

10 Reasons to Migrate to EPUB3 & HTML5

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Content Solutions

The Times... They're A-Changing



Nothing is Simple Anymore



A Rapidly Changing Part of Our Business



A Rapidly Changing Part of Our Business



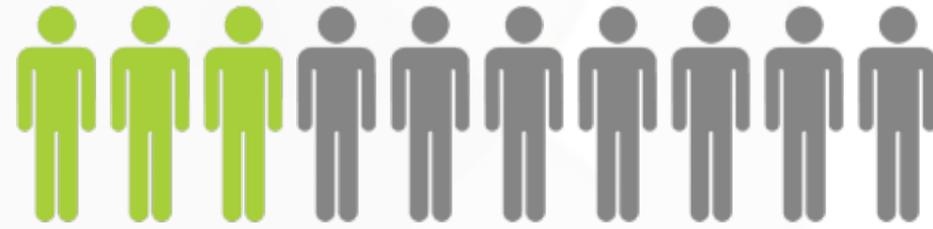
A Rapidly Changing Part of Our Business



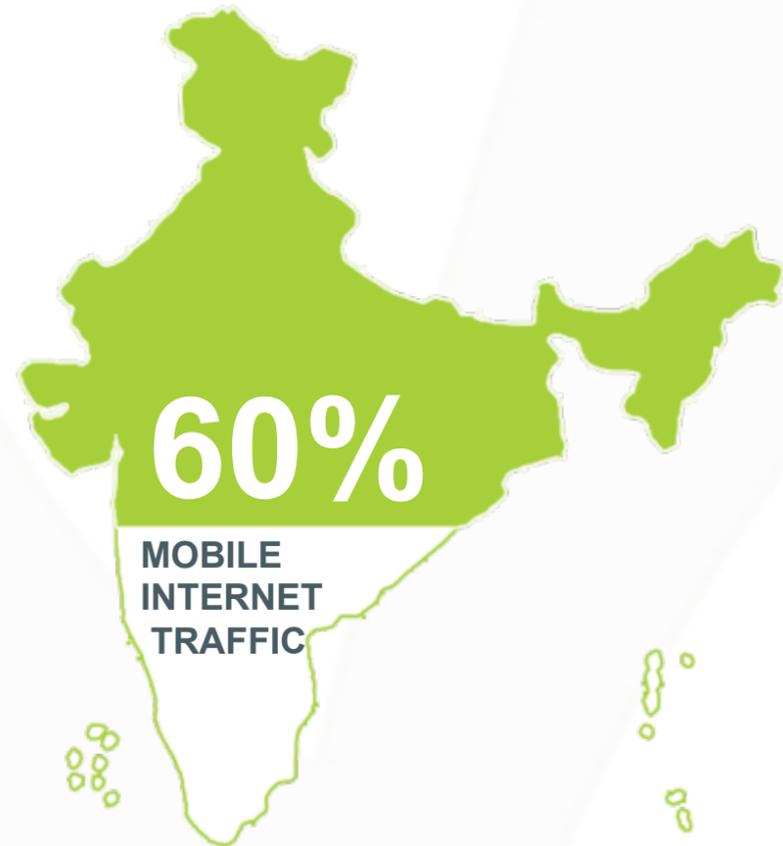
The Market is Huge

3%

OF THE WORLD'S
**INTERNET
TRAFFIC**
COMES FROM A
**MOBILE
DEVICE**



OF ADULTS IN THE U.S. OWNS A
TABLET OR E-READER



60%

**MOBILE
INTERNET
TRAFFIC**

MONETIZATION

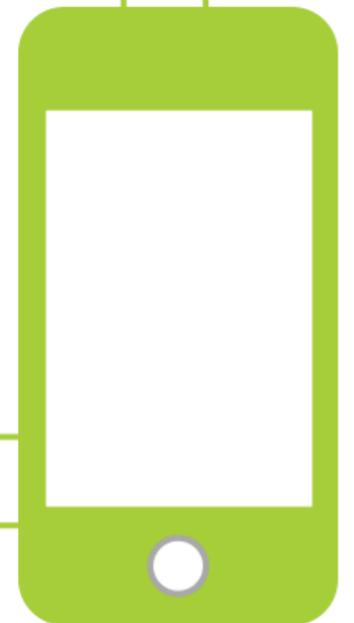
OF THE MOBILE SECTOR IS GROWING.

