



Deciding how to store your Digital Assets?

Welcome Electronic Books

- eBook: “The Digital Content your read”
- May 07 will convert 80 - 110 titles
- Offer 5 reading experiences for customer
{Adobe, Sony, Palm, Blackberry,
Microsoft + more to come}

Now for the Rest of the Story

- Multiple eBook Reading Devices
requiring:
- Multiple eBook formats
requiring:
- eBook Metadata for Distribution Channels
requiring:

Now for the Rest of the Story

- Digital Rights Management (DRM) wrapping before delivery
requiring:
- Somebody to manage and distribute 500 eBooks we just created from our 100 titles

Rest of the Story cont...

- Most companies in this space are working together to build this market
- eBook market needs an increase in choice of content for consumers
- Consumers need pleasant and convenient reading experience

Rest of the Story cont...

- Healthy Ecosystem presents better opportunities for Prosperity and Long Term Growth
- Standards are the KEY to a Healthy Ecosystem

eBook Standard Initiatives

International Digital Publishing Forum:

- ❑ IDPF develops and maintains Industry Standards for for text-based digital reflowable books and publications
- ❑ IDPF standards intended to streamline digital content for publishers and facilitate flow of content through sales and distribution channels.

OPS: Open Publication System

International Digital Publishing Forum:

- IDPF is creating universal distribution format for reflowable publications
- OPS is this standard
- OPS is an XML based specification for content, structure, and presentation of electronic books

OCF: Open Container Format

International Digital Publishing Forum:

- Creating a container format for Publishers to combine all digital books into one zip archive to be sent through distribution channels
- OCF is this new container
- OCF created for use with OPS
- OCF approved by IDPF membership Oct 2006

eBook Standard Initiatives

Book Industry Study Group:

- AAP/BISG Committee: New committee being formed in recognition that a New Digital Supply Chain is emerging
- Standardizing the movement of Digital Documents between Publishers and Distribution Channels

eBook Standard Initiatives

Book Industry Study Group:

- ONIX 3.0: Update from version 2.1 for Books to ONIX 3.0 is underway
- One enhancement will be addition of a Subset for Metadata of eBooks

What should you do next?

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Promised Land for Digital Assets

Final PDF + XML Tagged Content

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