

RESEARCH

Toolkit Digitaal Publiceren Group / BIS Publishers

Exploration of the digital publishing landscape

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essense
RELEVANT INNOVATION

The questions.

Objectives of the Toolkit Digitaal Publiceren 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

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?

Project stakeholders, and what do they want.

Publishers

- Cover multiple relevant distribution channels
- High quality, affordable cost
- Retain Identity

Authors

- Reach target group
- Be read/studied/acclaimed
- Retain identity

Designers/Developers

- Control layout and form
- Retain creative freedom

Readers

- Ease of use, easy to acquire
- Multi-device accessibility
- Quality content

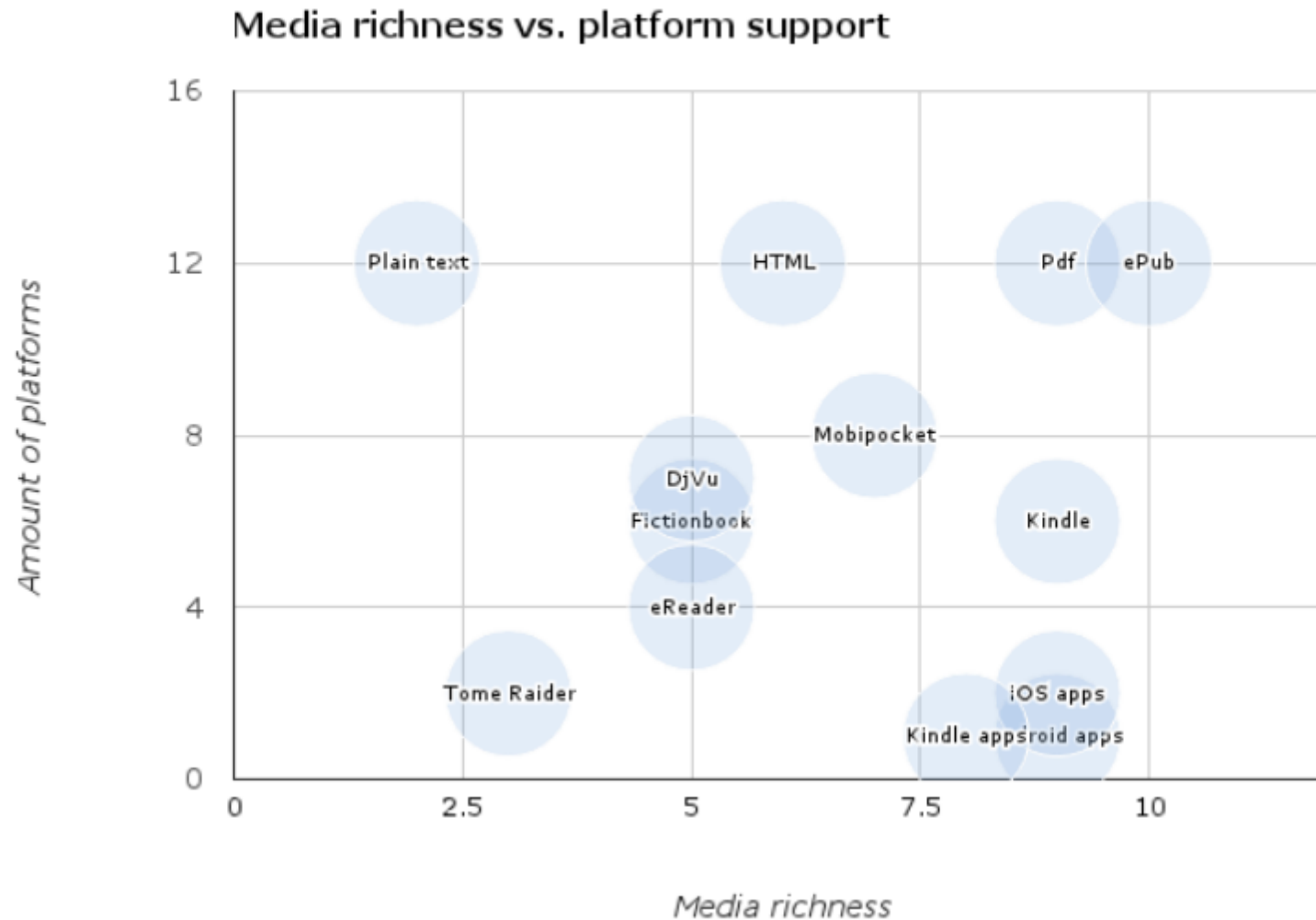
In a nutshell...

