



## XML Publishing – Practical Tools for Production

Industry update & key issues facing publishing

Reading Town Hall  
6<sup>th</sup> September 2011



## Healthy & flourishing?

- Where is it going?
  - Does anyone really know?
- What are the figures?
  - Are there that many eBooks out there?
- Whose making money?
  - Publishers
  - Service Companies
- What's in it for you
  - More revenue and profit?
    - What are people willing to pay?



# Technology Changes



- Hot Metal has been overtaken!
  - Sorry I meant DTP!!
    - Or has it?
    - Outsourcing is the way to go!
- Pass me my iPad, it's got Apps for everyone & everything
  - Including Technical Documentation for EFB's, IETM's
- Just how many devices can I carry?
- Automation still has a place.
  - Adding more value (Metadata, Audio, GeoLocation, Social Links)
- XML still has a bigger one
  - & maybe XHTML does as well
- Tracking digital technical trends at #eprdctn & #dbw #xml



# eBook vs. pBook



- How much is moving to eBooks?
  - What do publishers say?
  - Impact of Amazon & Apple
- ePub vs. Kindle
  - Still the two main formats,
- Will pBooks continue
  - Hardcover probably will
- Other markets
  - eBooks in Education
  - Digital everything!
- Digital preservation
  - BL Project



# Future trends?

- Technology changes, things to think about...
  - eReaders vs. Smartphones vs. Tablets
    - Screen Technology
  - More Metadata for better search results
  - Improved quality in eBooks – Indexes etc. Linking
  - ePub3, but not at Amazon?
  - XML vs. XHTML vs. HTML5/CSS3/Java vs. iPad App
  - Technology production platforms - The Cloud?
  - Pub. Info at #dbw, #eprdctn
- The next big thing?
  - Faster, Cheaper, Better



# Some other points...

- Content Strategy & Workflows
  - Think, define, question, refine,
- Training
  - More is needed
- Implement
  - Automation where possible & get the latest software
  - XML where it is needed, it can make you money
- Listen to the days speakers
  - Faster, Cheaper, Better



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Thank you & any questions

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