



The Future of the Open Web Platform and its Impact on the World of Publishing

Jeff Jaffe, W3C CEO



20 years ago the Web created new experiences for publishing

- Reading
 - Hyperlinks / non-linear reading
 - But low-resolution screens at the time
- Authoring
 - Small chunks of text
- Publishing
 - Global distribution
 - Anyone could publish / low barriers
 - New advertising opportunities (search engines, pop-ups)
 - But impoverished style, layout of early Web no match for print





Trends of past decade have further transformed reading, publishing

- Internet everywhere
- Mobility
- Social
- Customization
- Cloud
- Broadband
- Time-slicing
- Multi-function devices
- Generational divide





Paradigm shifts in consumer behavior

- [Pew](#): “[Mobile phone] users under age 50 are almost three times as likely as their older counterparts to get **news on the go...**”
- [Pew](#): “**News is becoming a shared social experience** as people exchange links and recommendations as a form of cultural currency in their social networks.”
- [Pew](#): “In the past year, the number of those who read e-books increased from 16% of all Americans ages 16 and older to 23%. At the same time, the number of **those who read printed books in the previous 12 months fell** from 72% of the population ages 16 and older to 67%.”
- [Pew](#): “[The] number of owners of either a **tablet computer or e-book** reading device such as a Kindle or Nook **grew from 18% in late 2011 to 33%** in late 2012.”



Many industries feeling the impact

- Mobile
- Television
- Automotive
- Health Care
- Gaming
- Government
- Digital signage



But publishing in particular

20% of all US Newspapers are digital

“After 79 years in print, Newsweek goes digital only”

Google Ad Revenue Now More Than U.S. Print Publications Combined

E-Books See Triple Digit Growth As Paper Book Sales Dive

Pew: Survey Finds Rising Reliance on Libraries as a Gateway to the Web



That is because Publishing = Web

- Web is “intimately” tied to intrinsic purpose of publishing
 - Web impact on automotive, government, health care, etc. is secondary to their intrinsic purposes.
- Publishing industry has leveraged Web for 20 years
 - Parts of industry have been early adopters
 - Ebooks picking up the technology today (e.g., via EPUB)
 - Tomorrow they will be fully part of the Web





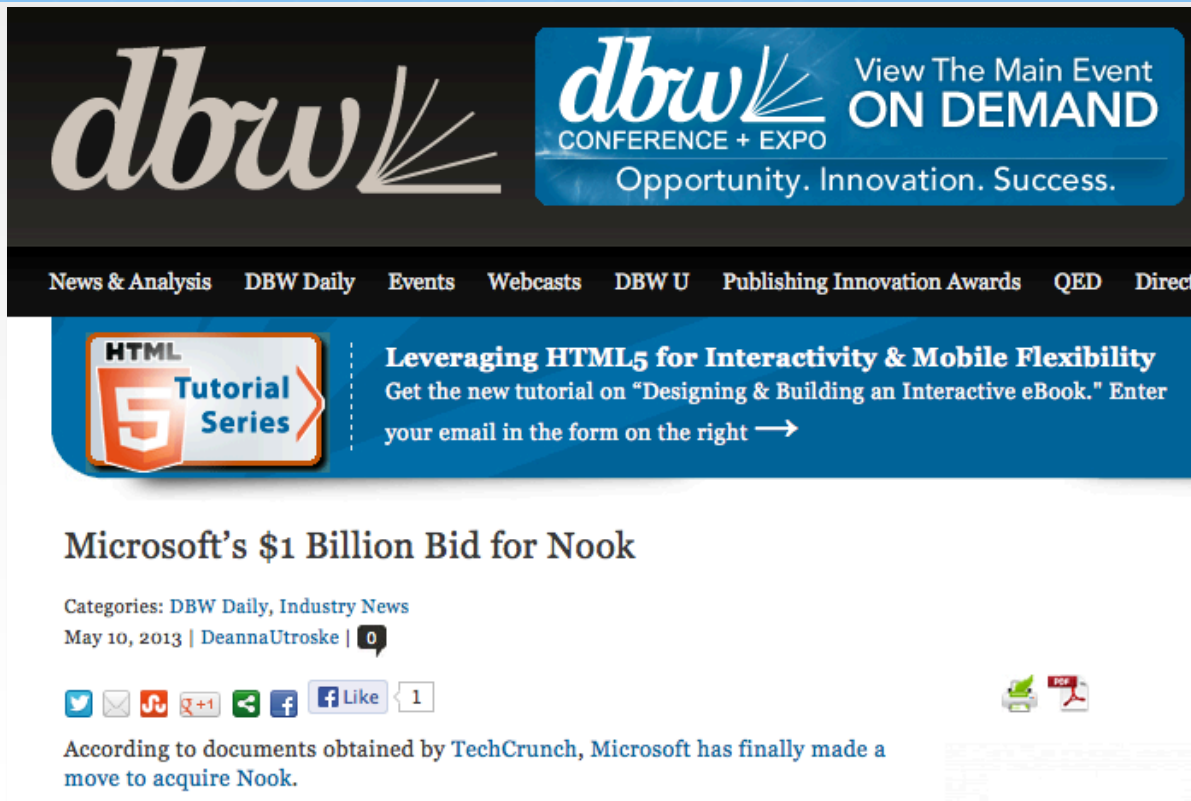
Web has become an Open Web Platform

- Web pages are more beautiful, interactive and intelligent
- HTML5 provides cross-browser interoperability and all major browser vendors plan to support it; [now complete and stable](#)
- Video is a first-class citizen
- Simplifies data integration
- Runs on many devices
- Has tools for social networking (privacy, security, identity)
- Is the most interoperable platform in the industry