129%

**ANNUAL GROWTH RATE
OVER THE PAST 4 YEARS**

1.7

billion units
in 2015



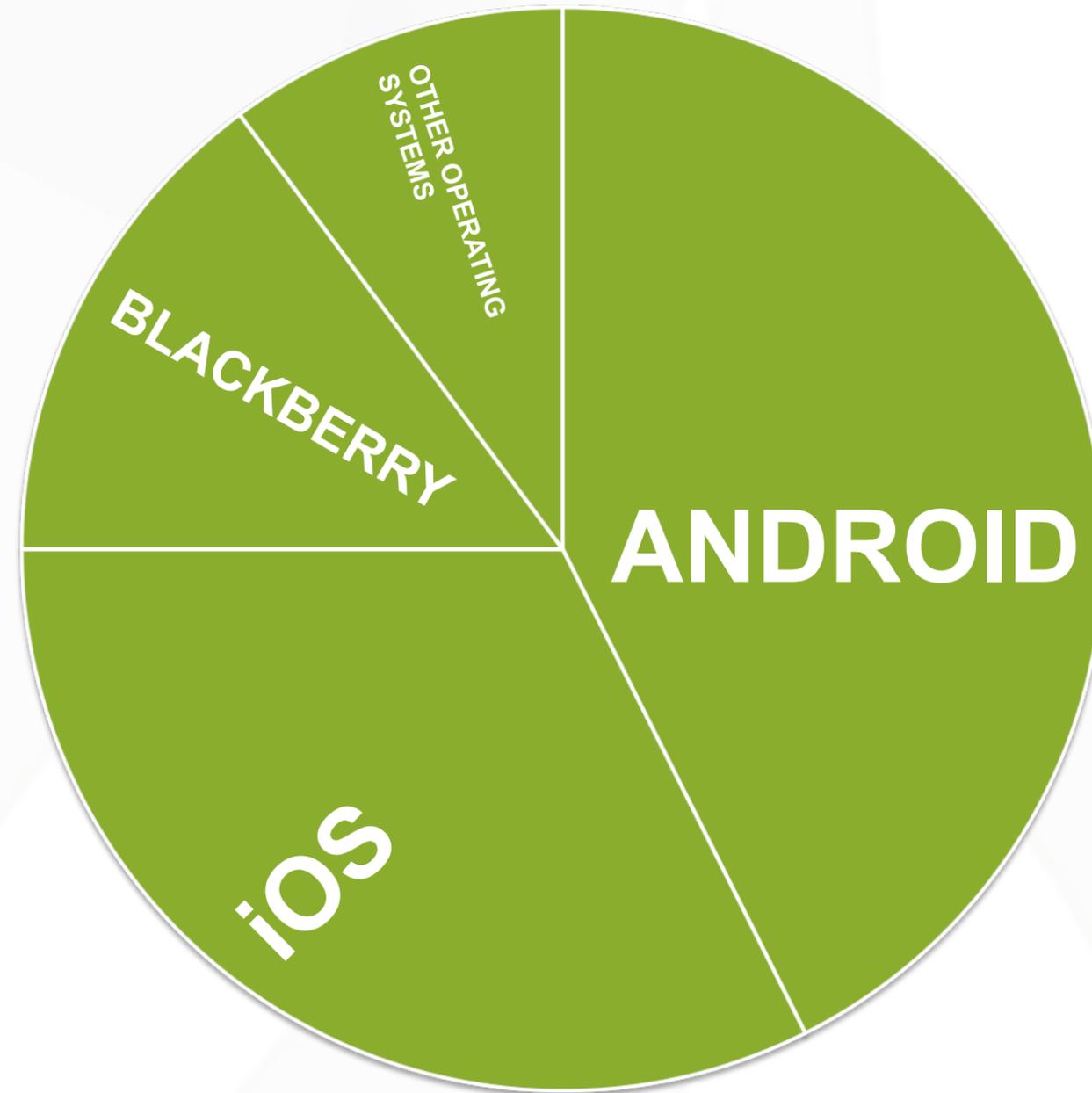
E-Consumption of Content is Only Going to Increase