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 will be addressed in ongoing research & trial projects.

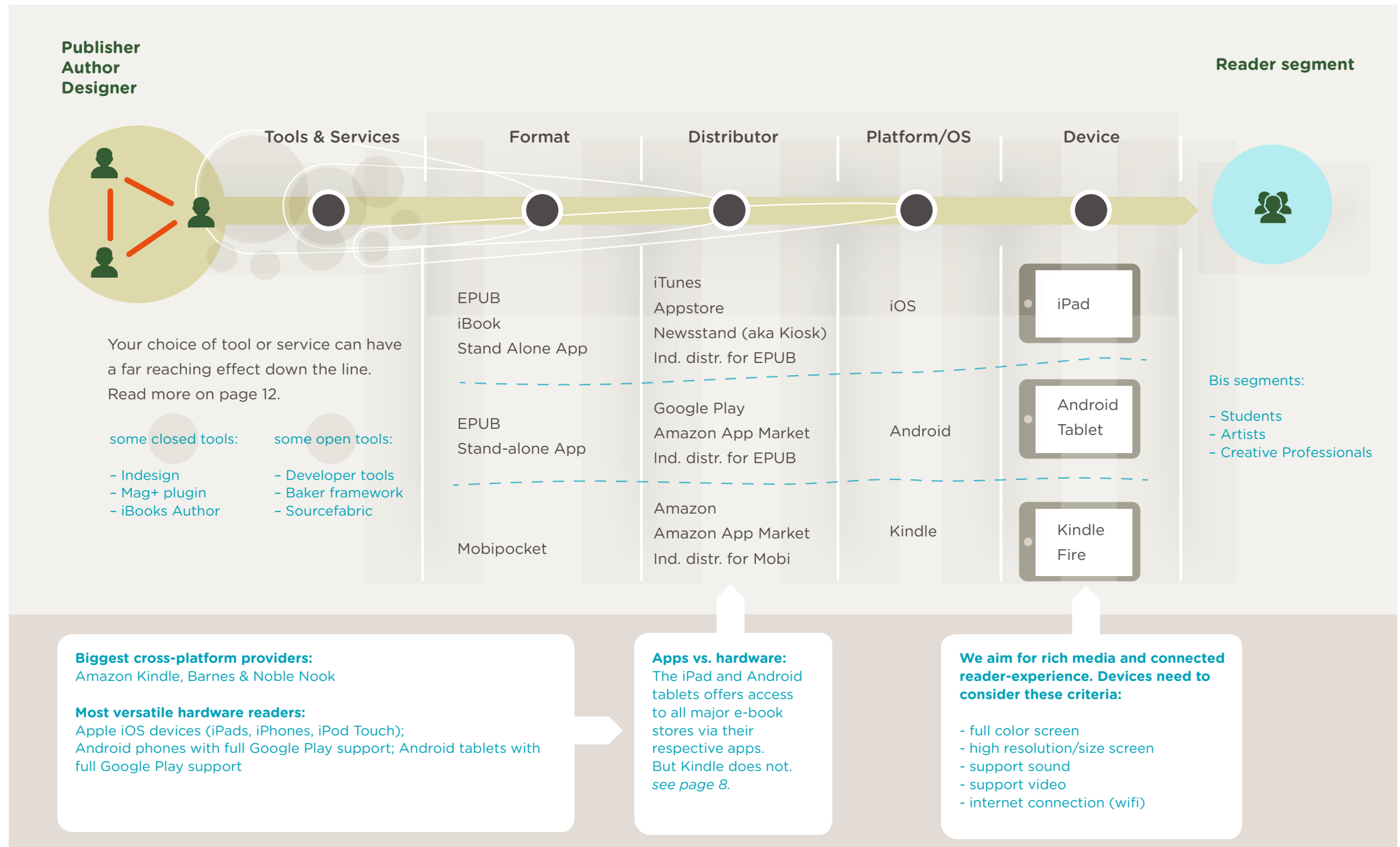
Exploration in digital publishing

E-reader formats and media richness.



Source: [Wikipedia sources](#) were used to create this table.

ePublishing process.



Bypassing hardware through reading Apps.

which reading & app ecosystem offers most flexibility?

