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Reaching the "Same Screen" in the Digital Landscape

Standardization from the Publisher's Perspective

Without ePub 3 Standardization
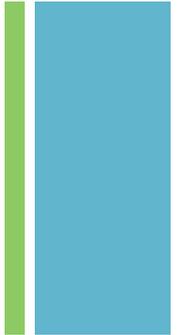
- In some cases, publishers have had to create several file formats of a single title in order to exploit creative opportunities:
  - Mobi/Prc or KF8
  - Apple iBA or Apple Fixed Format
  - B&N ePib
  - B&N Page Perfect

  - Enhanced eBook
    § Apple version
    § Amazon version
    § B&N version

In-House Workflows

- Print Workflow:


```
Manuscript from Author  →  Copyediting by Managing Ed
                                      ↕
                          x 2-3 passes
                          Approx. 2-4 months
Meet target on sale date  ←  Distribution  ←  Corrections/Rework
```
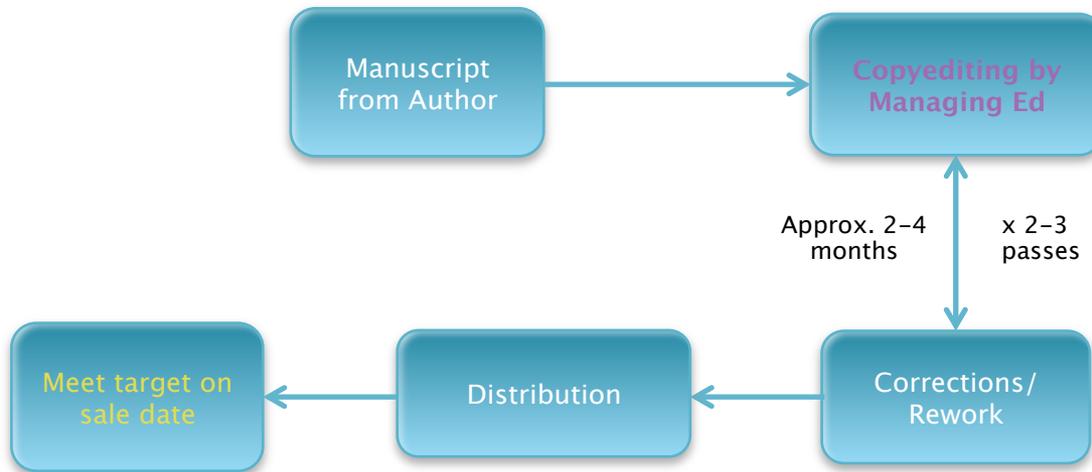
In-House Workflows

