Getting There

Why the IDPF/W3C Combination Makes Sense

Thursday, March 9th, 2017

Liisa McCloy-Kelley
VP, Director Ebook Product Development & Innovation, PRH

Penguin Random House

Who Am I and What Do I Do?

Penguin Random House

For Penguin Random House, the largest trade publisher in the world:

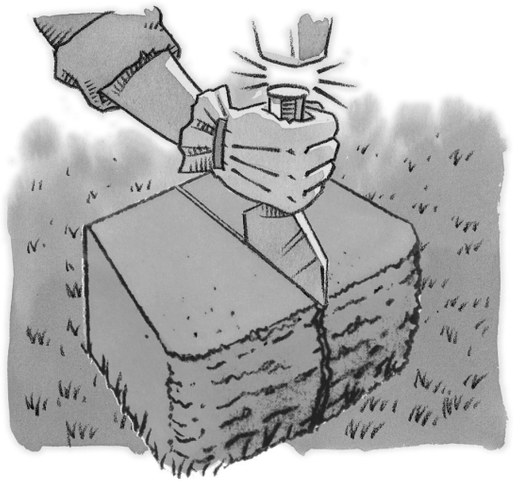
I co-lead a large corporate team responsible for producing and distributing nearly 5000 new ebooks annually

→

I work to influence retailers and standards to improve ebook experiences and help translate the desires of authors

→

I am changing what reading will be in a digital form for generations to come



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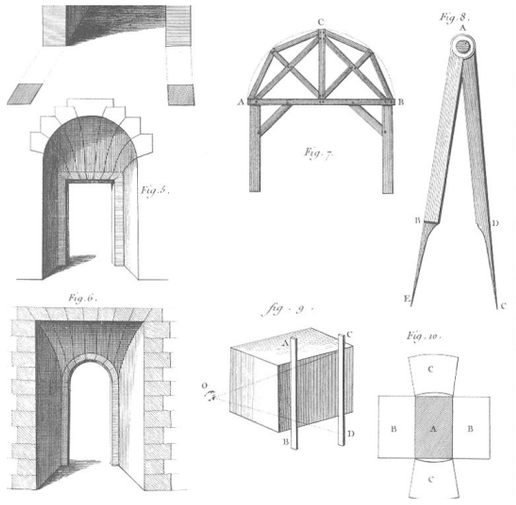

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Where We Started With Ebooks Back In the Fall of 1998

(Yes, that *was* more than 18 years ago!)

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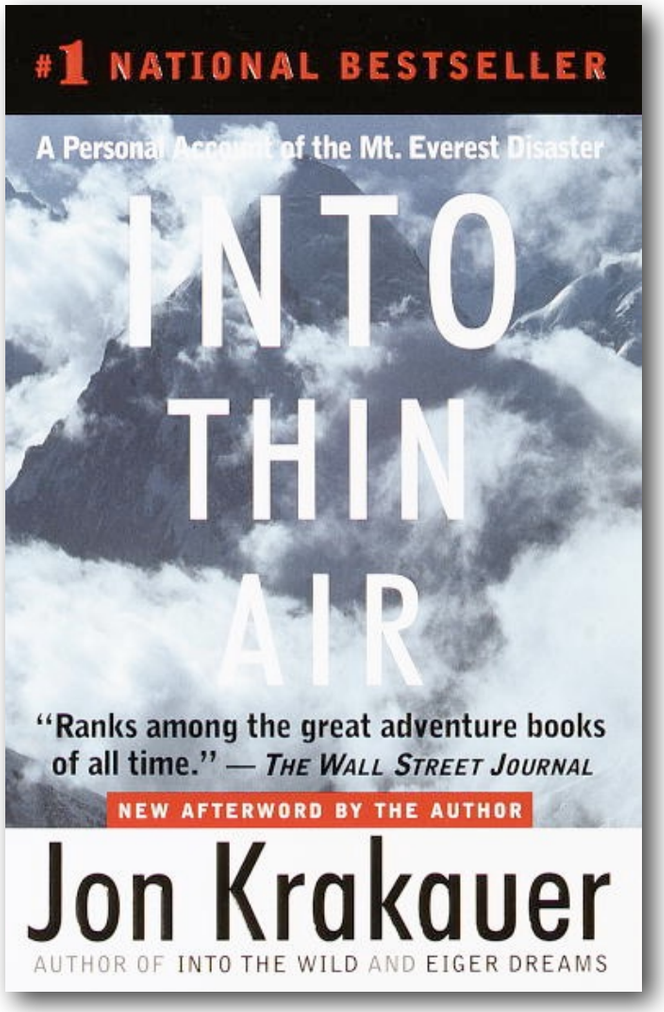

