Introduction to E-Publishing
Digital Content and its Benefits

- **For readers**: Easier and greater access, quick delivery, enormous navigational freedom, among linked documents.

- **For libraries**: Reduced paper processing; shelving; reshelving; binding; storing; risk of damage and loss.

- **For publishers**: Enlarged audience, simplified editorial tasks.
Publishing Industries

The publishing sector is of major importance to the European Union and its citizens. It has a key economic role to play and is vital to the development and preservation of culture, information, education and democracy at large.

A competitive industry

Despite the lag in the availability of official statistics and the rapid evolution of the sector, it is estimated today that the publishing industries accounts for some 0.5 % of the gross domestic product across the EU27 Member States, employs around 750,000 jobs in more than 64,000 companies across today’s 27 Member State Union.

An evolving sector

Over the past 10-15 years, the increasing use of internet and the rapid development of free-sheet press titles represent a significant challenge for the printed publishing sector. As a consequence of this migration to digital technologies, the whole publishing industry -mainly SMEs- is confronted by major challenges; in particular, long-established business models. All sectors -general publishing, Scientific, Technical and Medical publishing, children’s book publishing, textbooks, newspapers and magazines, national
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Small and Medium-sized Enterprises (SMEs)

E-Publishing

- **Distribution** of information, art or software, electronically via internet, CD-Rom, or other electronic devices.

- **Delivery methods**, including eBooks, email newsletters, print-on-demand (POD), web publishing, CD-Rom...

- **Electronic Publishing** = Computer Technology + Communication Technology + Publishing
E-Publishing and Learning

http://www.hkedcity.net/partner/news/files/image/LMS_2.jpg
# E-Publishing SWOT

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
<th>Opportunities</th>
<th>Threats</th>
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<tr>
<td>More control over final material</td>
<td>Hard to read</td>
<td>Greater chance of being published</td>
<td>Piracy</td>
</tr>
<tr>
<td>Better for the environment</td>
<td>Electronic readers are expensive</td>
<td>Books-on-demand will make every publication readily available in printed form</td>
<td>Copyright infringement</td>
</tr>
<tr>
<td>Higher royalties</td>
<td>Amateur material is so abundant, it is difficult to get noticed</td>
<td>Easy, less expensive distribution</td>
<td>Few sales in a saturated market</td>
</tr>
<tr>
<td>Shorter publication times</td>
<td>Consumers reluctant to read from their computer screen</td>
<td>Subsidy e-publishing allows authors the chance to be published for a fee</td>
<td></td>
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<tr>
<td>Global availability</td>
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Project Gutenberg

- Started at Xerox in 1970 to measure operator productivity
- They needed a project that would take a huge number of man hours
- Goal to convert 10,000 public domain classics into electronic format
- Used ASCII for uniformity
- Many e-publishing sites offer Guttenberg texts at no charge
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E-publishing value chain

E-publishing can be seen as a series of steps that begins with some digital text input and ends with a printed or electronic publication being delivered to the final customer.
e-Publishing Hardware, Software and Related technologies

- E-books, personal digital assistants and the Web have transformed content creation and publishing
- **E-book**
  - A product which displays electronic content on a device the size of the average paperback book
- XrML will protect copyrighted material
- A standard e-publishing format will be possible with XML
e-Book Readers

- Electronic book reader technology formats electronic content so that it is easily
- Personal Digital Assistants, home computers and e-books readers can all be used to read e-published material
- Examples:
  - Gemstarebook.com
  - Openebook.com
  - Peanutpress.com
e-Book Readers

Discover eBook
A lightweight device for reading books, magazines and newspapers.

eBook exclusive
The New Way to Enjoy Reading

- Read comfortably on a large, clear screen
- Choose from thousands of titles
- Carry dozens of books and magazines easily
- Connect to any phone line to get new titles instantly
Data flow in e-publishing value chain

Upstream
.doc .docx .rtf .txt .html .pdf

Transformation
Data treatment And conversion

Downstream
.pdf(print/web) .epub .mobi .html
E-Publishing types

- E-books
- E-journals
- Email publishing
- Electronic ink
- Web publishing
Relationship of Open Publication Structure (OPS) with W3C Standards

W3C

CSS
XML
SVG
XHTML

Unicode

Open Publication Structure (idpf)
Additional requirement for E-pub

- **Fonts**
  - SVG font
  - CSS Embedded font

- **Styling issues**
  - EPUB style sheet must be UTF-8 or UTF-16 encoded

- **Services**
  - ISBN registration
  - Copyright certification
  - Marketing

- **Properties and values**
  - Page layout
  - Header
  - Footer
Future of e-Publishing

- Digital paper and digital clothing will allow writing on almost any surface.
- Xerox has created the first digital printing format which stores large amounts of data in small characters called *dataglyphs*.
- A convergence of media will enhance digital publishing.
Printing On Demand (POD)

Digital Publishing
- Kindle
- Podcasts
- Audiobooks
- Fast
- Global
- Mobile
- Low/no cost
- Control
- Small, niche markets
- DIY

Self-publishing
- Low cost
- Great starting point

Traditional Publishing
- Kudos
- Expert team
- Distribution
- Contacts
- Green technology
- Global
- Available to all
- No stock holding costs

Print-On-Demand
- Low cost

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http://thewritersadvice.files.wordpress.com/2012/03/publishing_quadrant.jpg
E-Ink

- E-Ink was created at MIT and allows text to be dynamically generated on thin media

Microcapsules
  - Small blue fluid filled capsules filled with pigment chips

Pigment chip
  - Small positively charged chips that when drawn to the surface of a microcapsule make it appear white

- By selectively applying a negative charge to microcapsules, text can be created

- In the future E-Ink will be applied to any surface providing paper thin electronic text
E-Ink

E Ink is made up of microcapsules
Thanks