- eBook Workflow:
  - Reflowable ePub 2.0

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┌─────────────────┐      ┌─────────────────┐      ┌─────────────────┐
│  Conversion to  │ ───► │  Technical QA   │ ───► │ Editorial QA by │
│     eBook       │      │                 │      │  Managing Ed    │
└─────────────────┘      └─────────────────┘      └─────────────────┘
                                                          ▲
                                   Approx.      x 2-3     │
                                   1-2          passes    │
                                   weeks                  ▼
┌─────────────────┐      ┌─────────────────┐      ┌─────────────────┐
│   Meet same     │ ◄─── │  Distribution   │ ◄─── │   Corrections/  │
│ target on sale  │      │                 │      │     Rework      │
│     date        │      │                 │      │                 │
└─────────────────┘      └─────────────────┘      └─────────────────┘
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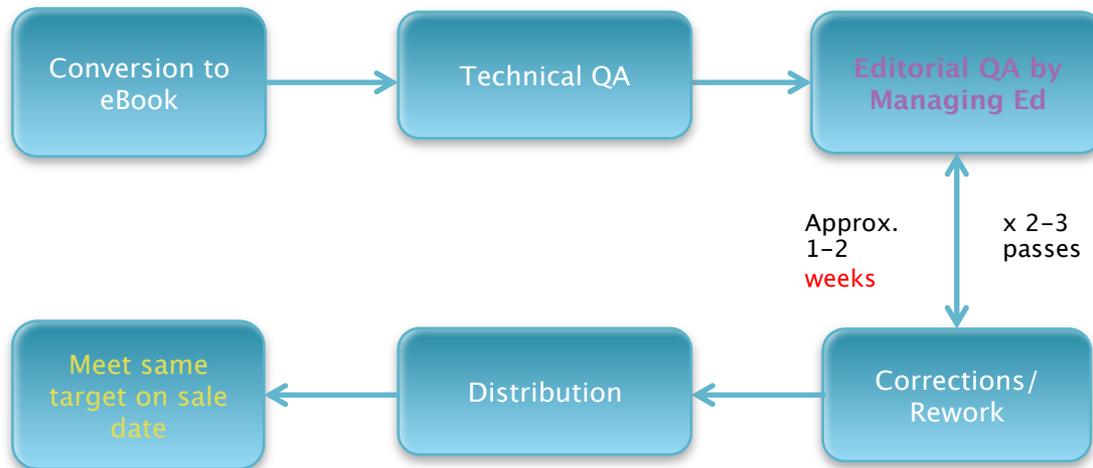
- + 1 additional review for Apple iBA format
- + 1 additional review for B&N Page Perfect format
- Not to mention the Amazon/KF8 version and any Enhanced eBook content. The Managing Editorial department could end up having to review the same title 4-6 times, working with an extremely truncated timeframe for the digital products.

+ ISBN Assignment and Proliferation
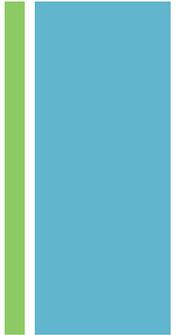
- The more formats are created, the more unique ISBNs have to be assigned for each format type.

  - Leads to more ONIX and metadata related errors

  - Poses significant tracking issues regarding Sales data

  - Manual distribution effort

  - Manual tracking effort on retailer end

  - Continued strain on all resources as more proprietary formats develop

When do we push the button on ePub 3?

The fragmentation of the marketplace, and their walled garden approach, has made it difficult to come up with a cohesive long term digital strategy.

- Without device manufacturers and retailers conveying when they will be accepting ePub 3 files, publishers do not have a reliable mechanism for when to begin full scale ePub 3 file production.
  - Retailers are picking and choosing which features to support and how.
    - These features do not always follow the IDPF spec.
  - Retailers are not forthcoming regarding what their plans are.
  - Retailers/device manufacturers continue to make their own proprietary widget libraries instead of focusing on open source sharing.

Compliance Enforcement
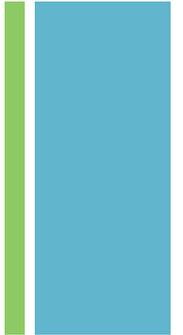
- This is an area where publishers could use help from industry organizations such as the IDPF, BISG, AAP, etc.
  - When ePub 2 was adopted as the standard, we were able to influence the enforcement of change, we should be doing the same for ePub 3.
  - Enforcement of some kind of required start date for ePub 3?
  - Require adoption of ePub 3 specifications, even if on a limited set of features.
  - Retailer conformance testing to support the BISG's device conformance testing (ePub 3.0 Support Grid).

ePub 3 Specifications

Required

- Navigation:
  - TOC navigation
  - Page-List Navigation
  - Landmarks Navigation
- Accepting XHTML 5
- SVG
- CSS Enhancements (tables, lists, floating elements, multi-column text)
- Accessibility Enhancements (semantic markup)

Optional

- MathML
- Headers and Footers
- Media Queries
- Global Language Support
- Text to Speech
- Container-constrained scripts
- Spine-level scripts
- Audio/Video
- Media Overlays

The End User

- The ultimate goal for a publisher remains the same, and that is one of fostering a consistent, positive experience between the author you are trying to represent and the reader you are trying to reach. These steps would help to make the experience of our end user, the reader, as enjoyable as possible.