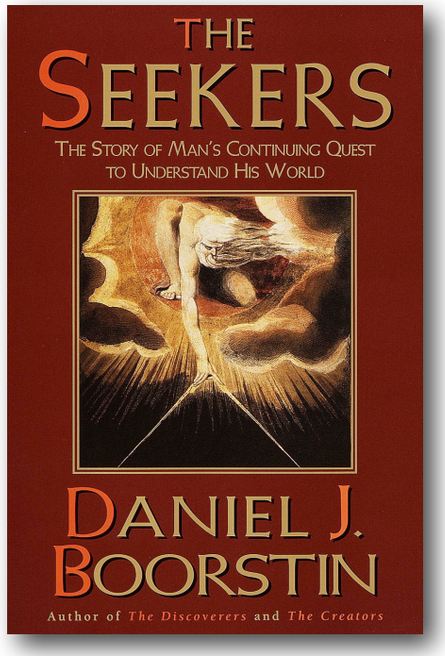

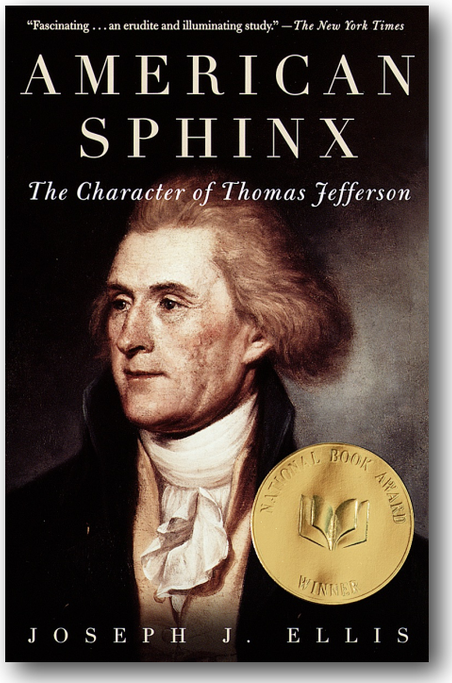

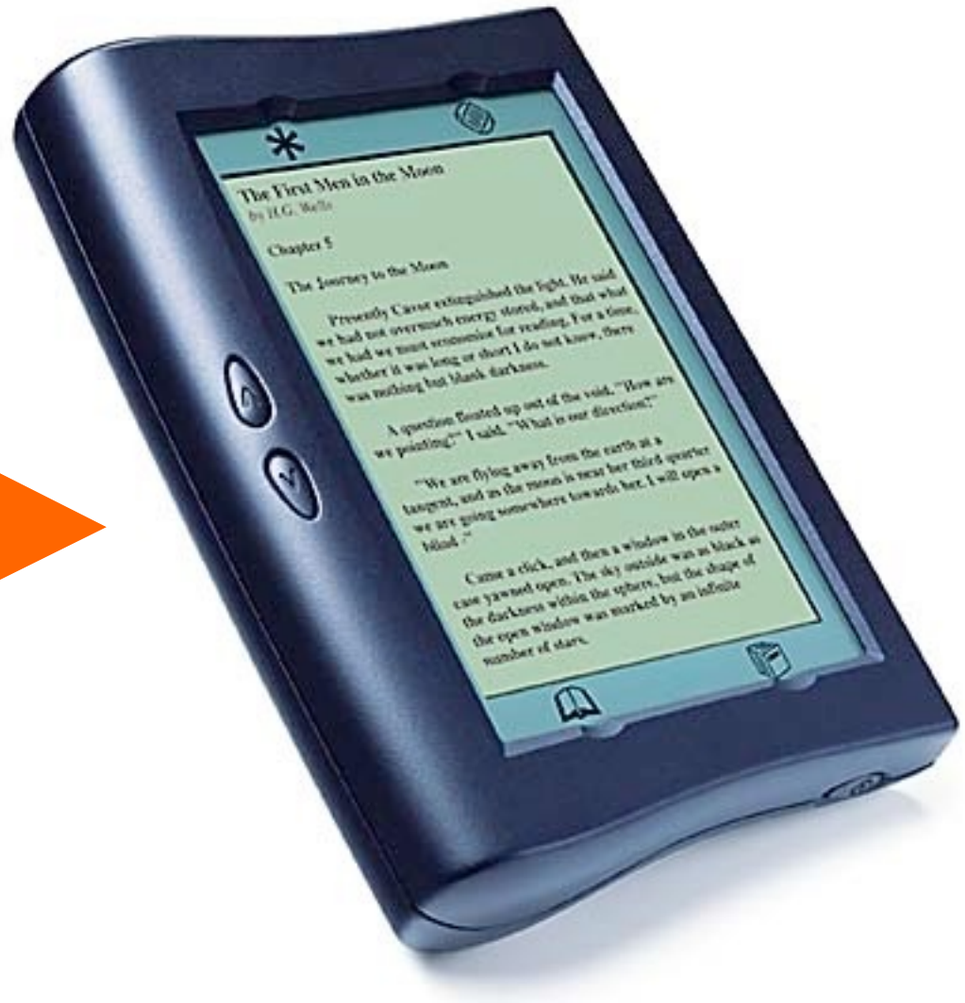

And “Reading Devices” Now… *Have* Come a Long Way
And Are In Our Pockets at ALL Times

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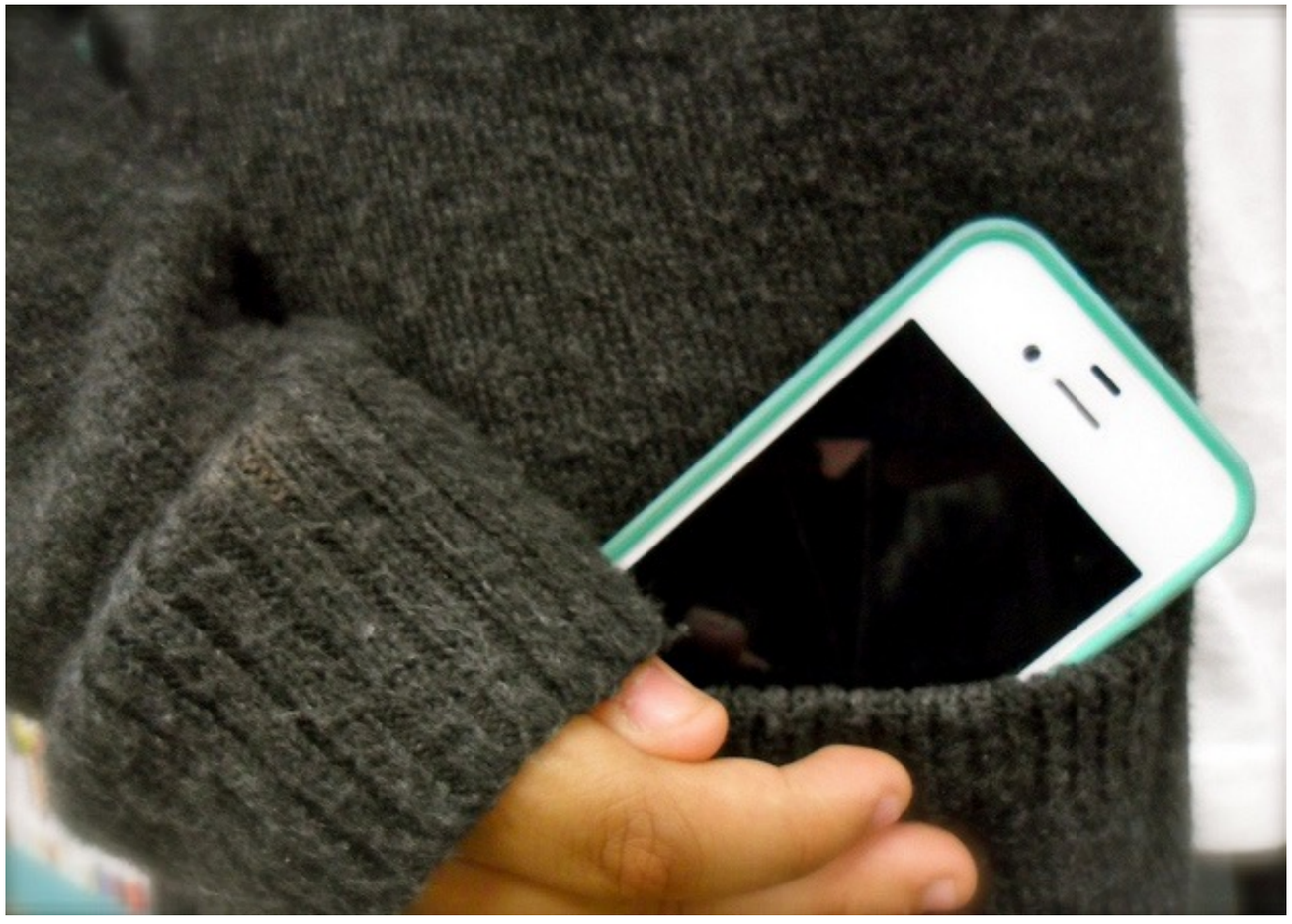

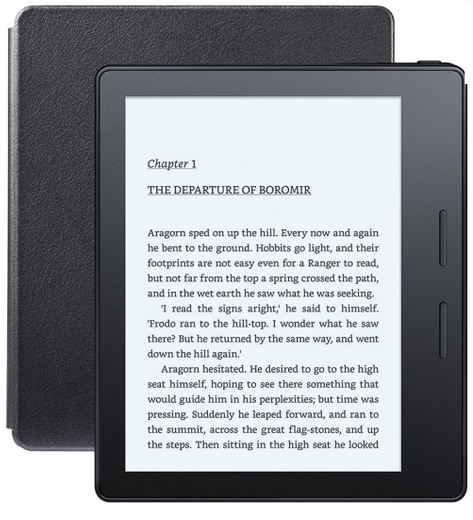

The History of Ebook Product Development Has Shown Us That Change Is Good *(and ongoing)*

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2007 • OMG ebooks? Yeah, that might happen! (Kindle)

2008 • Backlist? Oh. Right. We need rights. And cheap conversion.

2009 • These things looks terrible? What? (Nook)

2010 • Books that aren't just black & white? Color books? Kids? (Apple, Google)

2011 • What if we started adding Video and Audio? Read along? Hey- new EPUB!

2012 • Wow. I thought those might have sold better. Hmmm. Interactive?

2013 • Wait. Phones? People are really going to read on phones?

2014 • We have got to figure out education. And accessibility. Standards.

2015 • We've figured out a lot, let's focus on enhancing where it helps the story.

2016 • This year is all about getting back to basics.

