



RANDOM HOUSE

Learning to Juggle and Picking the Right Balls-

(AKA adapting organizations for the future of digital publishing)

Liisa McCloy-Kelley

VP, Director eBook Production Strategy & Operations

If We've Learned Anything In The Last Year...



It's that:

- eBooks are here to stay
- We're not quite yet at the apex of figuring out how the traditional package of the codex might change
- The future will likely be some mix of print and digital
- We don't yet know what exactly consumers want (and neither do they)
- There will continue to be a lot of trial and error
- One size does not fit all
 - Not for the content
 - Nor for the organizations
 - Nor for the consumers



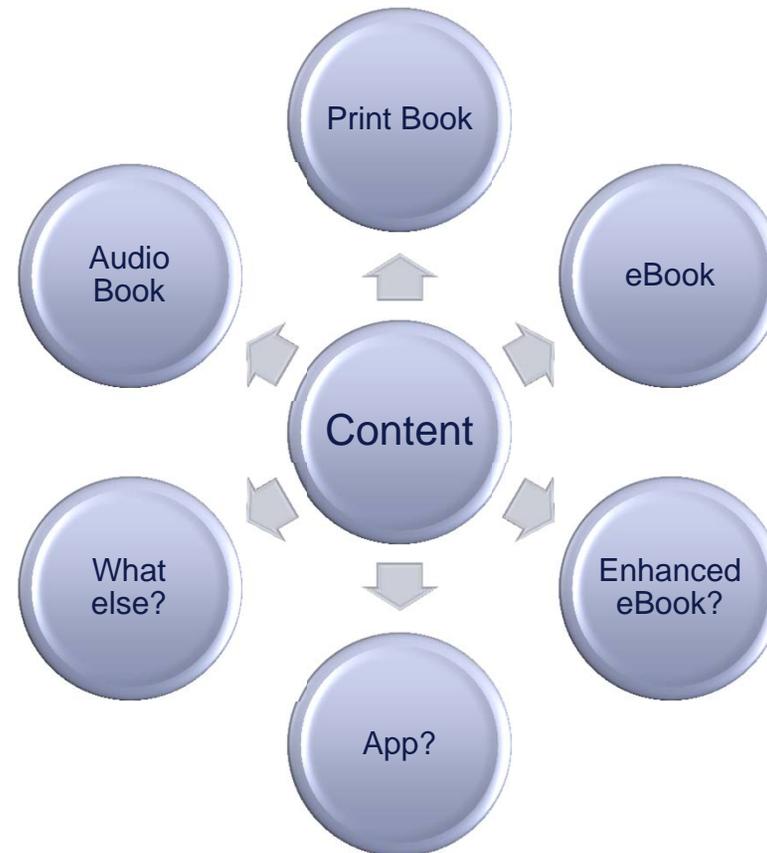


These Days You Have to Think Beyond Print...

- RH has an organizational philosophy that is:

***“our content for everyone,
everywhere,
in every format,
on every device”***

- This lends itself to a hub and spoke model that appears ideal, but is not without challenges





RANDOM HOUSE

XML and Digital Workflow Are Good Things...

- XML is a good thing 😊
- Digital Workflow is a good thing 😊
- There are lots of different ways to implement and use these things 😊
- But both are “tools” and NOT “magic” 😞



- Regardless of the tools and methods your organization chooses to use for publishing, there will still be work to develop new products
- There will also continue to be a lag between taking advantage of new possibilities and having useful tools that are already prepared for those possibilities
- Even with the most efficient workflows, we will still be “juggling” as the world of books and publishing evolves

Some of the Biggest Challenges For Multi-Product Dev...



RANDOM HOUSE

- In the best case scenario, you would determine all of the various products you wanted to develop at the time you acquired a title and would consider their possibilities as the content was being developed
 - **CHALLENGE:** *In this changing world and with the long lead time on books, you may not know all the possible products that will be available at time of publication until late in the game for the book*
- The best people to work on the content development and understand the author's vision are the editorial/design people already in your organization
 - **CHALLENGE:** *Having these people handle all aspects of developing multiple products adds to their workload and it admittedly can be frustrating with the oft-changing "rules" of the digital landscape*
- We are all struggling to catch up and get "every" possible title available in as many places as possible, working on frontlist and backlist simultaneously
 - **CHALLENGE:** *Having your traditional teams develop new products and old products increases workload and the hope is that at some point we "catch up"*



RANDOM HOUSE

eBook Production Currently at RHI...