96%

OF SMARTPHONE CONTENT
CONSUMERS DOWNLOAD
AN AVERAGE OF
36 APPS, 14% OF
WHICH ARE PAID

Mobile and Tablet Usage is Skyrocketing



Mobile and Tablet Usage is Skyrocketing



 **SPi Global**

Video **22%**

Entertainment Content **21%**

Books **21%**

Weather Content **19%**

Mobile and Tablet Usage is Skyrocketing

We inSPire success



54%

OF MULTIPLE
MOBILE DEVICE
OWNERS
PREFER USING
THEIR
SMARTPHONE

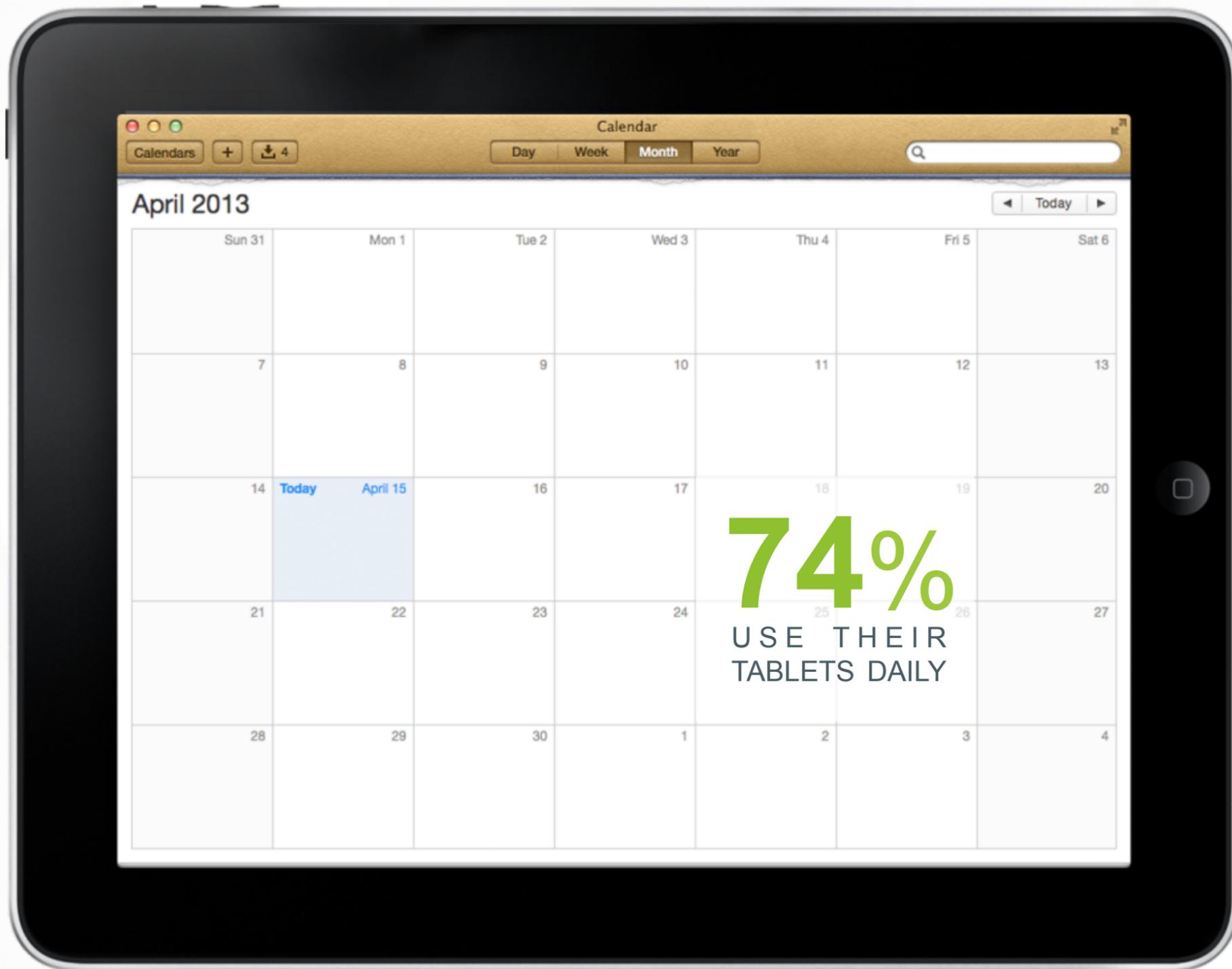
Today's Smartphone User



Today's Smartphone User



Today's Smartphone User



Today's Tablet User



Mobile and Tablet Usage is Skyrocketing



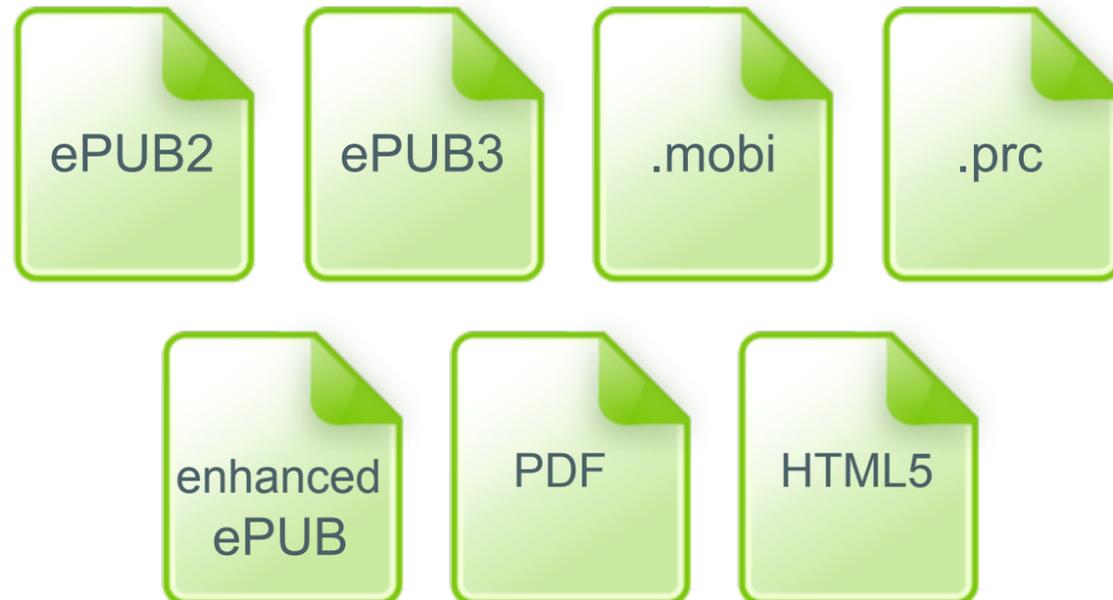
Mobile and Tablet Usage is Skyrocketing



Mobile and Tablet Usage is Skyrocketing

Creeping Up on the Promise of *Author Once, Deliver to Multiple*

Multiple Output Formats



Multiple Device Formats





Some Support on All of the Important Platforms

Leverage the Media Capabilities of the Delivery Platforms



- Animation
- Video
- Audio
- Interactive Exercises
- End-of-Chapter Quizzes
- Citations
- Links
- Footnotes
- Maps & Geo-location
- RSS Feeds

All with their own

- Production cycles
- Programming needs
- QA requirements
- Applicability to specific delivery device(s) or player(s)

Who owns the

- Production?
- Integration?
 - Imbedded
 - Downloaded from system
- QA?
- Graceful degradation on limited devices?

Simplify Production Activities

Content Production



Typesetting/Layout includes markup



Simplified conversion (If required)