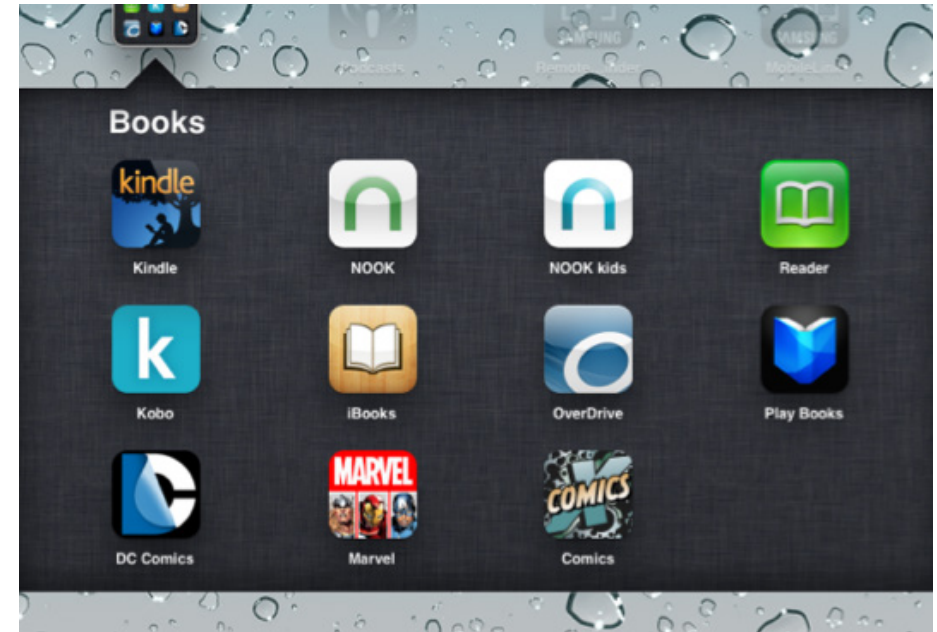
Kindle: Besides Kindle hardware readers, Kindle books can be accessed on iPads, iPhones, iPod Touch handhelds, Android phones (version 2.1 and later), Android tablets, many BlackBerry phones, Windows PCs, Macs, Windows Phone 7 phones, and via Web browsers (the Kindle Cloud Reader). Full details [here](#).

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](#).

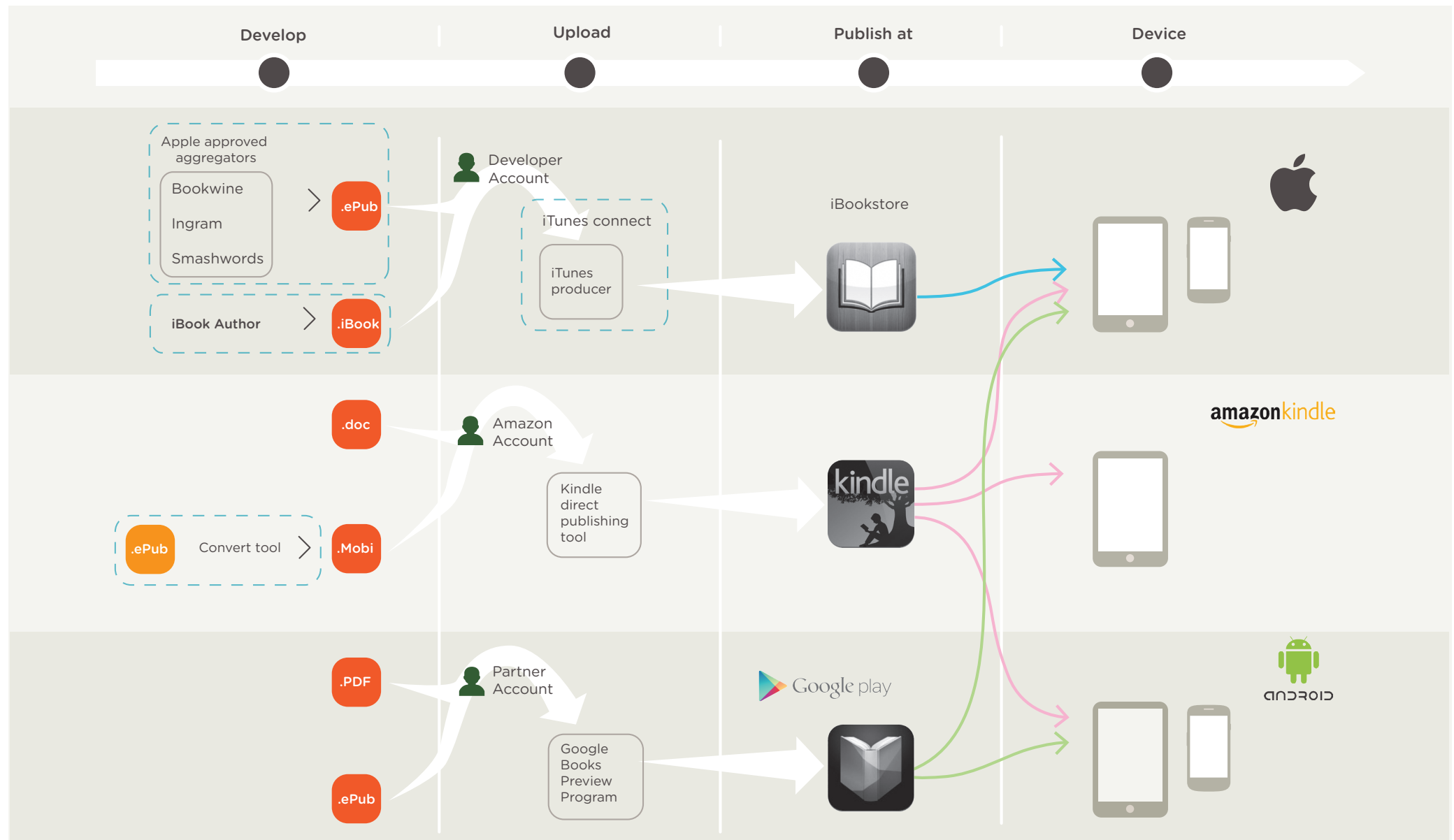
Source: http://news.cnet.com/8301-17938_105-20009738-1/kindle-vs-nook-vs-ipad-which-e-book-reader-should-you-buy/