2017 • Will be about ebook formatting expanding beyond books and experience improvements for readers.

We've Even Started to Semantically Evolve as What We Do Becomes More Common…

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e-book or E-book

↓

eBook

↓

ebook or Ebook

But We're NOT There Yet

(we're not even sure where exactly THERE is)

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Products Have Settled Significantly, While Finding Ways to Catch The Attention of Readers Has Heated Up

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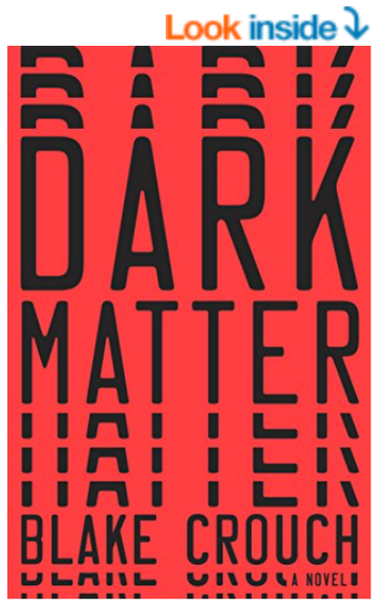

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by Blake Crouch (Author)

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While Focusing on Priority #1 — Get Ebooks to Market: We All Have to Keep in Mind Our Responsibility…

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For the care and feeding of our backlists

73,156 ebook titles
for PRH North America
and
PRHPS Client Publishers

Kids Fixed Page: Selling One Format to Rule them All

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BEFORE EPUB3

nook™ | amazon | Google play | Others

EPIB | KF8 | EPUB2 | EPUB2ish | PDF

WITH EPUB3

EPUB3

Google play | kobo | MACKIN

amazon

KF8 CAN BE DERIVED

nook™

EPIB (for now)

Over the Past Several Years, There Have Been MANY Organizations and Efforts For Publishers to Participate In

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<idpf>

ePUB

W3C WORLD WIDE WEB consortium

AAP ASSOCIATION OF AMERICAN PUBLISHERS

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BISG BOOK INDUSTRY STUDY GROUP

Readium

EPUB ZONE

EDUPUB

The Combination of IDPF and W3C Simplifies Things

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In order to expand:

ePUB

The efforts of these orgs combined:

<idpf> & W3C WORLD WIDE WEB consortium

To create: PUBLISHING@W3C

There Are Now Directly Linked Efforts For A Variety of Levels of Involvement

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Where to Get Involved	What Your Interest Is	What It Costs
PUBLISHING@W3C **EPUB3 Community Group**	Helping to maintain and update EPUB3	Free!
PUBLISHING@W3C **Publishing Business Group**	Helping to determine digital book business requirements and guide	For IDPF TPI members OR $2K US small org/ $10K US >$50M
PUBLISHING@W3C **Digital Publishing Interest Group & Digital Publishing Working Group**	Helping to actually write technical specifications	For IDPF TPI members OR W3C Members
BISG BOOK INDUSTRY STUDY GROUP **& Other Local Groups**	Helping to support adoption & implementation	
Readium **& Other Development Groups**	Open Source developments to support the industry	

We Still Struggle to Figure Out Who *Owns* the UI of the Book, the Page and the Library

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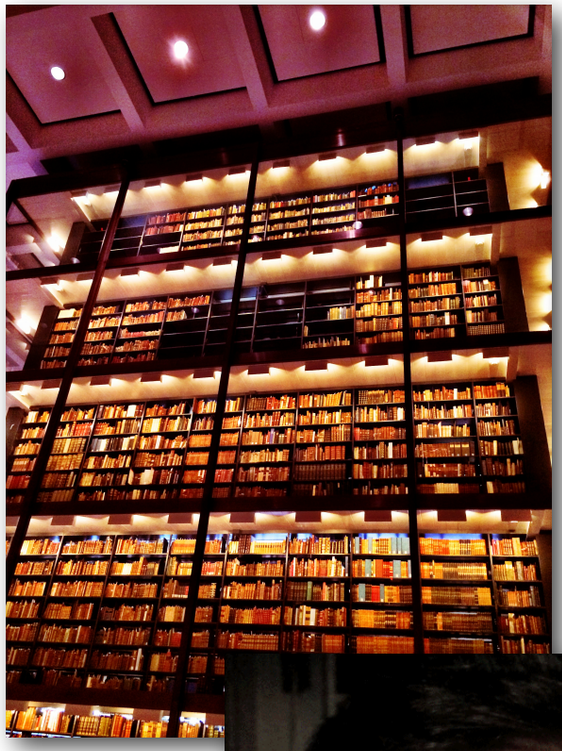

