



**FOR IMMEDIATE RELEASE**

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## **NEW YORK RIGHTS FAIR ANNOUNCES NEW INNOVATORS SESSIONS**

### ***New York Rights Fair (NYRF) Spotlights Global Innovators Seasoned and New***

NEW YORK, NY – May 15, 2018 – New York Rights Fair (NYRF) is pleased to announce two new sessions examining innovation as it plays out in international rights and licensing, across media and formats from books to videogames to television to toys and beyond. These thought leaders hail from exemplary ventures, presenting a mind-expanding view into global publishing and the potential of licensing today. The New York Rights Fair takes place May 30 – June 1, 2018 at the Metropolitan Pavilion in New York.

Wattpad co-founder and innovator Allen Lau has seen a decade of success in building a community of authors who connect directly with readers and who are changing the game for international rights sales in film, TV and more. He will discuss managing growth and success among Wattpad’s community of more than 65 million users globally, including more than 4 million writers. This session is open to all NYRF attendees and exhibitors, and will take place Wednesday, May 30, 12:15 p.m. – 12:45 p.m.

In the second session, *New York Times* bestselling author Elena Favilli, CEO of transmedia company Timbuktu Labs, discusses building a worldwide community of “rebel girls” and the challenges and meteoric success she encountered in crowdsourcing her book, *Good Night Stories for Rebel Girls*, as co-author. Then, Laura Nevanlinna, co-founder and CEO of Kaiken Entertainment, draws upon her years of experience in the international publishing, licensing, film and TV industries to discuss her work in 360 storytelling and establishing the Angry Birds global and licensing program. This event is open to all NYRF attendees and exhibitors, and will take place Wednesday, May 30, 3:00 – 3:30 p.m.

“All three speakers are very much about empowering the members of their communities, be they authors, readers, gamers or other brand participants,” said Rüdiger Wischenbart,

president and founder of Content and Consulting, director of the Berlin-based Publishers' Forum and host of the "New Models Innovating the Global Landscape" sessions.

Krista Rafanello, senior marketing director of *Publishers Weekly* and show manager for the New York Rights Fair, said, "The New York Rights Fair is pleased to be the new leader in exploring and facilitating rights and licensing in the publishing industry for agents and rights professionals from around the world."

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### **ABOUT NEW YORK RIGHTS FAIR**

The New York Rights Fair, [www.newyorkrightsfair.com](http://www.newyorkrightsfair.com), is produced by BolognaFiere S.p.A, the leading European exhibition organizer, *Publishers Weekly*, the international news platform of the book publishing industry, and Combined Book Exhibit, a publishing marketing and promotion resource. It is the first trade and licensing show in the U.S. dedicated exclusively to the international rights, distribution and licensing of content, both adult and children's. The inaugural New York Rights Fair takes place May 30 – June 1, 2018, at the Metropolitan Pavilion in Manhattan. The fair offers a unique venue for U.S. publishers, agents and rights professionals across adult and children's markets to network with their global counterparts in the publishing capital of the world. The three-day fair also features educational programming, with 70 speakers across four tracks—"The Global Landscape," "Page to Screen," "The Pillars of Rights" and "TALKING PICTURES: The Visual Book Now"—covering rights sales negotiation and distribution of content across print, audio, TV, film and digital channels. #NYRF18

### **For more information, contact:**

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