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

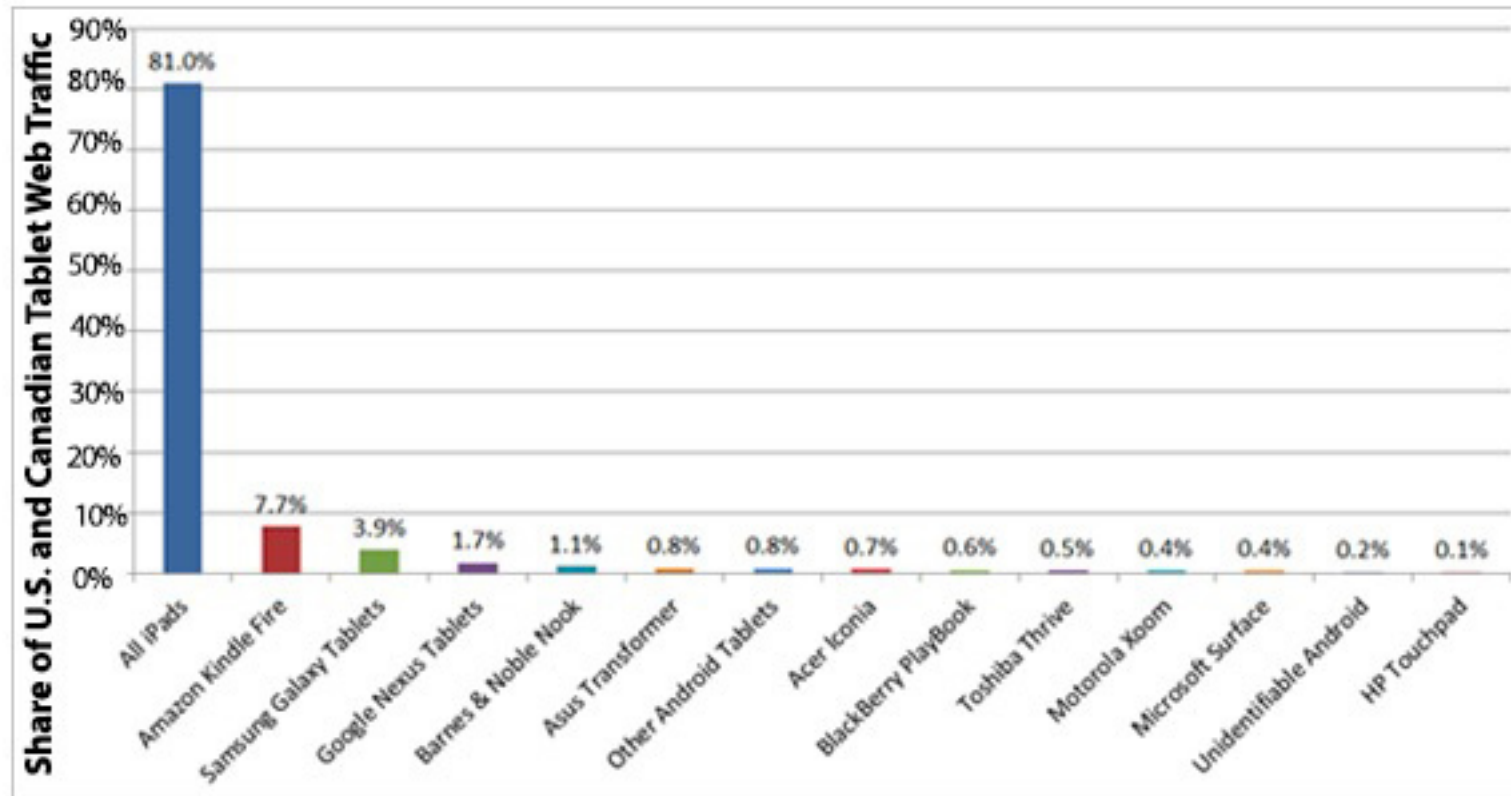
Ways of ePublishing for 3 major platforms.