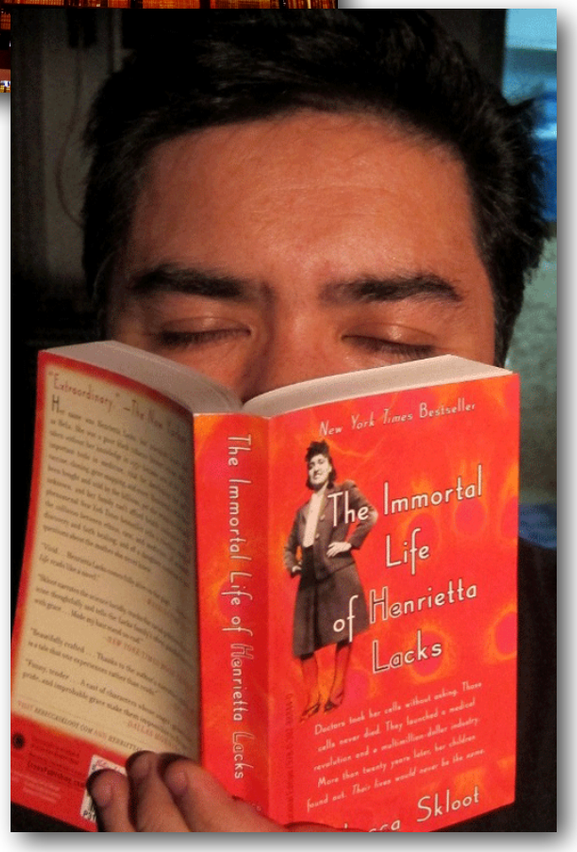

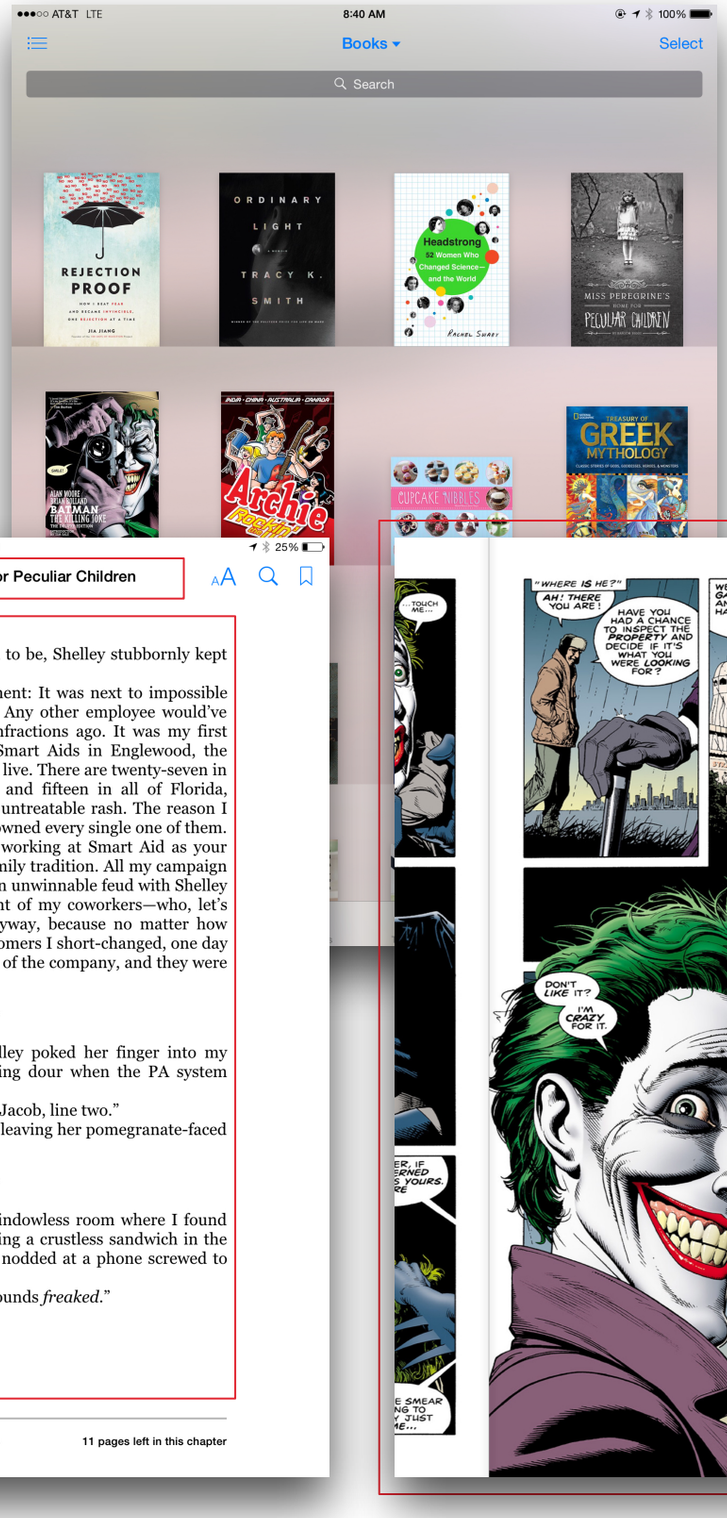

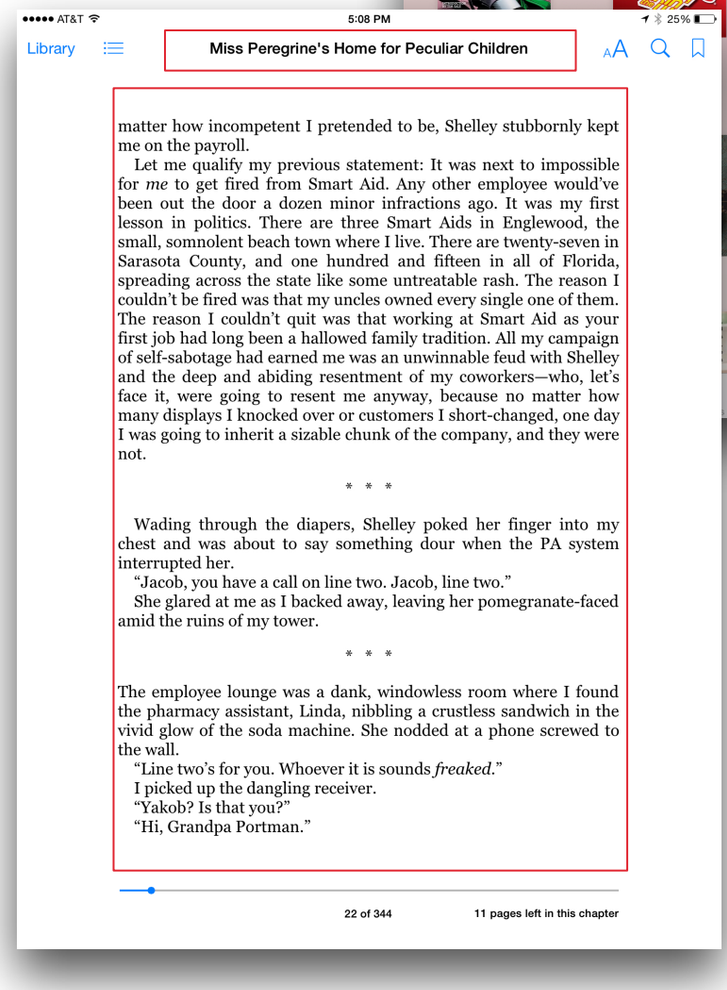

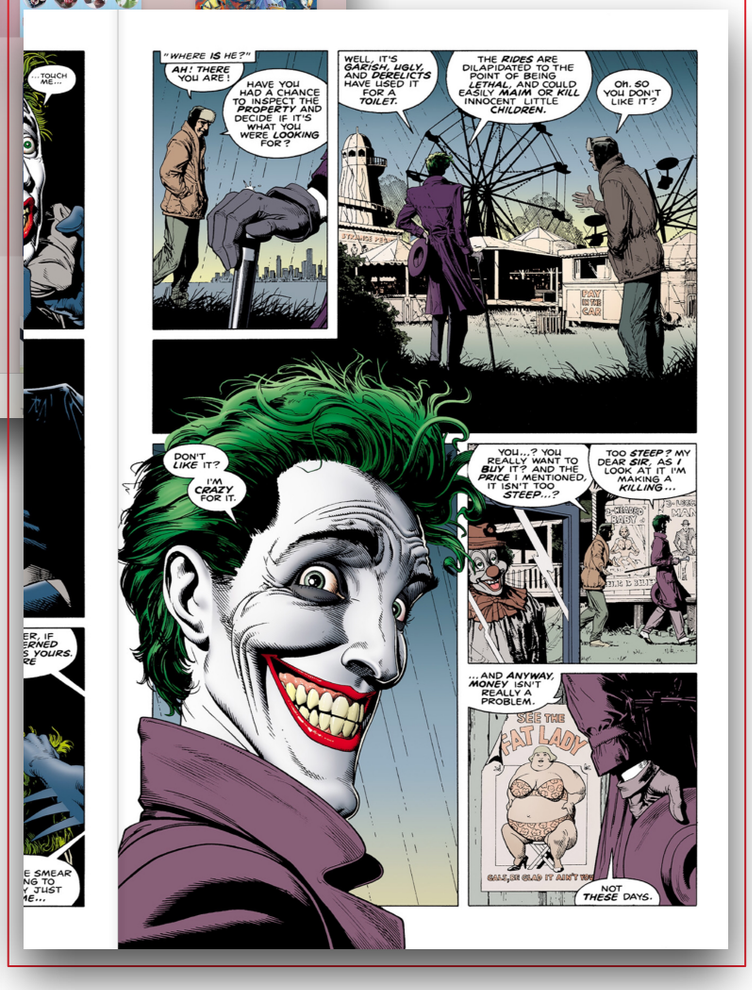

The Overriding Format Challenges For Traditional and Non-Traditional Publishing are COMMON