- We currently run at least 5 different types of eBook conversion workflows for:
 - Simple Backlist
 - Simple Frontlist
 - Upcoming Frontlist
 - Complex Backlist and Frontlist
 - R&D for New Functionality

- Why so many processes?
 - The books are different
 - The source material is different
 - The timing is different
 - There are different needs for learning across the organization
 - You can't involve everyone in everything all at the same time

- My favorite way to describe this:
 - *“Change is inevitable. You can make it good.”*



RANDOM HOUSE

The Most Collaborative and Involved Workflow...

- Our Complex eBook Production Team focuses on Kids, Cooking, Crafts, Photography, Humor and Other books that are heavily illustrated
- This team is made up of eBook Production Managers and Assistant Production Managers who have skills with Project Mgt, Design (both print and web), Production Editorial and Coding skills
- They work closely with our eBook Technical Team who maintain our internal eBook specifications, work on standards efforts and build tools for coding automations
- They work collaboratively with the Editors, Art Directors, Designers, MEs and PEs from the Division who produced the print version in order to maintain their vision for the book in the various eBook editions
- These books are a significant amount more work than a standard eBook conversion project because there are editorial and design decisions to be made along the way



RANDOM HOUSE

Encouraging Editors to Think About Digital...

- We encourage our editors to consider when they are developing a title, to think about it's digital possibilities

- Some things to focus on:
 - Is there another way to navigate this information?
 - Is there extra information you are cutting for print to fit pages?
 - Are there more images you could use that you don't have space for?
 - Is there information on the web that is relevant to this topic where the book would benefit from links?
 - Is this the type of information that would lend itself to app functionality and be interesting to app users?
 - Is this the type of book that might do well to be enhanced with audio and video and will help build a market for books like this?
 - Is there some part of this that would benefit from interactivity?
 - Is the author willing to work with us?
 - Does the author have a vision for their digital product?

Encouraging Designers to Think About Digital...



RANDOM HOUSE

- We also encourage our designers to consider how their designs will render in a digital world
- Some things to focus on:
 - If you are making something b/w, keep the original color image
 - Keep layered files to make image editing easier later
 - If you are adding text, consider making it heavier weight
 - If you are working with grays, be sure to keep them dark enough to render well on a grayscale device
 - If you are bunching images on a page, consider whether they may be better off to not be grouped later and keep large enough images
 - If you are designing a chart, design two so that you have one that renders clearly small or be sure to consider the orientation
 - If you are paying for photography, take lots of extra shots and clear rights
 - If you are shooting photography, shoot video at the same time
 - Be sure you note any special fonts being used
 - Keep in mind how the sizing of images on the variety of digital devices will be different



RANDOM HOUSE

What EPUB® 3 Will Enable...

- From our perspective, there is both “good” and “bad” that may come out of the release and adoption of EPUB® 3:
 - Good:
 - Use of HTML5 gives us more design control
 - Standards for video and audio inclusion will make it easier as these become more widely used
 - Allowing for embedded coding let’s us make things interactive
 - CSS3 will allow for more “graceful degradation”
 - More language support and vertical writing will be useful
 - The inclusion of MathML with allow for more educational content
 - Bad:
 - *(Which has nothing to do with the standard per se, but how we as an industry move forward in implementing it)*
 - We are in for a period of seeing a lot of “gratuitous uses of technology”
 - We just got people used to the reflowable text paradigm and now may go back to some amount of “page control” (sort of)
 - There will be a fair amount of trial and error
 - Adoption of the standard will take time

The Difference Between EPUB® 3 and Apps...



With EPUB® 3, the lines between eBook and App will blur even more...

	EPUB® 3 eBook	App
Look and feel:	- Will feel like a book, with pages that turn and will need to work within the framework of reading systems	- May feel like a book or like something else and isn't beholden to anyone else's system
Interactivity:	- May have some interactivity like filling in a quiz or a little animation	- May have lots of interactivity
Audio & Video:	- Can include both and sync Audio to text	- Can include both and sync Audio to text
Amount of Content:	- Is limited by the amount that can be included in the book package	- Has fewer limits
Content Database:	- Cannot use a true database of content	- Can use a database of content
Best for:	- Books that need some small amount of interactivity	- Books that really could be navigated in a variety of ways

Questions?



Thank You! (and go read an eBook 😊)



Liisa McCloy-Kelley

VP, Director eBook Production
Strategy & Operations

Random House, Inc.

lmccloy-kelley@randomhouse.com