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.

Exploration of existing tools & services

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.

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

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 & 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.



Tools & Services

Leanpub

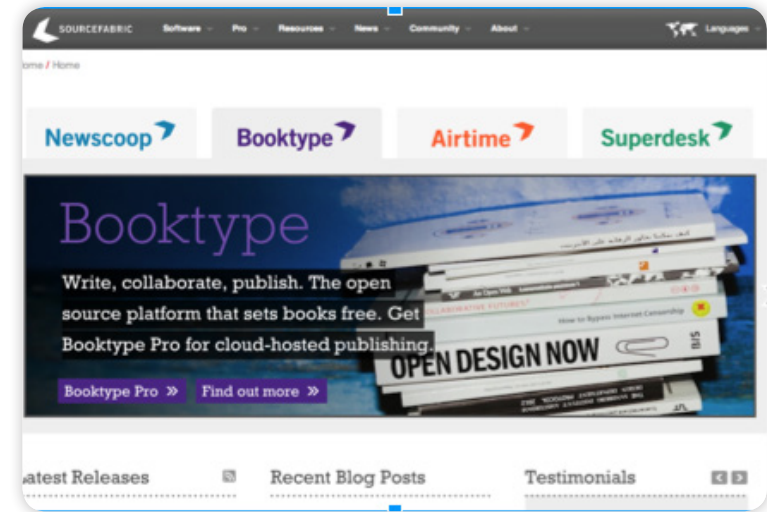
- Oriented mainly towards Authors
- 'Publish your book while writing it, get connected with readers'
- Fee 50¢ per sale.
- Also functions as distribution channel
- 'Generate and sell PDF, EPUB and MOBI'



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'



Tools & Services

PadCMS

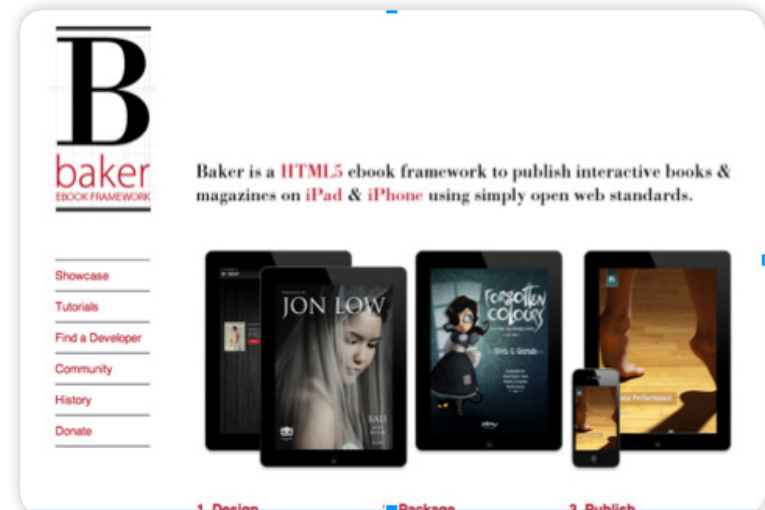
- Oriented towards designers
- Basic template based magazine publishing tool for tablets
- Open Source
- Exports as App to Android and iOS (eg. uses Kiosk on iPad)



