SUBGROUP BIS PUBLISHERS - RESEARCH
Exploration of the digital publishing landscape

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RESEARCH QUESTIONS

About process
- What ways of e-publishing are available?
  What are the pro's and con's?
- What steps need to be taken to come
  from script to e-publication?
- How does e-publishing affect existing
  collaborations between stakeholders?

About function
- To what level can interactivity be added
  to e-publications?
- How do we ensure multi-platform,
  and multi-device compatibility?
- What new tools may increase functionality
  and interactivity of e-publications?

About reading audience
- How can e-publications improve the
  reading experience?

**OBJECTIVES OF THE DIGITAL
PUBLISHING TOOLKIT GROUP**

- Understanding the possibilities and limitations
  of e-publications
- Development of a tool to facilitate e-publications
- Explore and integrate interactive features in the
  e-publication tool

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PROJECT STAKEHOLDERS, AND WHAT DO THEY WANT

Publishers
• Multiple/many distribution channels
• High quality, affordable cost
• Retain Identity

Authors
• Reach target group
• Be read/studied/acclaimed
• Retain identity

Designers
• Control layout and form
• Retain creative freedom

Readers
• Ease of use, ease of access
• Multi-device accessibility
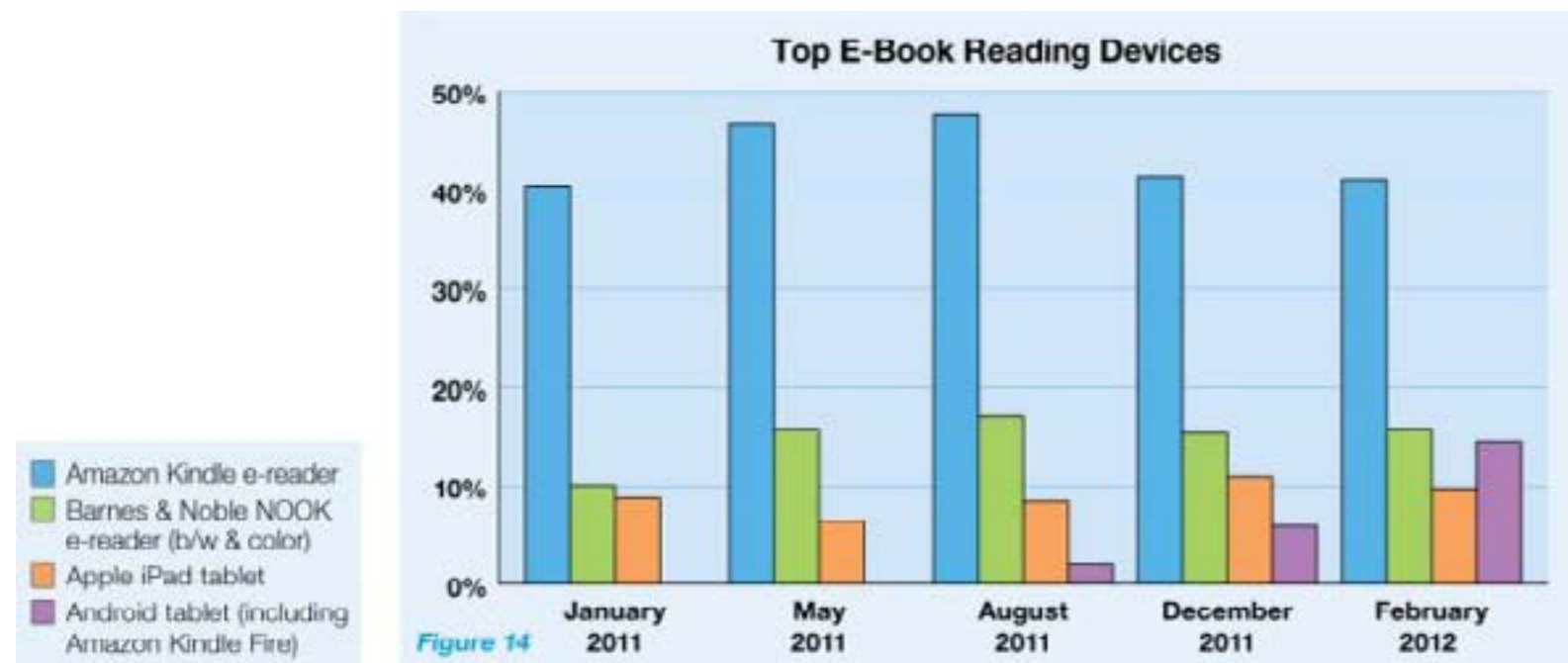• Quality content

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IN A NUTSHELL...

