EPUB 3 First Look

IDPF Digital Book 2011 at BEA
May 23, 2011

Bill McCoy

Executive Director, IDPF

What is the International Digital Publishing Forum (IDPF)?

- Not for profit Trade and Standards organization with over 200 members from 25+ countries

- Working together to advance Digital Publishing Ecosystem

- Responsible for EPUB Standard

What is EPUB?

- EPUB is the interchange & delivery format for digital publications based on Web Standards

- EPUB enables structured, accessible content, interoperable between devices & applications, for downloaded and online consumption

- Standard developed by IDPF since 1999 (OEBPS 1.x became EPUB 2.0 in 2007)

- EPUB = XHTML content with navigational structure & metadata, in a ZIP-based package

EPUB Emphasis: Dynamic Layout

Content paginated "on the fly" based on screen size, resolution, user font size preferences, …

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EPUB Industry Adoption Timeline

2010

- Apple iBooks

- 25+ eReaders

- 25+ smartphone apps

- Most Kindle sales from titles ingested as EPUB

- EPUB 3 WG chartered

2009

- Google: 1M PD EPUBs
- Sony store to EPUB

- B&N Nook

2008

- AAP endorses
- UK PA endorses

2007

- EPUB standardized

- Adobe Digital Editions
- Adobe InDesign
- Sony Reader
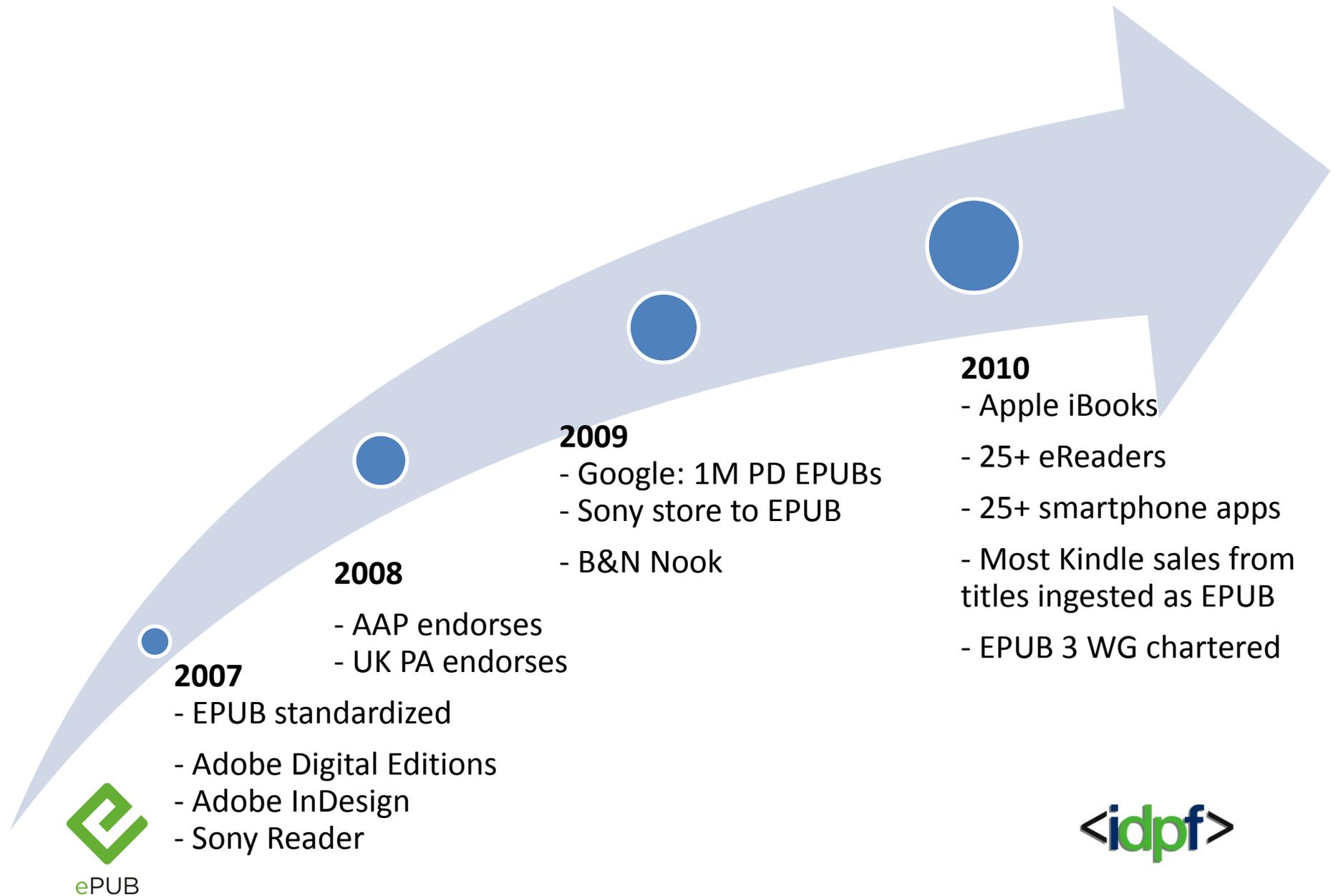
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EPUB 3