Templated designs



Re-flowable text

Media and Enhanced Content



Defined rules for media and enhanced content



Well-defined content types



HTML5-based interactivities

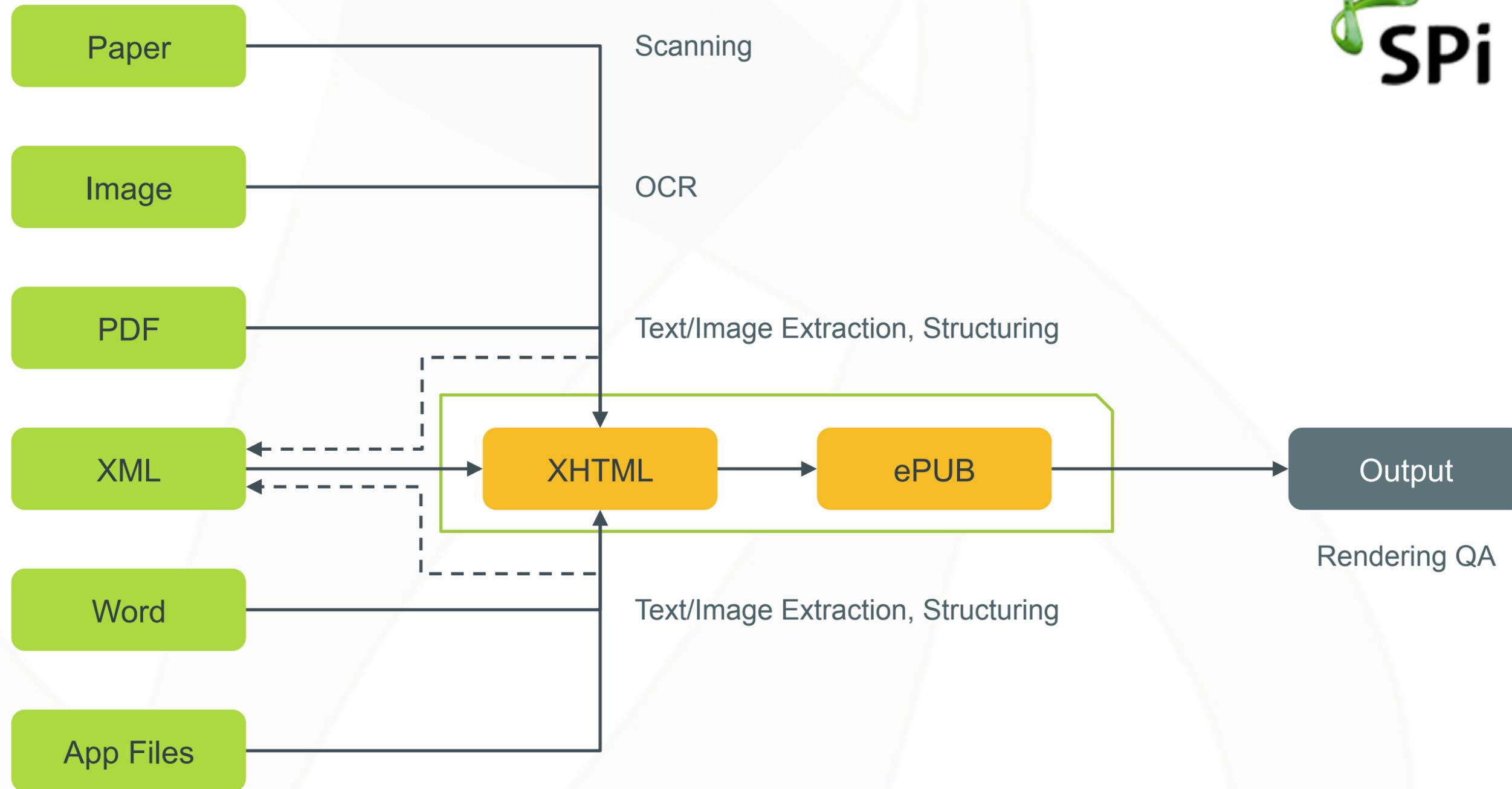


Tests, quizzes, and reporting



Graceful degradation on limited devices

Reuse/Repurpose Existing Content



Leveraging Mature Procedures and Processes

Alternate Language Support

- Support for vertical writing
- Attribute for alternate script renditions of language-specific metadata
- Page-progression-direction attribute allows content flow to be globally specified
- EPUB3 supports imbedding of fonts





Accessibility



- Aural renditions of content
- Media Overlays provide the ability to synchronize the text and audio content
- EPUB3 provides a number of text-to-speech (TTS) facilities
- Easily Defined Reading Order

HTML 5



- Base Language of EPUB3
- Most HTML5 Features = EPUB3 Features
- EPUB3 is composed of HTML5, CSS, and JavaScript
- Dedicated e-Readers need to catch up

AS EPUB3 PROLIFERATES,
THERE'S NO REASON FOR
EPUB3 SUPPORT
TO CONTINUE SUBSTANTIALLY
LAG BROWSER SUPPORT

100

Structured and Complete Feature
Set in Place

- Publication Resource
- Foreign Resource
- Core Media Type Resource
- EPUB Content Document
- XHTML Content Document
- SVG Content Document
- EPUB Navigation Document
- Scripted Content Document
- Top-level Content Document
- Core Media Type
- Package Document
- Manifestation
- Unique Identifier
- Package Identifier
- Manifest
- Spine
- Media Overlay Document
- Text-to-Speech (TTS)
- EPUB Style Sheet (or Style Sheet)
- Viewport
- CSS Viewport
- EPUB Container (or Container)
- EPUB Reading System (or Reading System)

CLICK HERE



Defined Features Available to Drive Content Production

You have thousands of smart people
working for you

<idpf>

W3C[®]

HTML



Readium



CSS



Tremendous Support for EPUB3 Activities



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