



UNION INTERNATIONALE DES EDITEURS
INTERNATIONALE VERLEGER - UNION

INTERNATIONAL PUBLISHERS ASSOCIATION
UNION INTERNACIONAL DE EDITORES

PRESS RELEASE

For Immediate Release

IPA and Google Debate at Swiss Book Fair

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IPA Secretary General Jens Bammel and Google Book Search Manager for Europe, Jens Redmer, joined for a public debate about the relationship between books and search engines.

IPA's Swiss German member, SBVV, invited both speakers to BuchBasel, the three day consumer book fair that also encompasses comic book, childrens book and literature festivals.

Under the title "the power of books, the power of technology: books and search engines " (Macht der Werke, Macht der Technik: Bücher und Suchmaschinen) the lively debate, chaired by publisher Dr. David Marc Hoffmann of Schwabe Verlag, focused on the relationship between publishers and search engines.

Google acknowledged the particular value of books. Search engines compete to be able to include publisher generated content.

Jens Bammel encouraged publishers to negotiate with confidence with search engines and to join the German project Volltextsuche Online (VTO). Publishers must be treated as equal partners. They should embrace the opportunities that cooperation with search engines offer, without losing site of their long term strategic interests.

Jens Bammel introduced the IPA Project ACAP (Automated Content Access Protocol) as an initiative to improve communications about rights and access conditions between publishers, search engines and other commercial partners.

The subsequent debate focused on the digitisation of out-of-prints works where IPA reiterated its disappointment with the way Google is treating this issue.

More about IPA:

The International Publishers Association is the global non-governmental organisation representing all aspects of book and journal publishing worldwide. Established in 1896, IPA's mission is to promote and protect publishing and to raise awareness for publishing as a force for cultural and political advancement worldwide. It is an industry association with a human rights mandate. IPA promotes intellectual property, fights against censorship and

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IPA currently has 65 member associations in 53 countries.

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