Working Group chartered May 2010 with ambitious goals

- Expand EPUB applicability for global content
- Improvement for complex, interactive, media-rich titles
  – Textbooks, STM, magazines

- Increase Web Standards alignment (HTML5)

- Improve EPUB conformance & accessibility

IDPF WG has been global in scope: over 100 active participants, F2F meetings in NYC, SF, Taipei, Sapporo

May 2011 - EPUB 3 an IDPF Proposed Specification

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EPUB 3: Rich Media Enhancements

- Video & audio support

- Audio can be synchronized with text

- Embedded font support a baseline requirement

- Improved SVG support

- JavaScript support

EPUB 3: General Enhancements

– Core content based on XHTML5

– Enhanced global language support (vertical writing, writing directions)

– Styling & layout enhancements (multi-col, hyphenation)

– Improved metadata capabilities (inc. element-level semantics)

– MathML support

– Fragment IDs (enables fine-grained x-doc links)

Accessibility and EPUB 3

- EPUB 3 will supersede DAISY DTBook as the standard delivery format for accessible content
  - DAISY and IDPF collaborating very closely to ensure success

- Accessibility-related features in EPUB 3
  - Semantic tagging (HTML5) and semantic inflection (element-level metadata)
  - Audio/video playback synchronized with text display (Media Overlays)
  - Pronunciation lexicon support (for TTS)
  - MathML support
  - Controls over JavaScript

Beyond EPUB 3.0

- Increase focus on the "whole product"
  - Validation programs
  - Education & training – best practices, etc.
  - Test suites, Reading System certification
  - Open source implementations
- Promoting global adoption
  - ISO-level standardization
- Modular development of new EPUB capabilities
- For more information – attend "The Future of EPUB" workshop tomorrow morning

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Summary – EPUB 3

- EPUB is structured and semantically enhanced Web content, packaged for reliable use in interchange and delivery
    - EPUB has rapidly become the standard eBook format and adoption is growing in other portable document workflows

- EPUB 3 is taking the EPUB standard to a new level
    - Enhanced global language support
    - HTML5 support
    - Rich media & interactivity
    - Formatting and metadata improvements
    - Enhanced accessibility
    - Stronger conformance requirements for content and Reading Systems

- EPUB 3 is an incremental step, not a destination
    - EPUB is an "innovation platform" – enabling you to effectively distribute your valuable content – via a wide variety of channels and experiences
    - We don't know what the "book/magazine of the future" will be so we can't hard-wire for one particular embodiment of content & experience

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To Get Involved

- "The Future of EPUB" Workshop
  - Tuesday May 24 10:45-12:00pm
- EPUB 3 specification:
  http://idpf.org/epub/30
- Join IDPF and help ensure a universal global standard for digital publications