Convergence is ongoing



The screenshot shows a website layout for DBW (Digital Business Week). At the top left is a home icon. The top right features the W3C logo. A large blue banner contains the text "Convergence is ongoing". Below this is a dark navigation bar with the "dbw" logo and a blue button that says "View The Main Event ON DEMAND" with the tagline "Opportunity. Innovation. Success." and "CONFERENCE + EXPO". A secondary navigation bar lists categories: "News & Analysis", "DBW Daily", "Events", "Webcasts", "DBW U", "Publishing Innovation Awards", "QED", and "Direct". A blue promotional banner for the "HTML5 Tutorial Series" is titled "Leveraging HTML5 for Interactivity & Mobile Flexibility" and includes a call to action to enter an email. The main content area features an article titled "Microsoft's \$1 Billion Bid for Nook" with categories "DBW Daily, Industry News", a date of "May 10, 2013", and the author "DeannaUtroske". Below the title are social media sharing icons (Twitter, Email, StumbleUpon, +1, RSS, Facebook) and a "Like" button with a count of 1. A PDF icon is also visible. The article text begins with "According to documents obtained by TechCrunch, Microsoft has finally made a move to acquire Nook."



What are new experiences for publishing?





Newspapers with audio, video, animations

The New York Times



Snow Fall

The Avalanche at Tunnel Creek

By JOHN BRANCH

The snow burst through the trees with no warning but a last-second whoosh of sound, a two-story wall of white and Chris Rudolph's piercing cry: "Avalanche! Elyse!"

The very thing the 16 skiers and snowboarders had sought — fresh, soft snow — instantly became the enemy. Somewhere above, a pristine meadow cracked in the shape of a lightning bolt, slicing a slab nearly 200 feet across and 3 feet deep. Gravity did the rest.

Snow shattered and spilled down the slope. Within seconds, the avalanche was the size of



Catalogs and magazines with beautiful, interactive layouts and typography





Books with third-party service integration

Great Expectations - Google

books.google.com/ebooks/reader?id=fhUXAAAAYAAJ&printsec=frontcover&output=reader&...

« Back Great Expectations - Charles Dickens

applied Tickler to further investigation. She concluded by showing me. I often served her as a **connubial** missile at Joe, who, glad to get hold of me on any terms, passed me on into the arms of my father and quietly fenced me there with his great legs.

"Where have you been, you **connubial**?" said Mrs. Joe, stamping her foot. "Tell me directly what you've been doing to wear me away with

- Define
- Translate
- Search Book
- Search Google
- Search Wikipedia



Inspire new authoring forms (e.g., cell novels)





And run on any device

THIS WILL BE THE WEB.

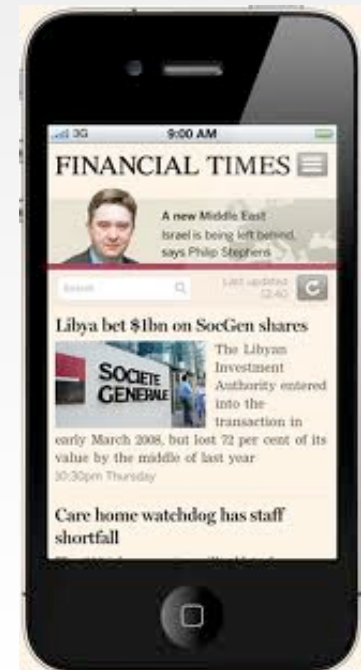


bradfrostweb.com



Publishers see cross-platform benefits

- [Financial Times Web application](#)
 - “Financial Times: 'There is no drawback to working in HTML5’”
 - “[S]ince the [Financial Times](#) launched its [HTML5](#) web app in June 2011, mobile devices ... [account] for a third of the FT.com website's traffic and 15% of digital subscriptions.”
- [George Lossius](#) Top 5 Trade Publishing Trends for 2013
 - *“Technological competition will, over time, result in a diminished market share for the “closed” technology products that dominate the landscape today. A clear side-effect of this will be a move from device-based apps to web-based apps that buffer content and tools, but at the same time function cross-platform. This transition offers publishers a much stronger opportunity to invest in end-user satisfaction and successfully **invest once to monetize content for numerous platforms.**”*





And business opportunity

- [New York Times, 19 January 2013](#):
 - *“In 2012, something remarkable happened at The Times. It was the year that circulation revenue — money made from people buying the paper or access to its digital edition — surpassed advertising revenue.”*
- Various advertising approaches
 - E.g., [March 2013](#): Launch of ADAP, eBook Advertising for Authors



What do publishers need from the Web?