How can we make rich media, highly interactive publications, accessible on multiple devices, at a reasonable cost?

Please note that in this document we aim to gain a first insight the field of digital publishing, with BIS publications in mind. Also, below the surface may be issues - be it technical or copyrights, etc - that need to be addressed in upcoming research & trial projects.
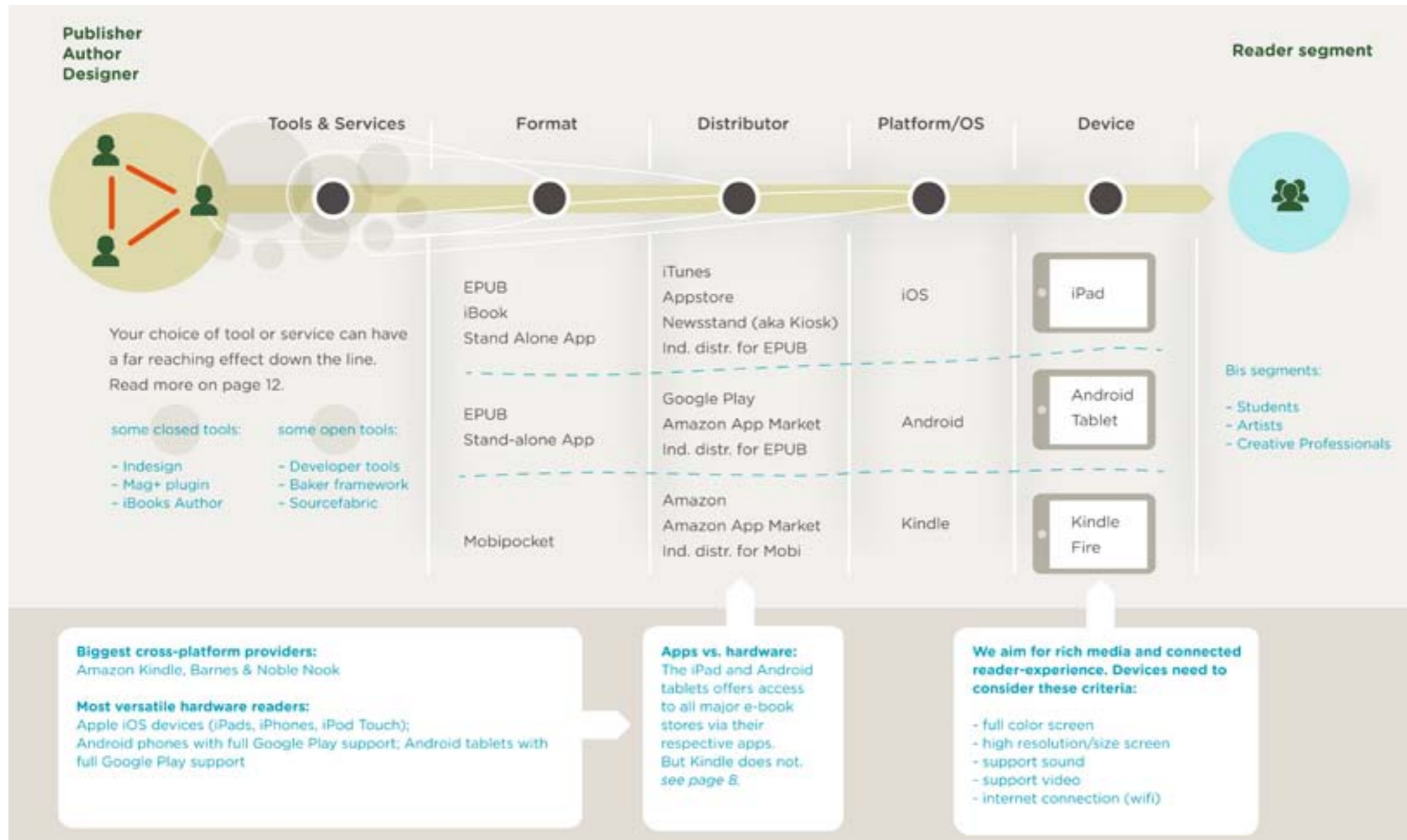
EXPLORATION IN DIGITAL PUBLISHING