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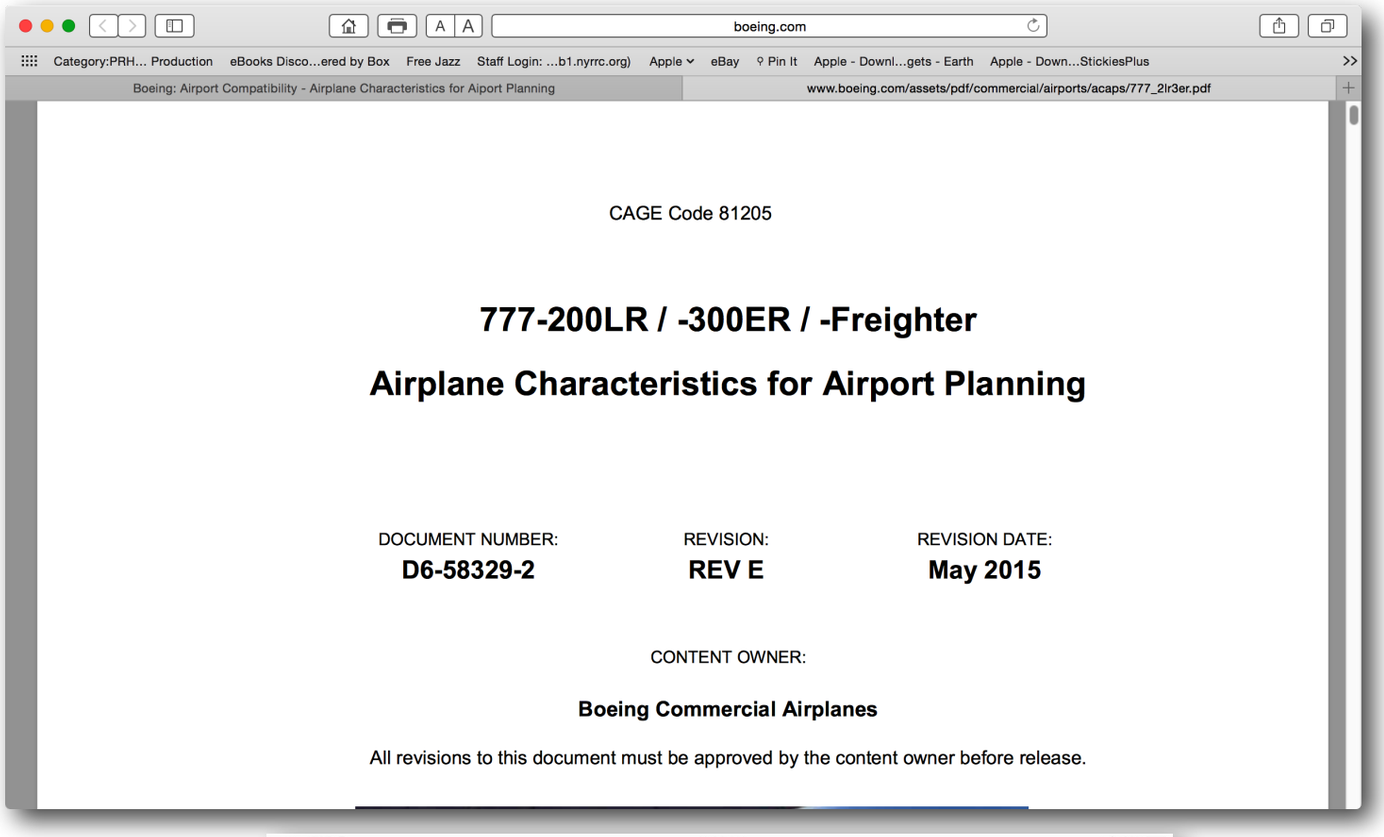
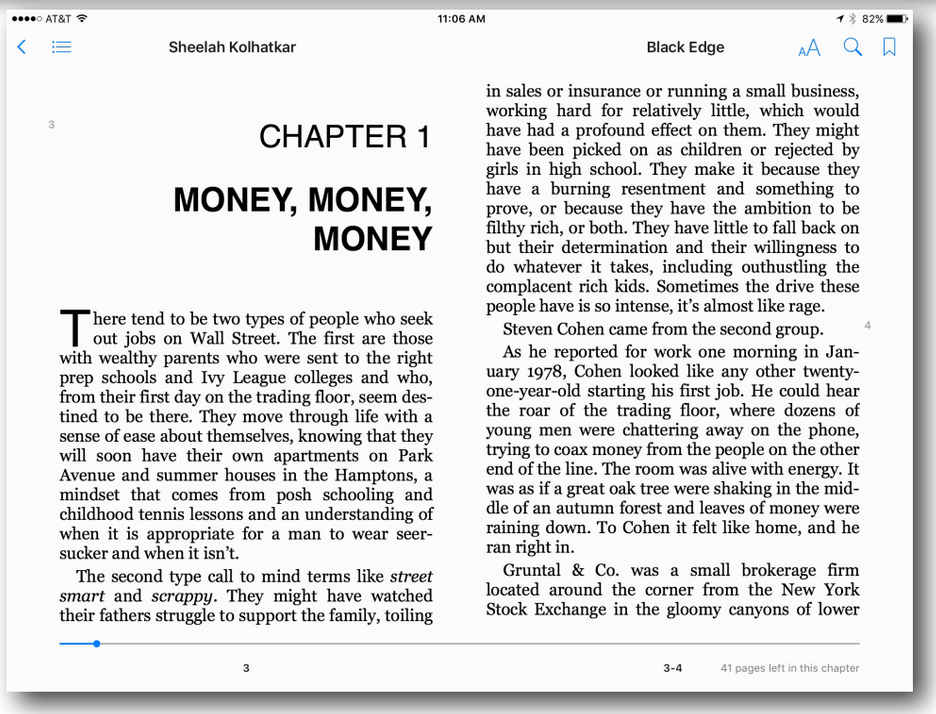
- We all have “publications” that may need to be read online or offline on a variety of devices
- We all have a desire to be able to highly “format” our content, but then let a reader “reflow or “reformat” if they want or need to
- We all need to be able to quickly deliver our publications, but also ensure high quality rendering
- We all need to be able to include more types of content than what was traditionally a “publication”





Better Ways to Indicate When Fonts Are “Important” to the Story and SHOULD NOT Be Changed By the User

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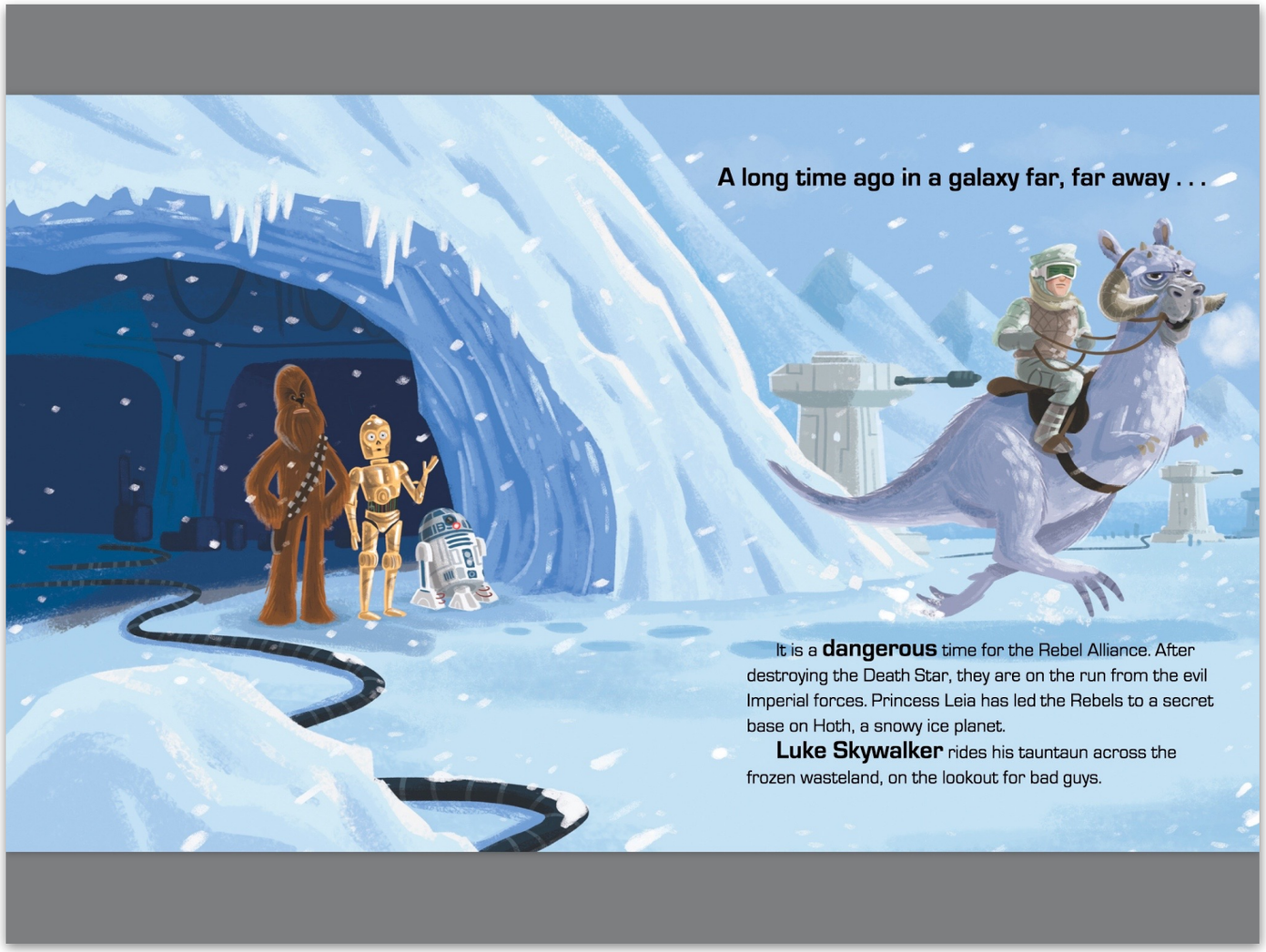

