

# THE EVOLVING CHALLENGES AND OPPORTUNITIES IN GLOBAL PUBLISHING

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# Publishing is undergoing a disruptive transition...

... with increased demand and shifting consumer habits




**This transition is reflected in the industry landscape...**  
... movers and shakers are no longer traditional publishers

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The background of the slide features a dense array of glowing blue fiber optic cables. The cables originate from the bottom left corner and fan out towards the top right, creating a sense of dynamic movement and light. The light from the cables creates a bokeh effect with soft, out-of-focus circular highlights in shades of blue and purple. Overlaid on the lower right portion of this background is a solid purple rectangular box with rounded corners. Inside this box, white text is centered, providing a clear contrast against the dark purple background.

Technology is disrupting the industry but it's important to remember that the things our customers want to do are the same as they've always been.

# How we connect people with information is changing...

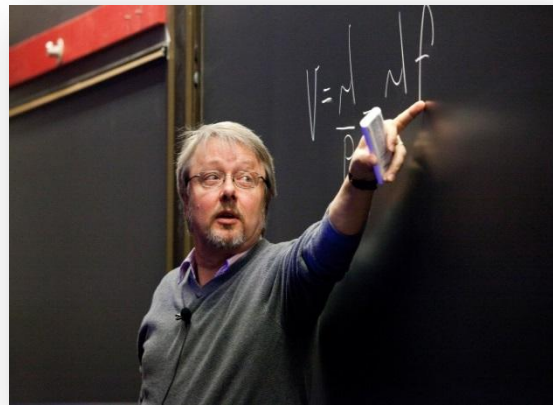
... and this has some major implications in each sector

