Digital publishing as an EU communication tool with citizens: EPUB and beyond

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Who ?

Clients :
ca 150 author services

General publications = Diversity + Volume + Complexity

What ?

Various inputs + various outputs

PDF / FLIPPING BOOK

INFO GRAPHICS

PAPER

CD-ROM

EBOOK

STRUCTURED TEXT

XML

HTML

VIDEO / ANIMATION

APP

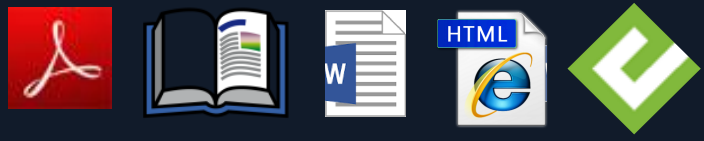
- text (Word)
- tables (Excel)
- images
- illustrations

- BITS XML
- templates
- InDesign files
- PDF

physical products
(paper, USB, CD-ROM)

multimedia

multichannel
(single-source publishing



Why ?

Why do we publish general publications?

We support the European Union Institutions, agencies and other bodies in their efforts to communicate Europe to its citizens (general public and specialized audiences).

Why did we start investing in EPUB production?

Mobile revolution & accessibility for visually impaired persons

Some production statistics

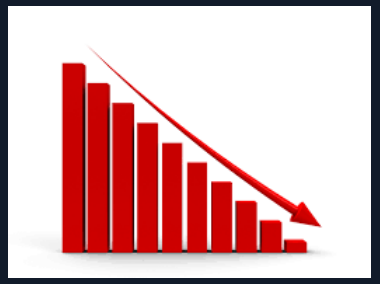
OP started with a systematic EPUB production in 2013 and joined IDPF at the end of 2014

Two types of contracts in place: EPUB only (conversion and specific production of enhanced EPUBS) and multichannel production

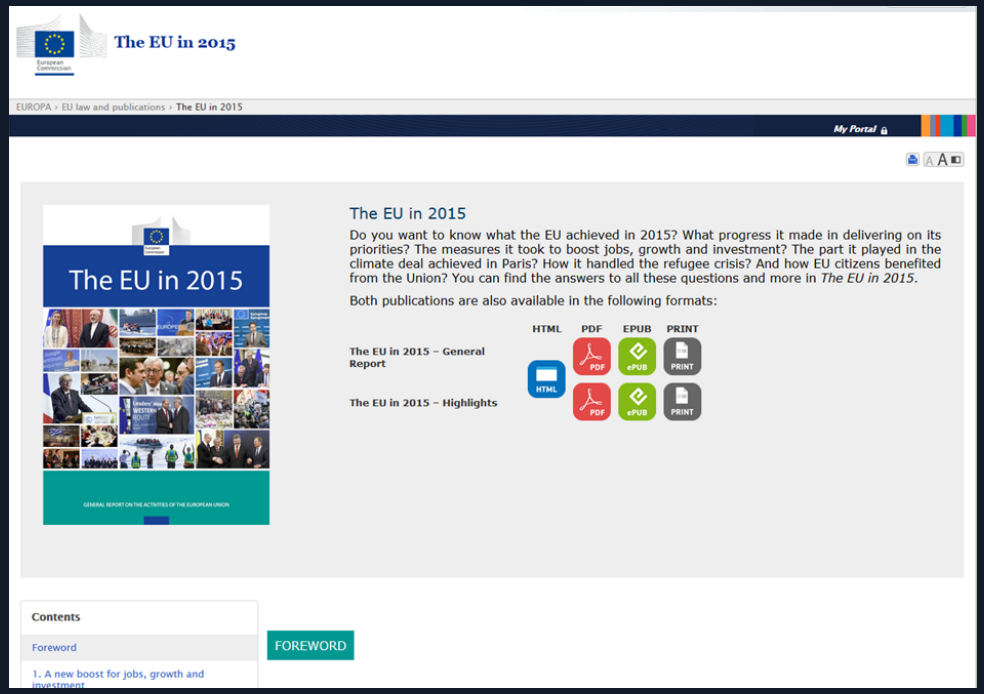
2013	217 titles
2014	908 titles
2015	982 titles
2016	1165 titles

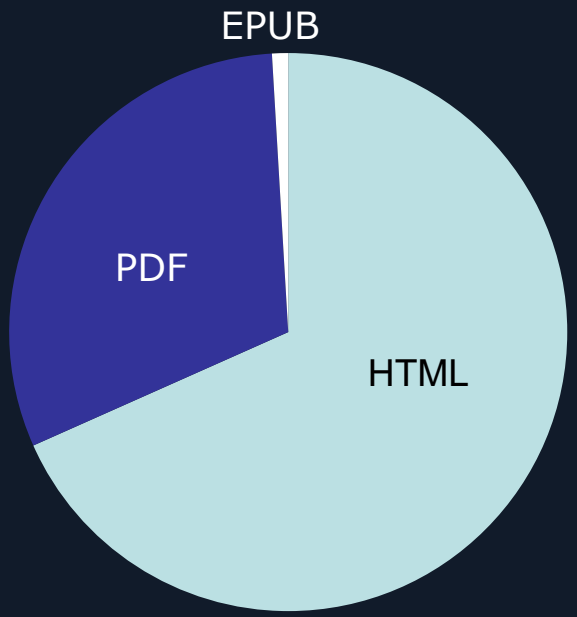
2017 118 titles and forecast to decrease…

Why?



Shift to HTML5 : Flagship publication General Report of the EU





68% HTML

31% PDF

1% EPUB

Advantages of HTML5

Good solution for visually rich publications & complex layouts & rich media embedded

Good interaction with a variety of devices/browsers

Accessibility

Offline availability

Discoverability

Why discoverability matters?

If our publications are published and nobody reads them, do they exist?

No discoverability =
No communication

If our publications are published and nobody reads them , then we have no need to exist!

Next steps

Looking forward to (packaged) web publications specifications!