



EPUB 3 First Look

IDPF Digital Book 2011 at BEA
May 23, 2011

Bill McCoy
Executive Director, IDPF

International Digital Publishing Forum

International Trade and Standards Organization
for the Digital Publishing Industry



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

-- THE BIG CITY NEWS -- Arts, Monday, August 24, 2009

Sports

Arts

Opinion

Experiencing Life, Briefly, Inside a Nursing Home

By JANE DOE

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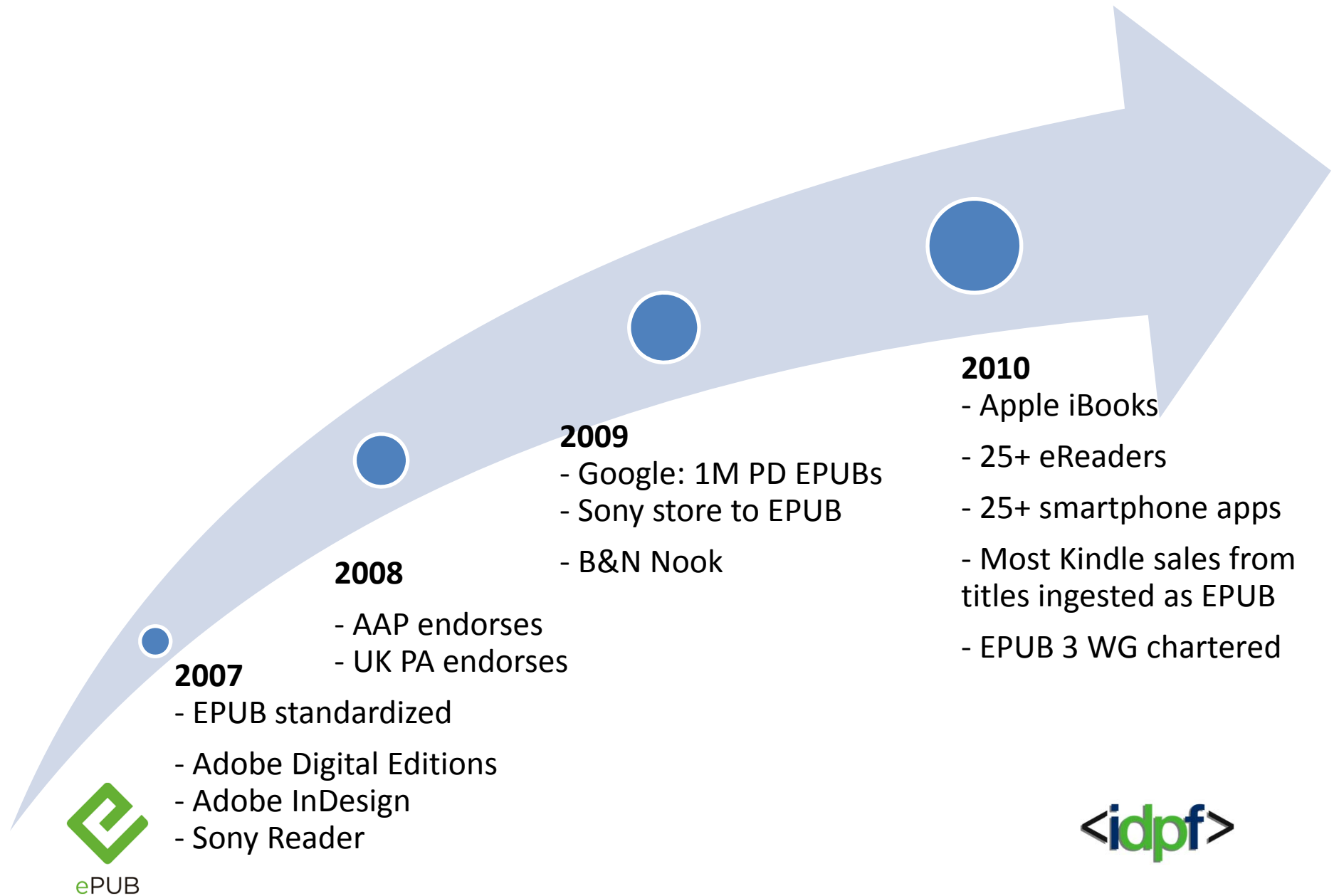
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Content paginated "on the fly" based on screen size, resolution, user font size preferences, ...

EPUB Industry Adoption Timeline



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



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



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



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



ePUB