## STM



Supporting the entire researcher workflow

## EDUCATION



Enabling personalized learning

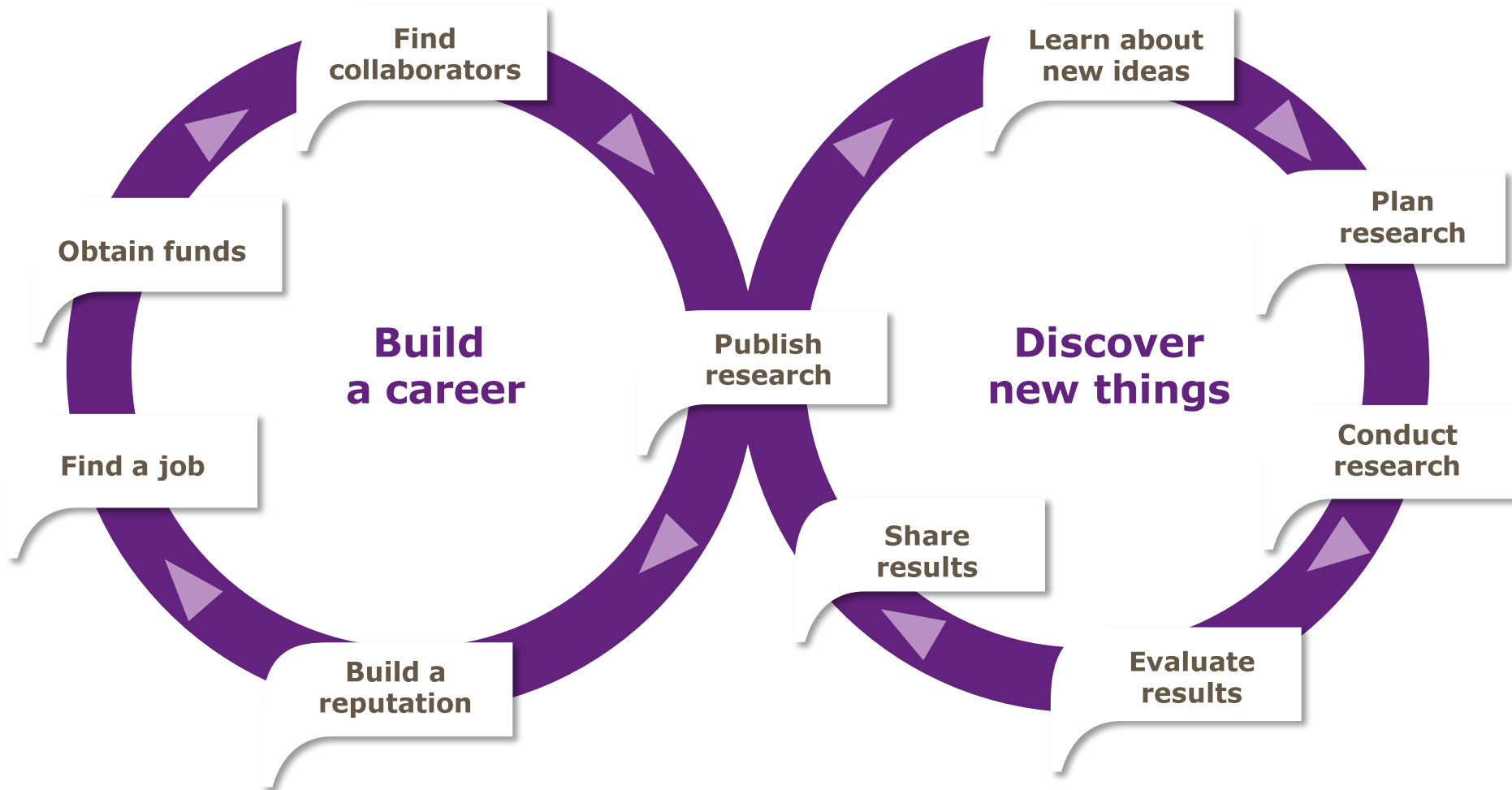
## TRADE



Building brand presence and reach

**In STM success comes from a deeper understanding...**  
...of our customers' needs throughout their career lifecycle

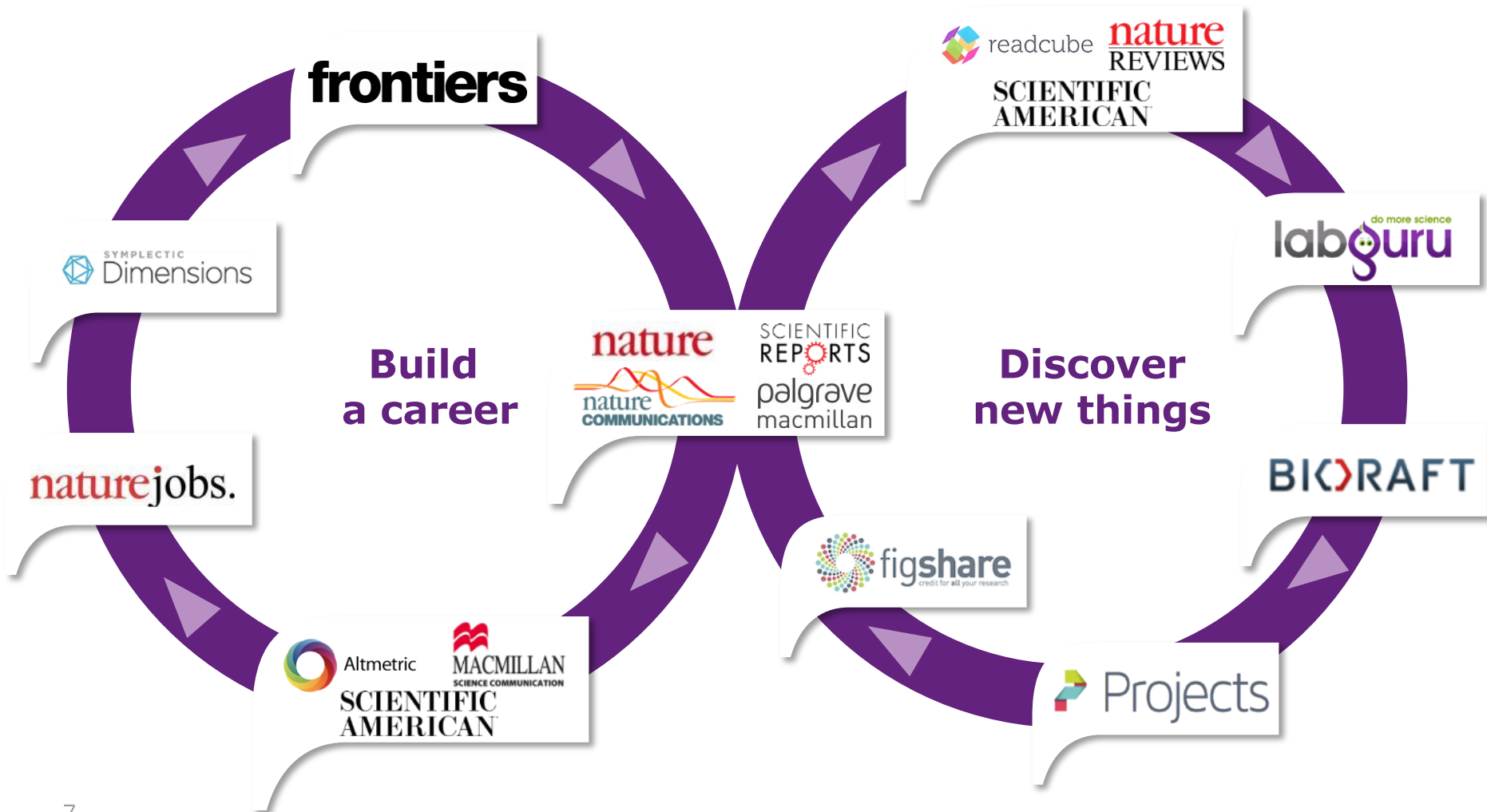
