



## Talk Book Publishing: Major disruption ahead!

Digital technologies, internet delivery and wireless communications will expand consumer options and enable entirely new business models between content and reader.

*As publishing gets re-defined,  
will publishers still rule?*

## Cyril Pereira

Former Chairman,  
*Society of Publishers in Asia*  
[SOPA]



Cyril Pereira is a compulsive buyer of books. His 21 year collection overflowed his apartment and he has been paying storage for a container load in Hong Kong since 2001.

Cyril served the *South China Morning Post* for 15 years as Director of Newspaper Operations. His technology leadership is well respected internationally.

His additional responsibility for the *SCMP Family Bookshops* while being publisher of *Asia Magazine*, taught him the sheer waste and low margins of the general consumer book trade.

He launched the *Brunei Times* newspaper in July last year and is currently advising the Myanmar government on reform of press.

Telesis is his independent consulting vehicle to help publishers grow while navigating digital disruptions.

- Date:** 10 March 2008, Monday (admission is free)
- Time:** 6.00 pm – 7.00 pm (light refreshment will be served)
- Venue:** The Pod, Level 16  
National Library Building, Victoria Street
- To register:** Drop [regina@bookcouncil.sg](mailto:regina@bookcouncil.sg) an email with your particulars  
Do register latest by 7 March 2008 (Tel: 6848 8294)

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