisticated needs of their customers and users. Technology innovation is particularly strong in the academic space where new technologies are often applied first. In this session, our speakers will discuss changes in academia and the opportunities they create for companies collaborate and innovate in the creation of successful new products and services.

- **Mackenzie Smith** – MIT

D-Space is a major initiative spearheaded at MIT to make available the resources of University Libraries. What is this initiative and technology innovation in the academic space and how are the universities managing access to their own information resources? What will this mean for commercial information providers and what opportunities exist for collaboration?

- **Peter Clinton** – University of Toronto

Peter Clinton, a leading decision maker and key influencer on the technology decisions being made by University Libraries, will discuss pressures that are driving technology innovations and will look at some of the leading technologies that Universities are reviewing to assist in the management and delivery of content to library users. He will also make suggestions about where content technology should be moving and what content companies should be planning if they are to succeed in this space.

- **Judy Luther** – Informed Strategies

Judy will be looking at some of the new technologies that are helping transform the ways primary and secondary publishers are creating and delivering information, as well as what publishers need to know about what is happening with their customers' adoption of emerging technologies.

6:15 **Dinner and Entertainment**

Pointe-À-Callière (Montreal Museum of Archaeology and History)

Tuesday, September 23, 2003

8:00 – 9:00 **Continental Breakfast and Registration**

9:00 – 10:00 **CHANGING MODELS OF CONTENT AGGREGATION**

As academic customers demand more sophisticated solutions and a higher level of integration between different information resources what are the vendors of information doing to meet these needs. We will hear from three different providers of information who have worked to transform their different product and business models to meet these changing customer needs. We hope to learn some of the ways in which talking to customers and understanding their user needs can be used to transform a business.

- **Lucie Molgat** – CISTI

The role of aggregators is in transition, driven by technology changes and heightened user expectations. What will the future look like? This presentation captures some of the key trends and describes how CISTI is re-defining its services in the digital age.

- **Steve Abram** - Proquest/Micromedia

Proquest and Micromedia have been at the forefront of delivering multiple types of content to their users and exploring ways in which to add user value by the application of innovative technologies. From this wealth of experience, Steve will look at some of the more exciting things happening in the content space and will offer some provocative suggestions on what vendors will need to consider in the future.

- **Stephen Moss** - Institute of Physics Publishing

Publishers have a unique opportunity to add value to their content by integrating it with their own related content or data, preferably on a common platform. They also can better leverage their content with meaningful linking to the data of others. New business models mean more exposure for authors' papers and a more stable, growing revenue stream. Institute of Physics Publishing has been a leader in such initiatives as one of the first STM publishers to make all of its journal content available on the Web.

10:00 – 10:15 **Coffee Break**

10:30 – 12:00 **CEO PANEL**

A panel of three executives from organizations that deal with digital content will discuss their companies' experiences and strategies in the marketplace.

- **Patrick Spain** - CEO, Alacritude

Alacritude is making a success of aggregating reference content for sale to individuals. How did they do this? What can we learn from their successes in this area?

- **Barry Bealer** - CEO, Really Strategies, Inc.

Really Strategies helps publishers at the intersection of technology and content. Barry will discuss how publishers are looking to implement new systems, technology, and processes to continue to meet profit margins.

12:00 **Meeting Adjourns**

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