**e.g. Researcher lifecycle**



# Providing end-to-end solutions for our customers...

...combining content and technology to make lives easier

e.g. Researcher lifecycle

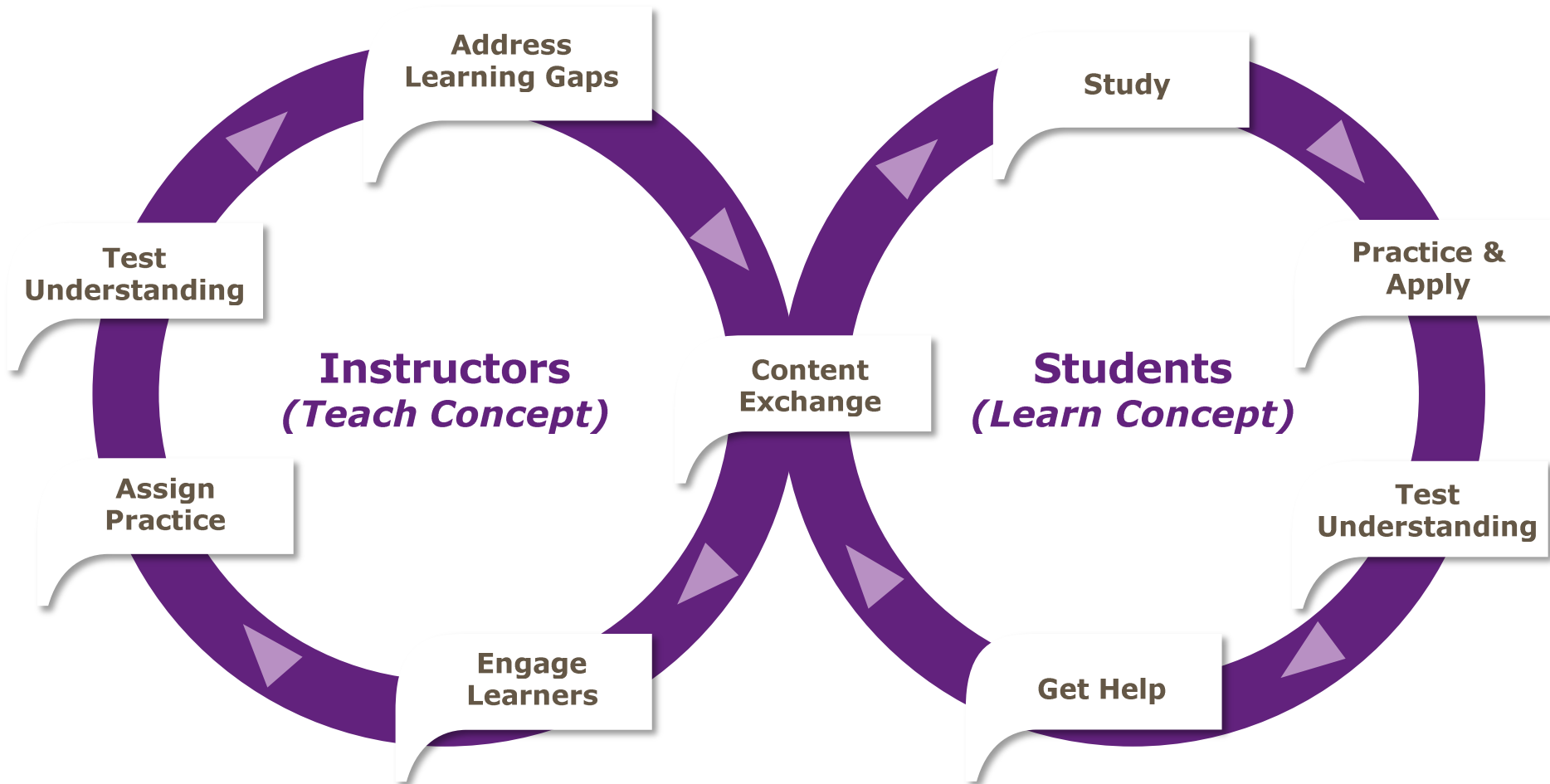




# In Education we are building classroom of the future...

...enabling personalized learning and instant feedback