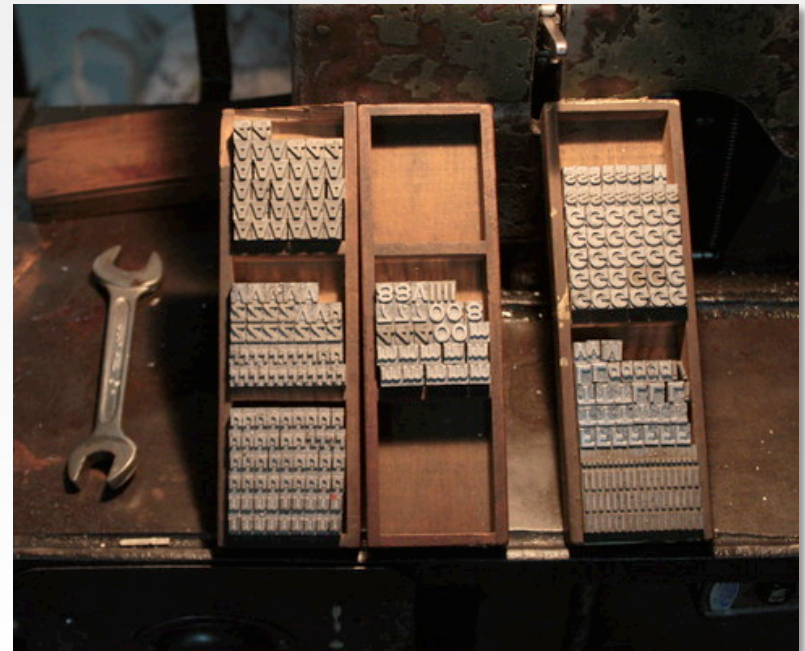
- Match current publishing practices
- Leverage value-add of the Web
- Support diverse business and distribution models
- Satisfy diverse consumer behaviors





Match Current Publishing Practices

- Screens, typography, high quality fonts, colors
- Advanced layout
 - adaptive layout for diverse devices
 - multi-column
 - pagination
 - media integration
 - formatting of the world's scripts
- Readability of long texts





Leverage Value-Add of the Web

- Links raise asset value, foster sharing, bookmarks
- Rich media for ebooks, news, education
- Data integration for journalism, book ids, catalogs, specialized search, discovery, curation, annotations
- Cross-device support at lower cost
- Accessibility, internationalization
- Customization, specialized content for niche audiences

インターフェース
境界面

インターフェース
境界面

↑
1/6 base
character size
space

↑
1/6 base
character size
space

↑
1/3 base
character size
space



Support Diverse Business and Distribution Models

- Revenue generation
 - Subscription
 - Ad insertion in eBook apps
 - Social sharing
 - Product placement
- Web Payments
- Content protection
 - One device
 - One user
 - None (e.g., [“Tor Books UK Says Ditching DRM Showed No Increase In Piracy”](#))





Satisfy Diverse Consumer Behaviors

- Rich content anywhere, anytime, across multiple devices
 - news on the go
 - content portability (across devices)
 - mobile ads, payments
- Social, customized
 - niche audiences
 - sharing to drive marketing, revenues
 - reviews
 - discovery
- Time-slicing
 - integrate reading experience with Web (dictionaries, references, etc.) and other activities





How Can W3C Bring Publishing and Web Industry Closer?

- W3C speaking at publishing events
- Industry joining W3C groups
- W3C working with industry groups
 - IDPF
 - BISG
 - BEA
 - IBPA
 - JEPA
- How else can we collaborate?



Recent Collaboration

- [W3C Workshop on eBooks and the Open Web Platform](#)
 - February 2013 in New York ([report](#))
 - Co-organized by BISG, IDPF, W3C
 - Tools of Change Conference, Hosted by O'Reilly
- Joint meeting - CSS Working Group and Publishers
- *A List Apart* column by Ivan Herman
 - [Digital Publishing and the Web](#)
- New W3C Members: Pearson, Bloomberg
 - Pearson launched the [Open Linked Education Community Group](#)





Get Involved!

- **New!** W3C Digital Publishing Activity
 - Co-Chairs Markus Gylling (IDPF & DAISY CTO), Madi Solomon (Pearson PLC)
 - The **mission** of the Digital Publishing Interest Group, part of the Digital Publishing Activity, is to provide **a forum for experts in the digital publishing ecosystem** of electronic journals, magazines, news, or book publishing (authors, creators, publishers, news organizations, booksellers, accessibility and internationalization specialists, etc.) for technical discussions, gathering use cases and to **better align existing formats and technologies (e.g., EPUB) with the broader Open Web Platform.**
- [W3C Workshops](#)
 - [Richer Internationalization for eBooks](#), 4 June in Tokyo, Japan
 - [Publishing and the Open Web Platform](#), 16-17 September in Paris, France



Let's Build an Open Web Platform for Publishing

