



INTERQUEST Announces 2017 London Digital Book Printing Forum

*Eighth Annual Event Takes Place June 27, 2017
at Royal Institute of British Architects (RIBA)*

Charlottesville, VA and London, United Kingdom (May 3, 2017) — INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, today announced the 2017 London Digital Book Printing Forum. The event will take place Tuesday, June 27, 2017 from 9:00 to 17:00 at the Royal Institute of British Architects (RIBA).

“We are seeing a surge of developments to optimise the supply chain, print books as close as possible to the end consumer, use personalisation to add value, and take advantage of the synergy between print and digital content. We look forward to the event to discuss these powerful projects that are fueling the growth of digital printing in Europe.” said Gilles Biscos, President of INTERQUEST.

This year the forum will focus on four major areas:

- **Cost Reduction:** all surveys recently conducted by INTERQUEST among publishers in North America and Europe show cost control/reduction as a primary concern and a top opportunity for respondents.
- **Digital Print Quality:** for most publishers, the quality of monochrome books produced digitally has now become a non-issue. Colour, however, is a different story—the publishers we have interviewed have indicated that matching offset printed books with digital technology remains a top challenge for them.



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- **Business/Profit Opportunities:** printed books sales have done relatively well in the past two years, but the future is somewhat uncertain and the competitive pressure very high. Publishers and printers are looking for ways to differentiate themselves and new business models/applications to add value.
 - **International Perspectives:** taking advantage of peers' successful experiences, developments and ideas in other countries is viewed by printers and publishers as a major benefit of INTERQUEST events.

The 2017 London Digital Book Printing Forum is sponsored by leading players in the market, including Canon, Crown Van Gelder (CVG), Intelligent Finishing Systems (IFS), Mondi, Ricoh, Tecna, and Xeikon. It is supported by The Association of Learned and Professional Society Publishers (ALPSP), The British Association for Print and Communication (BAPC), The British Printing Industries Federation (BPIF), The European Publishers Council (EPC), The Evangelical Christian Publishers Association (ECPA), The Federation of European Publishers (FEP) The Independent Publisher Guild (IPG), The International Association of STM Publishers (STM), The Publishers Association (PA); as well as *The Bookseller*.

For more information about the Forum, or to register, visit www.inter-quest.com.

About INTERQUEST

Founded in 1989, INTERQUEST is a market and technology research and consulting firm in the field of digital printing and publishing. INTERQUEST has conducted extensive research into digital book printing markets. Its most recent studies are *Digital Book Printing in Europe: Market Update & Forecast, 2015-2020* (2016) and *Digital Book Printing in North America: Market Update & Forecast, 2015-2020* (2016).



Since 2006 INTERQUEST has organised Digital Book Printing Forums in New York, Paris, London, Frankfurt, Amsterdam, Brussels, Lucerne, Toronto and Montreal. INTERQUEST can be reached by calling 00-1-434-979-9945, by fax at 00-1-434-979-9959, or by email at iquest@inter-quest.com.