## e.g. Teaching and Learning lifecycle

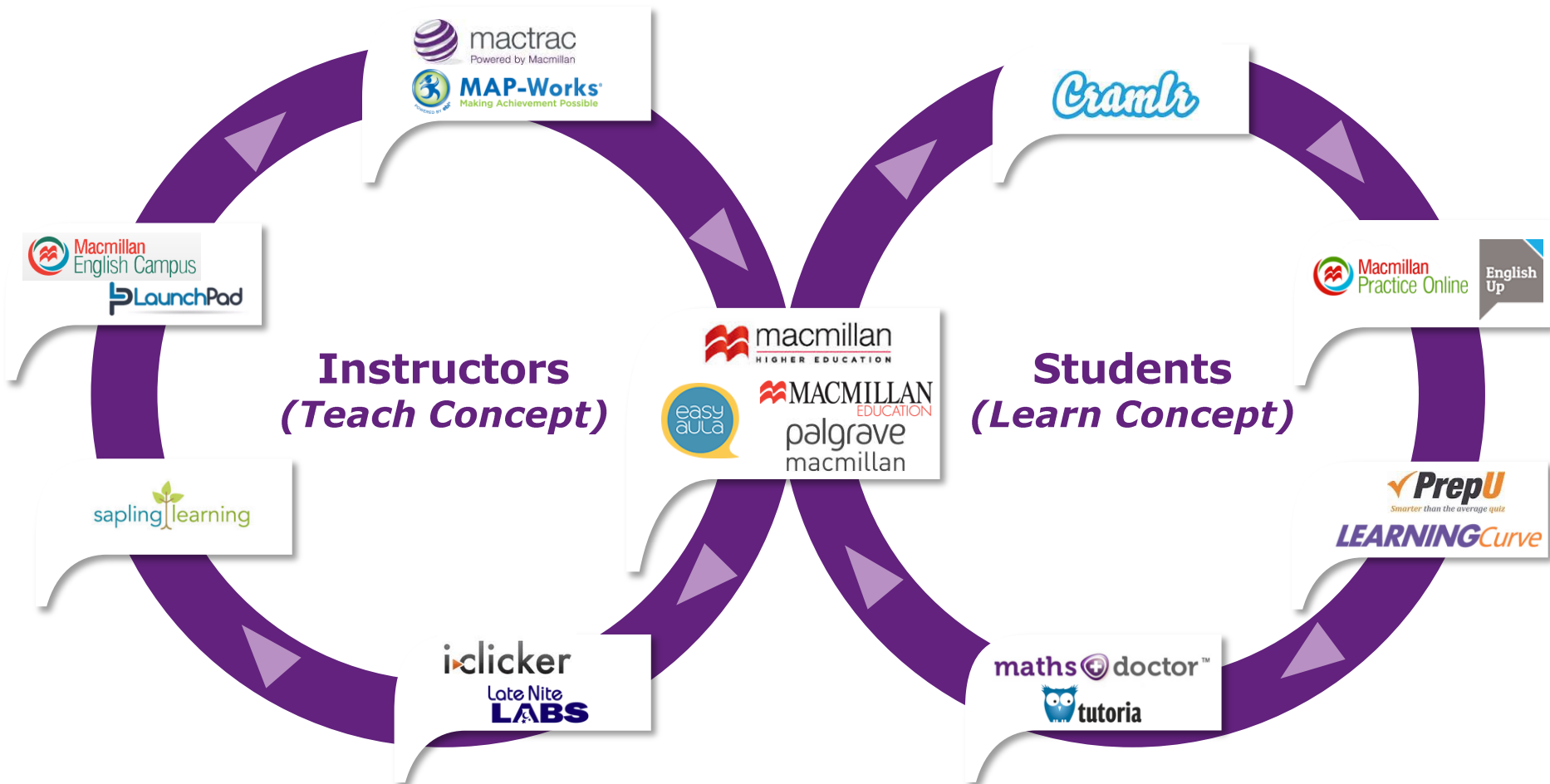




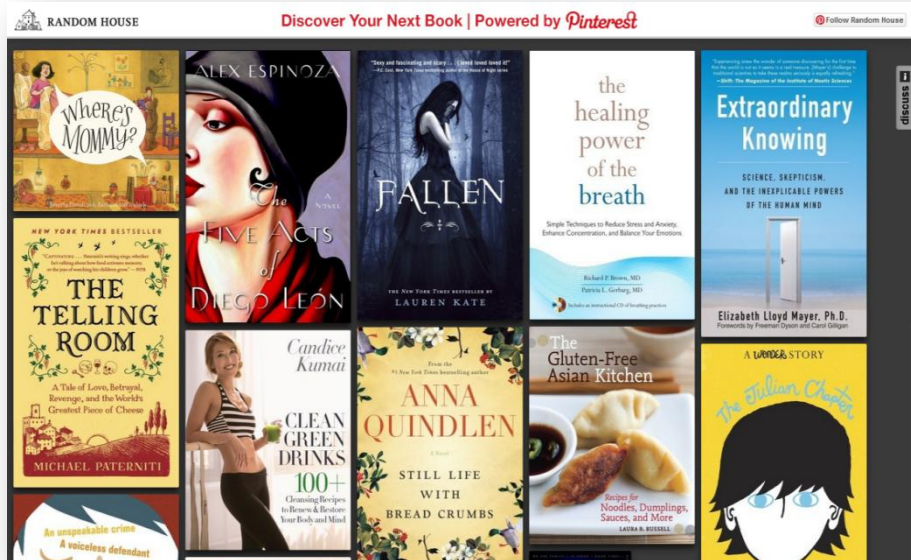
# Offering high quality content in flexible formats...

...with products aimed at instructors and students alike

e.g. Teaching and Learning lifecycle



# In Trade the focus is on cutting through the clutter... ... achieving consumer attention and recognition in new ways



## Book Break #2: F.R. Tallis, Charlotte Mendelson & Emily Gravett



Pan Macmillan · 217 videos



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Published on Mar 7, 2014

In episode two of BOOK BREAK, anchored by author Alexandra Heminsley (Running Like a Girl), we are joined by three new talented authors...