E-READER FORMATS AND MEDIA RICHNESS

Source: Wikipedia sources were used to create this table.

EPUBLISHING PROCESS

Publisher
Author
Designer

Reader segment

Tools & Services | Format | Distributor | Platform/OS | Device

EPUB
iBook
Stand Alone App

iTunes
Appstore
Newsstand (aka Kiosk)
Ind. distr. for EPUB

iOS

iPad

Your choice of tool or service can have a far reaching effect down the line. Read more on page 12.

Bis segments:

- Students
- Artists
- Creative Professionals

some closed tools:
- Indesign
- Mag+ plugin
- iBooks Author

some open tools:
- Developer tools
- Baker framework
- Sourcefabric

EPUB
Stand-alone App

Google Play
Amazon App Market
Ind. distr. for EPUB

Android

Android
Tablet

Mobipocket

Amazon
Amazon App Market
Ind. distr. for Mobi

Kindle

Kindle
Fire

Biggest cross-platform providers:
Amazon Kindle, Barnes & Noble Nook

Most versatile hardware readers:
Apple iOS devices (iPads, iPhones, iPod Touch);
Android phones with full Google Play support; Android tablets with full Google Play support

Apps vs. hardware:
The iPad and Android tablets offers access to all major e-book stores via their respective apps. But Kindle does not. see page 8.

We aim for rich media and connected reader-experience. Devices need to consider these criteria:

- full color screen
- high resolution/size screen
- support sound
- support video
- internet connection (wifi)

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BYPASSING HARDWARE THROUGH READING APPS
Which reading & app ecosystem offers most flexibility?

Kindle: Besides Kindle hardware readers, Kindle books can be accessed on iPads, iPhones, iPod Touch handhelds, Android phones (version 2.1 and later), Android tablets, many Black-Berry phones, Windows PCs, Macs, Windows Phone 7 phones, and via Web browsers (the Kindle Cloud Reader). Full details here.

Nook: Besides Nook hardware readers, Nook books can be accessed on iPads, iPhones, iPod Touch handhelds, Android phones (version 2.1 and later), Android tablets, Windows PCs, Macs, and via Web browsers (the Nook for Web). Full details here.

iBooks: Apple's e-book store is currently only available on Apple iOS devices -- iPad, iPhone, and iPod Touch.

Sony Reader: Besides Sony Reader hardware, Sony books can be accessed on Android phones, Android tablets, Windows PCs, Macs, and -- after a long delay -- iOS devices (iPhone, iPod Touch, iPad). Full details here.

Source: http://news.cnet.com/8301-17938_105-20009738-1/kindle-vs-nook-vs-ipad-which-e-book-read-er-should-you-buy/