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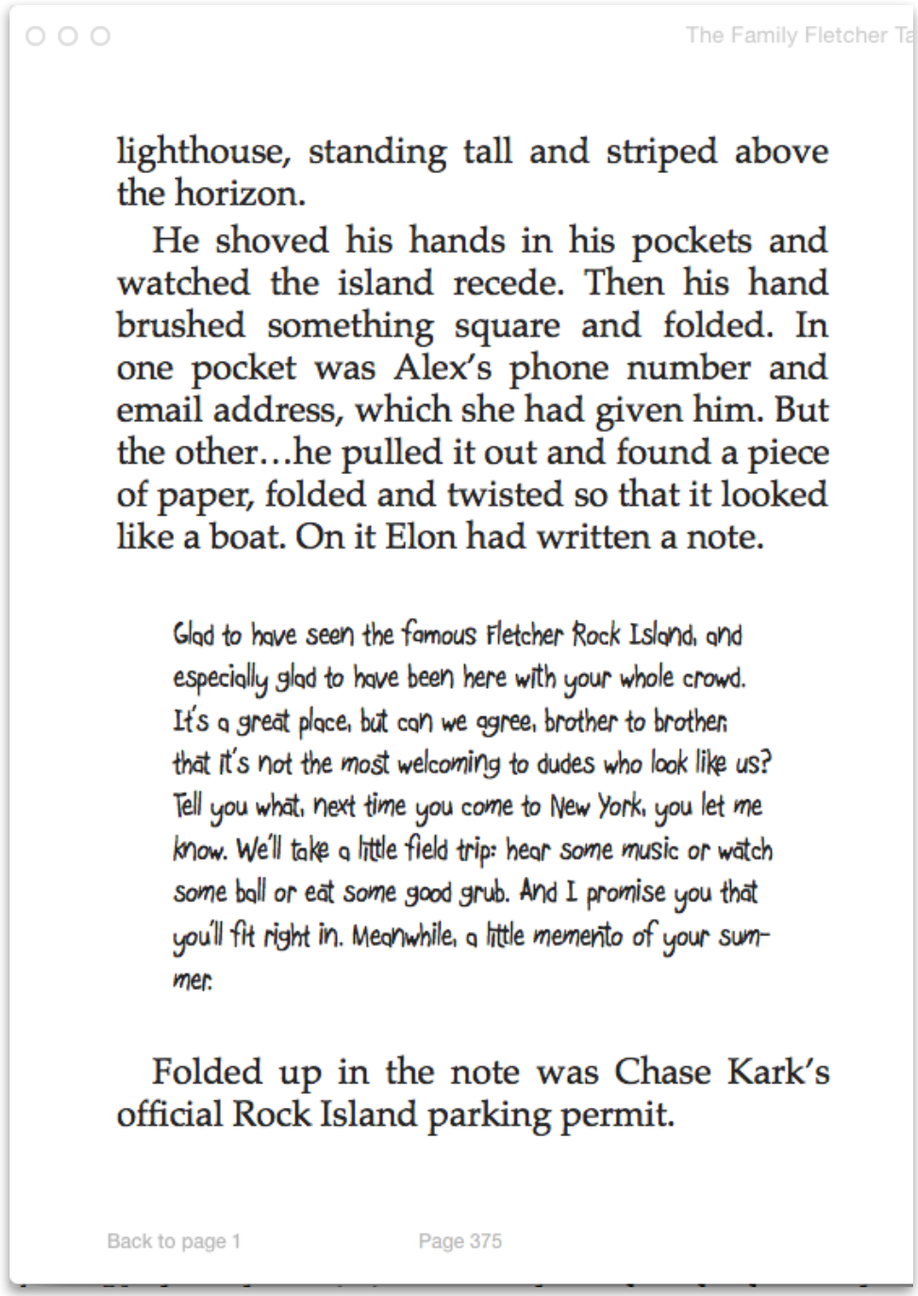

The Family Fletcher Ta

lighthouse, standing tall and striped above the horizon.

He shoved his hands in his pockets and watched the island recede. Then his hand brushed something square and folded. In one pocket was Alex's phone number and email address, which she had given him. But the other…he pulled it out and found a piece of paper, folded and twisted so that it looked like a boat. On it Elon had written a note.

Glad to have seen the famous Fletcher Rock Island, and especially glad to have been here with your whole crowd. It's a great place, but can we agree, brother to brother, that it's not the most welcoming to dudes who look like us? Tell you what, next time you come to New York, you let me know. We'll take a little field trip: hear some music or watch some ball or eat some good grub. And I promise you that you'll fit right in. Meanwhile, a little memento of your summer.

Folded up in the note was Chase Kark's official Rock Island parking permit.