Frank Tallis is a former clinical psychologist and author of such

# Business model experimentation is now the norm...

...focused on the customer, collaboration and innovation

## Science and Scholarly



## Education

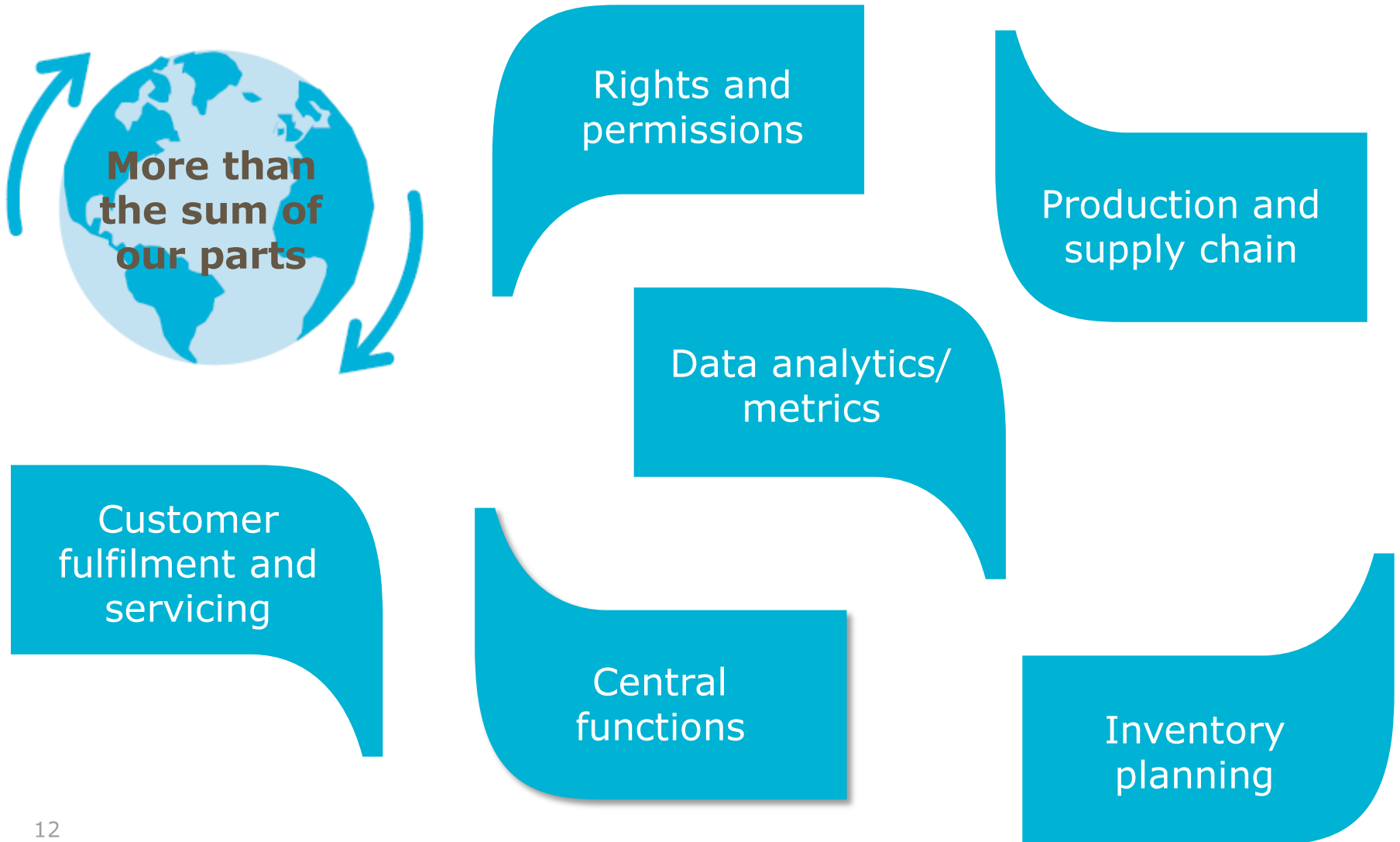


## Software and Technology



# Centralizing global operations is key to success...

...enabling the business to focus on relationship building





**In order to pursue global business interests...**

... we need a set of shared taxonomies

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**There are a number of traditional standards in place...**  
...with a measurable impact on our industry

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**ONIX** for books  
for metadata