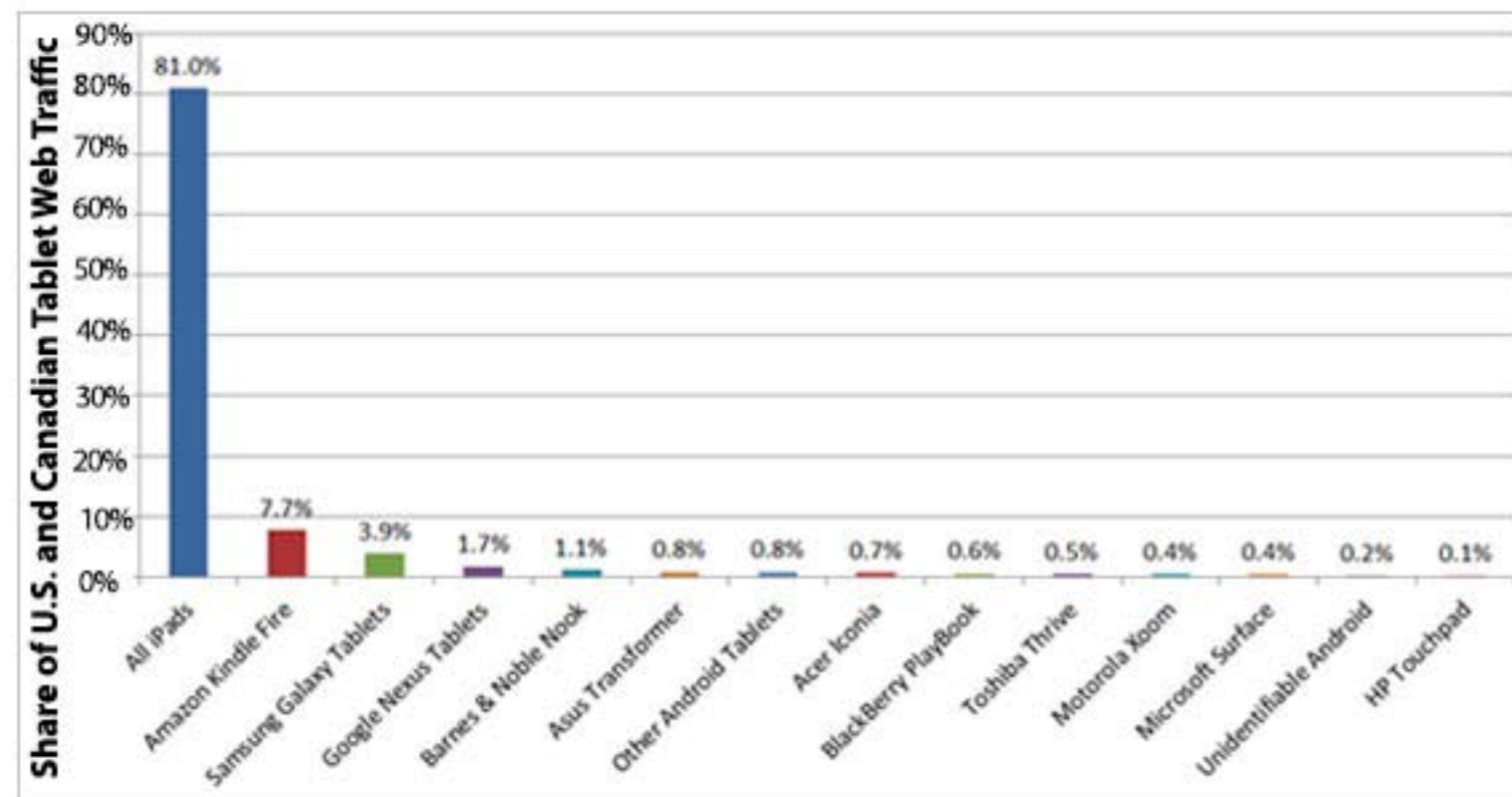**Conclusion:** Android and iOS tablets offer most flexibility for reading.

WAYS OF EPUBLISHING FOR 3 MAJOR PLATFORMS

ZOOMING IN ON THE FORMAT-TO-DEVICE FLOW (P. 7), APPS NOT INCLUDING.

WHAT'S THE CURRENT MARKET SHARE OF THESE TABLETS?

Apple iPads 81% (but declining), Amazon Kindle Fire 7.7%, combined Android tablets 8.3%*

Tablet web traffic in US and Canada. Date: January 2013. Source here.

*More sources will paint a more reliable picture.

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EXPLORATION OF EXISTING TOOLS & SERVICES

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CATEGORIES OF TOOLS & SERVICES

Many tools & services exist for each step in the publishing process. Some only focus on converting one format to another, while others offer full service - from creating the e-publication to distributing it.

Toolkit Digitaal Publiceren would mostly resemble category 4.
*Tools for Designers/Developers are indirectly also tools for Publishers.
**Tools for Authors tend to bypass publishers (& designers), comparable to music industry precedents like Bandcamp.