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Better Ways to Manage The Page Frame and Custom Backgrounds While Letting Text Flow

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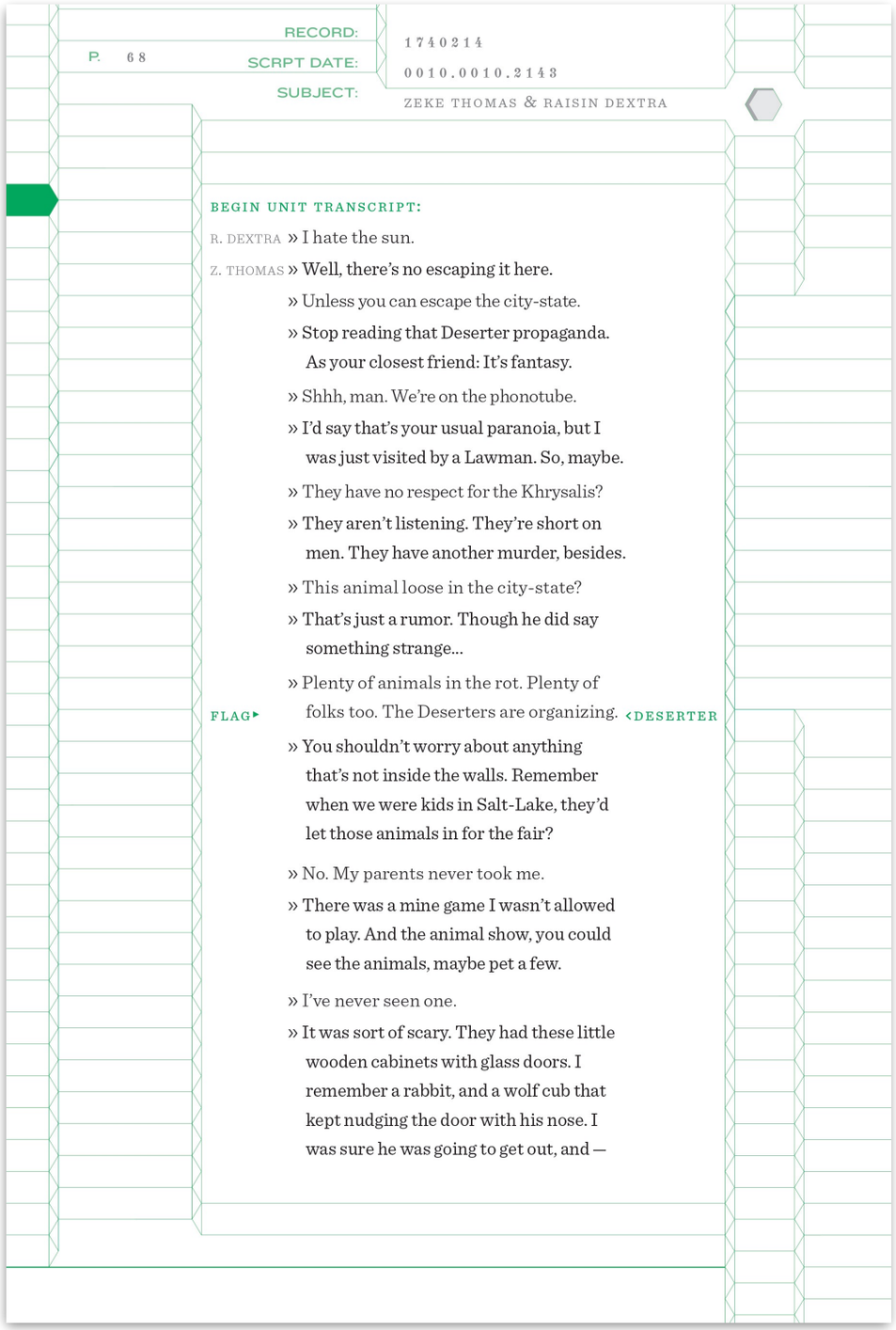

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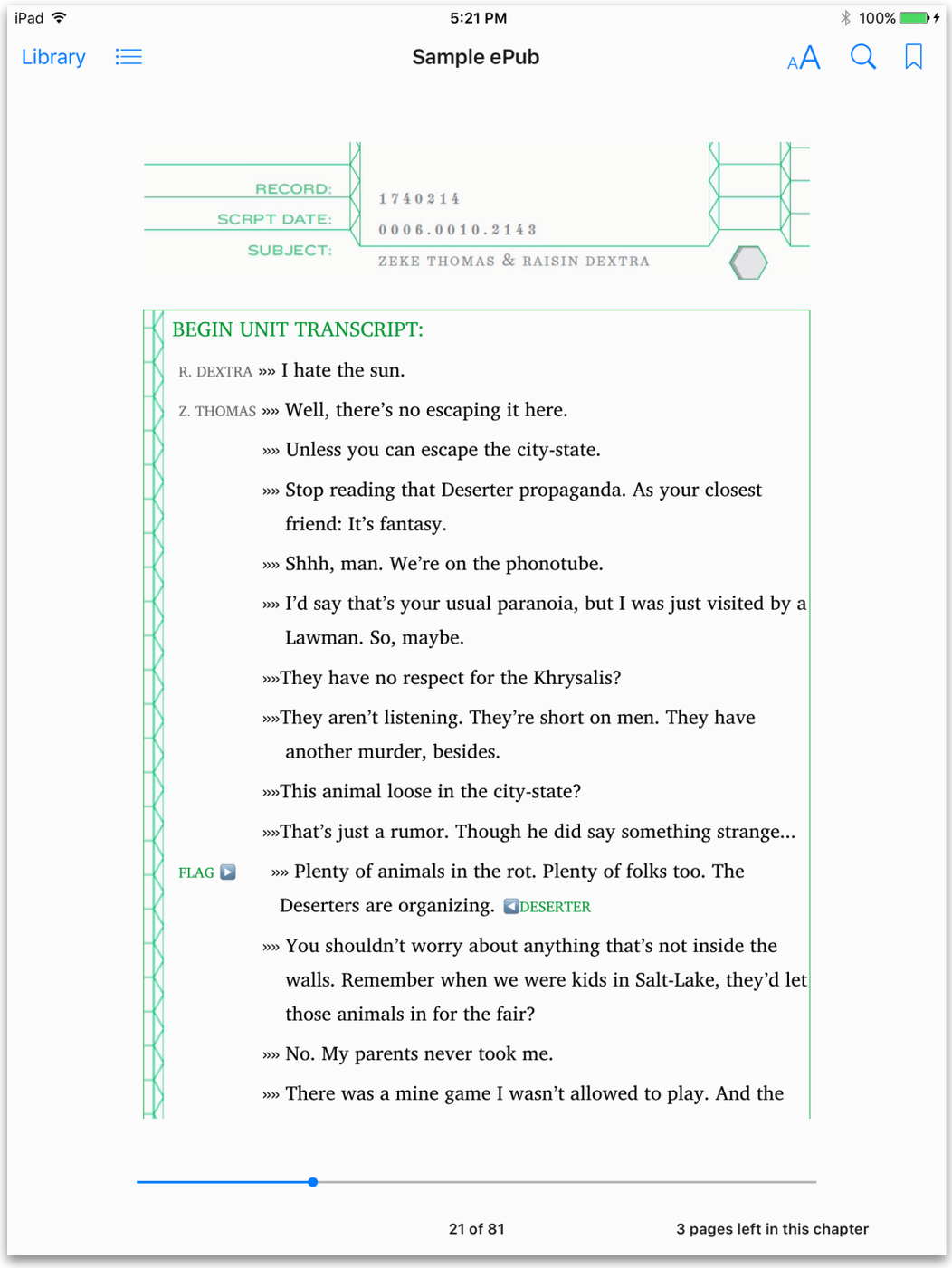

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A Way to Identify Reading/Delivery Systems So That You Can Link Directly to the "Right" Store (or Library)