**Thema** for subject  
codes

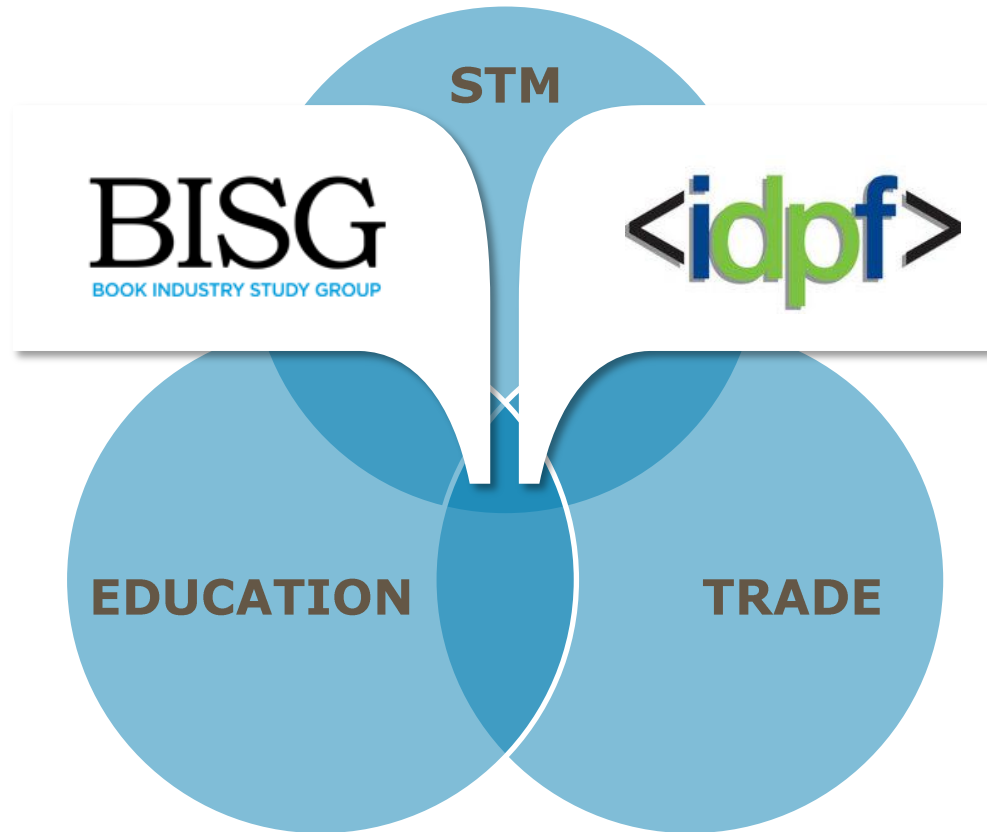
**ISBN** and **ISNI** as  
identifiers

**EPUB** for packaging  
and distributing  
global content across  
the open web

**Many trade groups serve market verticals...**

... only BISG and IDPF represent the whole industry

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**IDPF develops and maintains the EPUB standard...**  
**...and turned to BISG for help with promoting EPUB3**

**BISG**  
BOOK INDUSTRY STUDY GROUP

**<idpf>**



**EPUB  
ZONE**

EPUBTest

EPUB 3 SUPPORT GRID TESTSUITE LOGIN ABOUT


**BISG EPUB 3 SUPPORT GRID: CURRENT RESULTS**

These results are based on evaluations of reading system capabilities as described in the EPUB Test Suite. Click on a Reading System name in the table below to view details.

Switch to detail view.

READING SYSTEM	TOTAL	REQUIRED FEATURES	OPTIONAL FEATURES
Play Books 3.1.33 Android Added by Google Team	53.5%	65.6%	29.6%
Bluefire Reader 2.0.2 iOS 7.0.4 Iosvie USA Added by Joshua Tallent <i>This evaluation may not be current.</i>	27.9%	43.5%	4.6%
AZARDI 26.0 Mac OS X 10.8.5 Added by Dave Cramer <i>This evaluation may not be current.</i>	44.6%	50.9%	35.2%
CourseSmart on Firefox Firefox 25.0.1 Windows 7 Iosvie USA Added by Tzviya Siegmán, Kimi Sugeno <i>This evaluation may not be current.</i>	40.5%	47.8%	29.6%
Kobo iOS App 6.2 iOS 7.0.4 Added by Ben Dugas, Carmen Bruce <i>This evaluation may not be current.</i>	59.9%	65.6%	45.4%



A photograph of two women in a meeting. The woman on the left is of Asian descent, wearing a black top, and has her finger to her lips in a 'shh' gesture. The woman on the right is of Caucasian descent, wearing glasses and a light blue top, and is also gesturing with her hands. They are both looking intently at someone off-camera. The background is softly blurred, showing vertical lines from window blinds.

Creating standards requires the  
tireless efforts of volunteers.  
BISG, IDPF and other organizations  
need your expertise and energies...

**AMBITION**

**COLLABORATION**

**INVOLVEMENT**

# Thank you

For more information  
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