Tools for Publishers
1. Commercial paper-to-digital conversion services
eg. Yudu.com, Pressmatrix.de, Inkling Habitat

Tools for Designers/Developers*
2. Conversion (pdf, mobi, epub) tools eg. Calibre
3. Design tools eg. Indesign, Mag+, iBooks Author
4. Developer/Design tools
eg. Sourcefabric, PadCMS, Baker Framework

Tools for Authors**
5. Distribution tools eg. Lulu.com
6. Collaborative publishing tools eg. Leanpub
7. Blog to ePublication tools eg. Bloxp, Flipboard

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TOOLS & SERVICES

MAG+

- Oriented towards designers
- Indesign Plugin for creating magazine style layouts for tablets.
- Price per Issue $999, more pricing options available.
- Outputs to multiple devices, Android, IOS.

LEANPUB

- Oriented mainly towards Authors
- 'Publish your book while writing it, get connected with readers'
- Fee 50¢ per sale.
- Also functions as distribution channel
- 'Generate and sell PDF, EPUB and MOBI'

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TOOLS & SERVICES

SOURCEFABRIC (BOOKTYPE)

- Open Source cloud-hosted publishing tool.
- Oriented towards developers, publishers and designers.
- Output to PDF, EPUB, MOBI, ODT and HTML.
  Will export books ready for Amazon, iBooks, Lulu.com'

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TOOLS & SERVICES

PADCMS

- Oriented towards designers
- Basic template based magazine
  publishing tool for tablets
- Open Source
- Exports as App to Android and iOS
  (eg. uses Kiosk on iPad)

BAKER FRAMEWORK 4.0

- Oriented towards developers & designers
- HTML5 framework to publish interactive
  books & magazines for iPad & iPhone
- Open Source
- Exports App format to MacOS
  tablets & phones only
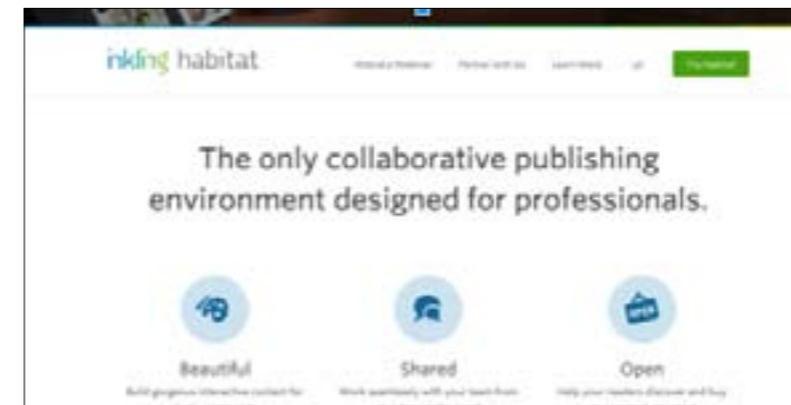
TOOLS & SERVICES

THE PEOPLE'S EBOOK

- Oriented towards Authors/Designers
- Template based
- Start up phase (Kickstarter)
- Open Source
- Expected to export to EPUB format

INKLING HABITAT

- Oriented to designers, developers & publishers
- Collaborative publishing tool, uses cloud-based model.
- Pay 30% fee on distribution, or other payment options.
- Exports to EPUB
- 'Habitat treats content like software, shifting the industry from a page-based to a software-based model.'

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INITIAL CONCLUSIONS

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FINDS & CONCLUSIONS

It's a Jungle
- Devices & platforms compete with multiple standards, but also offer bypasses, hacks etc.
- A lot of tools & services exist, but harldy any really solve our problem as stated on page 4.

Market is moving towards hybrid Tablet/E-reader
- Apples iBooks Author and Newsstand App
- Amazon is competing on tablet market introducing Kindle Fire tablet
- The first full-color touchscreen e-Paper devices are being introduced.

Treat it like software or webdesign
- Shift from a page-based to a software-based model when creating a rich media, highly interactive digital publication.

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