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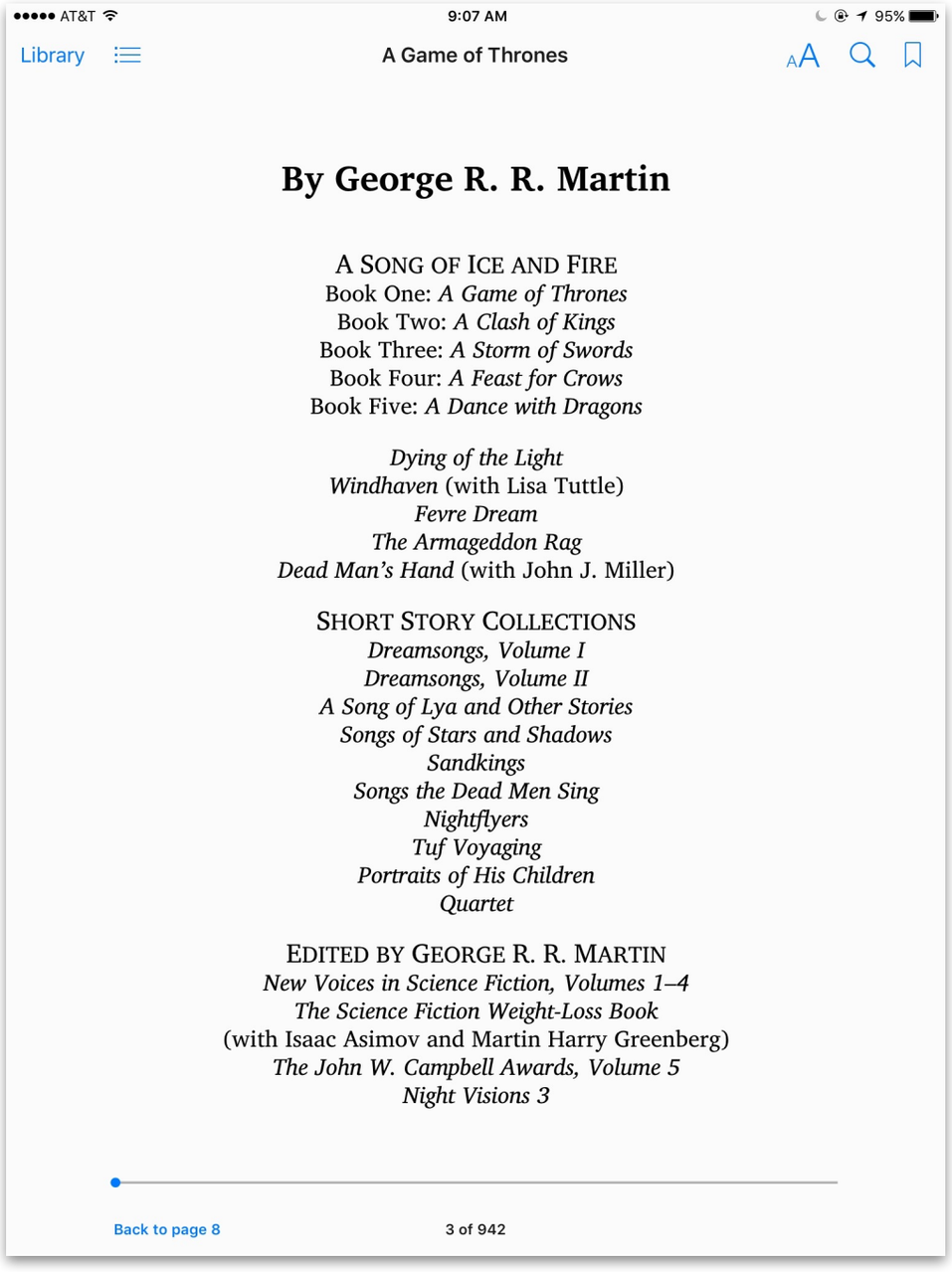

And We All Have To Figure Out WHEN to do WHAT

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- For both the web at large and for publishing, we need to figure out:
  - when the story you are telling needs bells and whistles
  - and when those are just a gratuitous use of technology

- **Sometimes a good story (or web page) just needs to be easy to read!**

The Biggest Challenges For EPUB Is Implementation

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- There are lots of things that are “possible” in the EPUB standard that you can’t deliver to market because they haven’t been “implemented” across enough browsers and reading systems to make development and product development viable

- **These features include:**
  - Interactivity
  - Animation
  - Auto-play/fullscreen video
  - Mix of fixed/reflow pages
  - Allowing images to edge of frame
  - Reflow around shapes

Thank You! (and go read or MAKE a great ebook)

Penguin Random House

Liisa McCloy-Kelley

VP, Director
Ebook Product Development & Innovation
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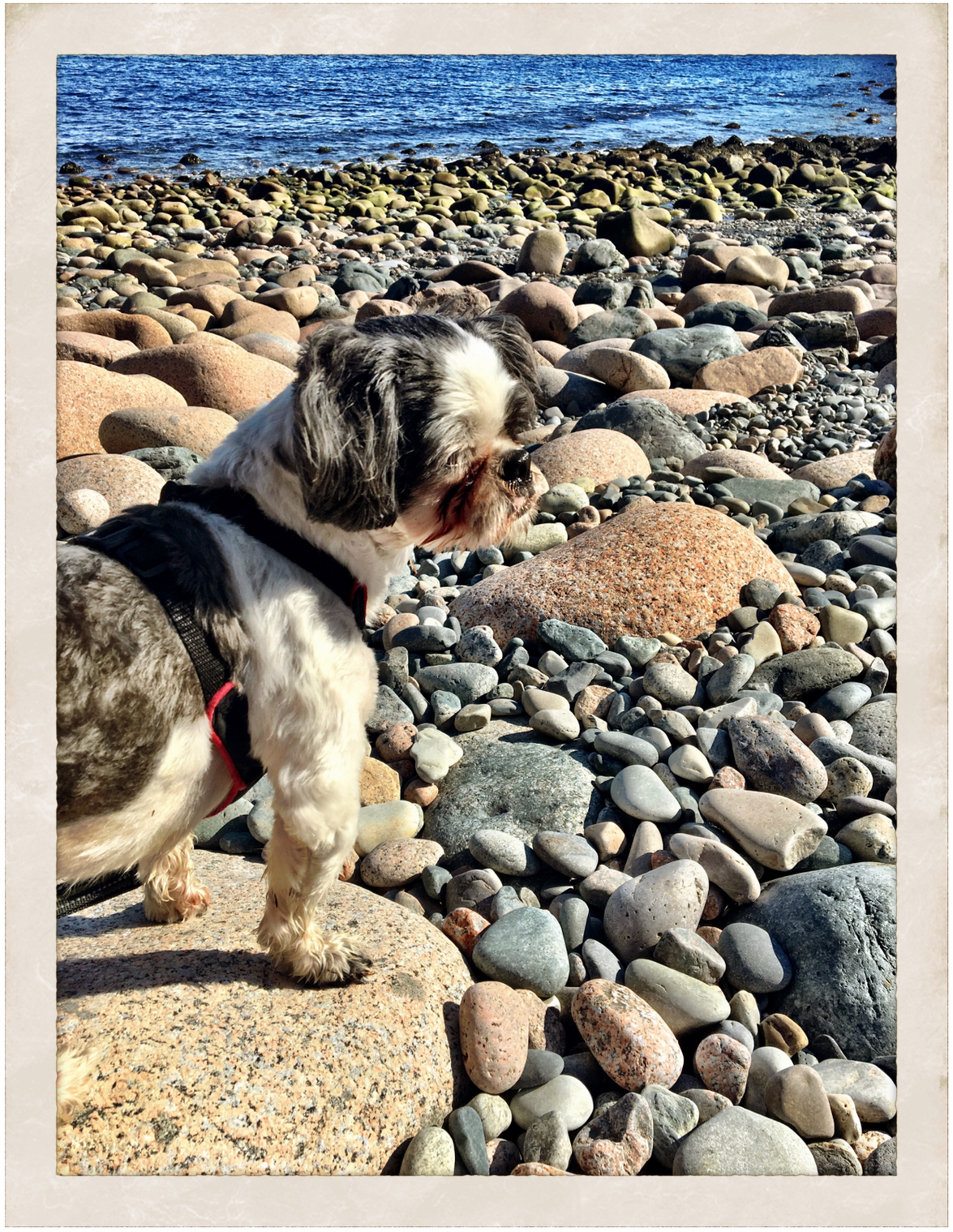
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