



The Future of ePub:

ePub for Magazines and Display Books

Dianne Kennedy, VP Emerging Technologies, IDEAlliance



About IDEAlliance

- Non-profit membership Association for 45 years
- IDEAlliance develops, validates and publishes best practices and technical guidelines and specifications proven to build efficiencies, remove costs, and drive revenue growth across the media supply chain.
- Broad-based membership including 500 publishers, agencies, materials suppliers, service providers and technology vendors from around the world
- Alliance with other associations is a critical part of our business model
- Magazine and Display Book publishing is our primary focus

- In early 2010, our membership was organizing to develop specifications and best practices to enable magazine publishers to deliver content to the iPad and tablet channel (nextPub)
- Our intent was to build on PRISM XML content that publishers store in the content repositories
- April 2010 Joint meetings between IDEAlliance and IDPF resulted in an agreement to collaborate
- nextPub has worked closely with IDPF to provide use cases and requirements to support delivery of magazine and display book content to eReaders and tablets using ePub3

- nextPub™ is the IDEAlliance initiative to define recommendations, best practices and specifications that publishers can use to deliver magazines and other rich layout-oriented content across platforms and devices efficiently
- nextPub also serves as the publishing industry technology incubator
- nextPub is defining rich XML source content, based on PRISM, that can be used to drive publishing magazines and display books on any platform
- nextPub is defining a “Rosetta Stone” that will enable our publishers to feed multiple delivery/out put channels.






Those Involved




- AARP Publishing
- American Media
- Condè Nast
- Hachette Filipacchi US
- Hearst Magazines
- Meredith Corporation
- National Geographic
- Rodale
- Time, Inc.
- Wolters Kluwer
- U.S. News Media Group





Principle #1: Build on Today's Standards





Principle #2: Build on PRISM XML

- The IDEAlliance PRISM Specification was launched in 1999 when XML had just become a W3C Recommendation
- Even then we could imagine the future that the iPad has made a reality
- Most Publishers have already invested in PRISM XML



Principle #3: Employ Emerging Technologies



HTML5.0



CSS3

Principle #4: Seek Broad Industry Collaboration



Principle #5: Incubate Solutions for the Future

- Work alongside the industry's most influential experts
- Collaborate with technologists from across the publishing industry
- Brainstorm, test and experiment
- Provide input to technology vendors to guide the direction of new tools for magazine publishers

- ePub assumes dynamic content rendering by the eReader
- Currently magazines are delivered to tablets as pre-rendered text (based on aspect ratio and size) with multi-media content layers
- Since the look / branding of a magazine is as critical as the content, magazines are reluctant to move to dynamic rendering
- But economics are proving to be a gating factor
- The trick will be to allow an acceptable degree of dynamic rendering while protecting the branding of the title



- nextPub Mapping Group will complete the directions for mapping
- IDPF members are collaborating with this effort
- nextPub Mapping Group will map the sample issue of Time Magazine as an ePub3 package
- nextPub Use Case Group will likely uncover some use cases that will provide new requirements for the next version of ePub3
 - this is likely for handling ad material which currently is not addressed by ePub3 v1.0.