



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

 <p>European Commission</p>	 <p>CVRIA</p>	 <p>CURIA RATIONUM</p>	 <p>EUROPEAN COURT OF AUDITORS</p>
 <p>European Parliament</p>	 <p>OLAF EUROPEAN ANTI-FRAUD OFFICE</p>	 <p>FRA EUROPEAN UNION AGENCY FOR FUNDAMENTAL RIGHTS</p>	 <p>FRONTEX</p>
	 <p>European Commission</p> <p>DG COMM Representations</p>	 <p>Council of the European Union</p>	 <p>EASO</p>



What ?

Various inputs + various outputs



PDF /
FLIPPING
BOOK



INFO
GRAPHICS



PAPER



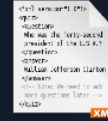
CD-ROM



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

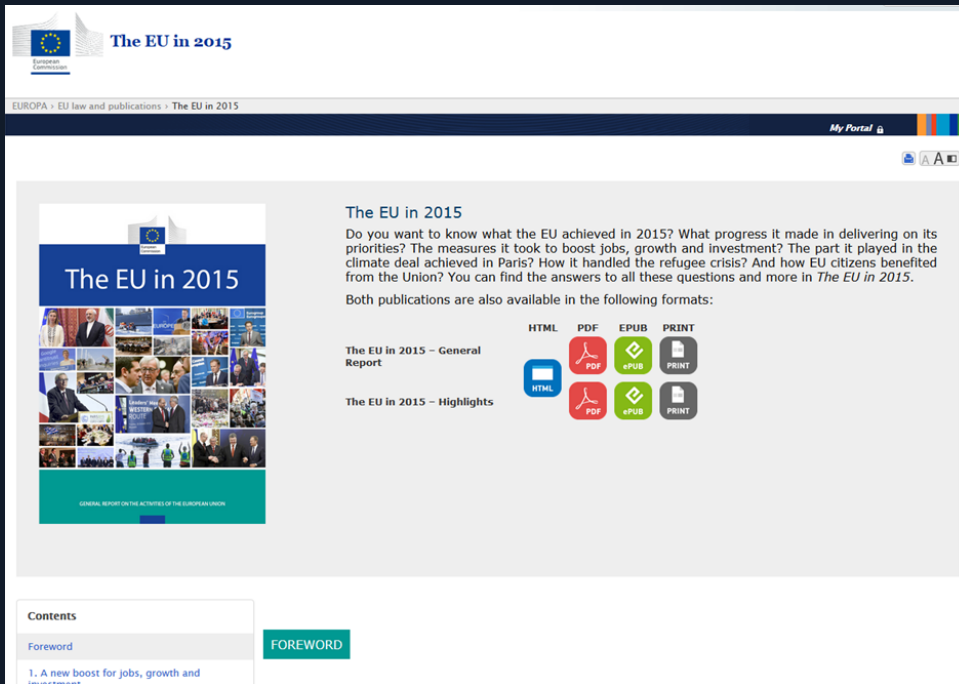


2017 118 titles and forecast to decrease...

Why?



Shift to HTML5 : Flagship publication General Report of the EU



The EU in 2015

EUROPA > EU law and publications > The EU in 2015

My Portal

The EU in 2015

Do you want to know what the EU achieved in 2015? What progress it made in delivering on its priorities? The measures it took to boost jobs, growth and investment? The part it played in the climate deal achieved in Paris? How it handled the refugee crisis? And how EU citizens benefited from the Union? You can find the answers to all these questions and more in *The EU in 2015*.

Both publications are also available in the following formats:

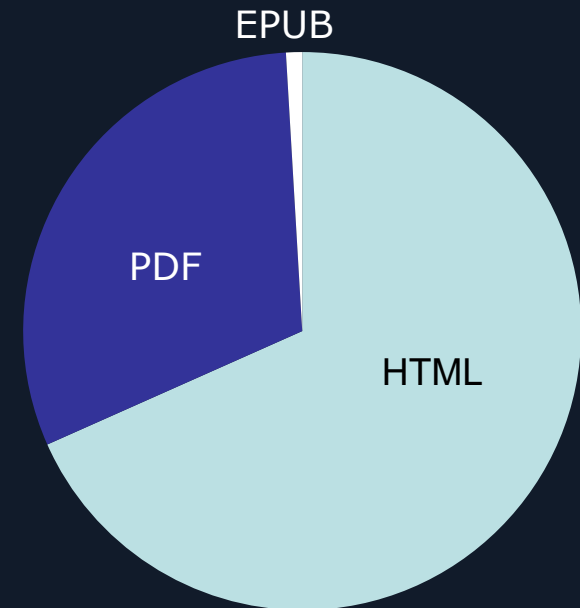
	HTML	PDF	EPUB	PRINT
The EU in 2015 – General Report				
The EU in 2015 – Highlights				

Contents

Foreword

1. A new boost for jobs, growth and investment

FOREWORD



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!