Tools & Services

Baker Framework 4.0

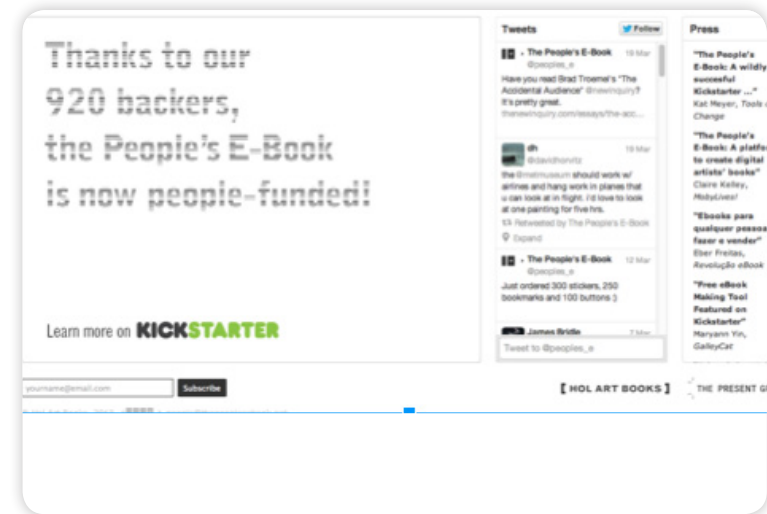
- Oriented towards developers & designers
- HTML5 framework to publish interactive books & magazines for iPad & iPhone
- Open Source
- Exports App format to MacOS tablets & phones only



Tools & Services

The people's Ebook

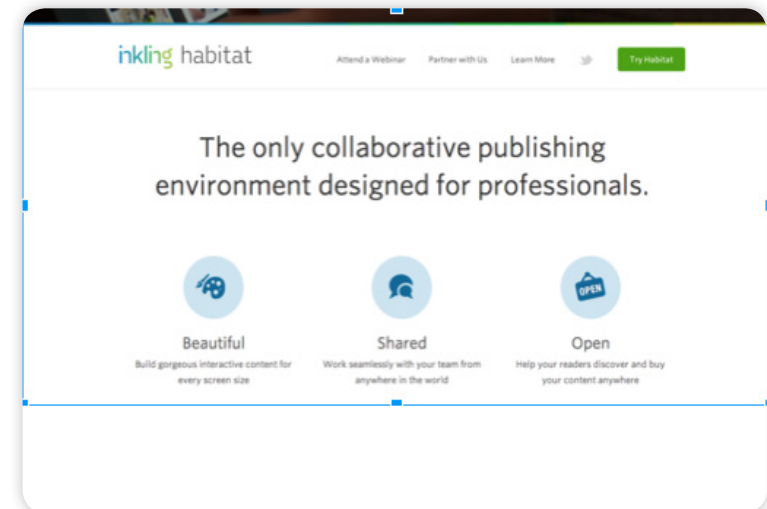
- Oriented towards Authors/Designers
- Template based
- Start up phase (Kickstarter)
- Open Source
- Expected to export to EPUB format



Tools & Services

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.'



Initial conclusions

Finds & Conclusions.

**There are many process steps between
*Maker to End User.***

- See next page.

It's a Jungle

- Devices & platforms compete with multiple standards, but also offer bypasses, hacks etc.
- A lot of tools & services exist, but hardly 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.

*continued from last page

There are many steps between *Maker* and *End User* (aka *Author/Publisher/Designer* to *Reader*)

this means:

- more parties try to make money along the way
- more expensive
- less room for innovation & customization (templates are cheaper)
- Readers are not getting what they want, but what templates & software allow.
- a reader may not be able to find relevant publications in giant platform 'stores': Amazon, iBookstore, Appstore, Google Play (verify)
- publishers/authors need to guide their audience to the publications/App on the platform stores. Often through creating separate websites (e.g Apps)
- publishers/authors have no (free) access to their target audience statistics, to serve them better

Testcase book 1.

‘Think like a lawyer,
don’t act like one’
– BIS publishers

Choice of format.

our specs

‘Linear’ book experience

‘fixed format’, because left & right page relate and should not be separate.
(reflowable content is not option)

Color, because of photo’s are key element.

Maintain type & layout. Design is a key differentiator for BIS

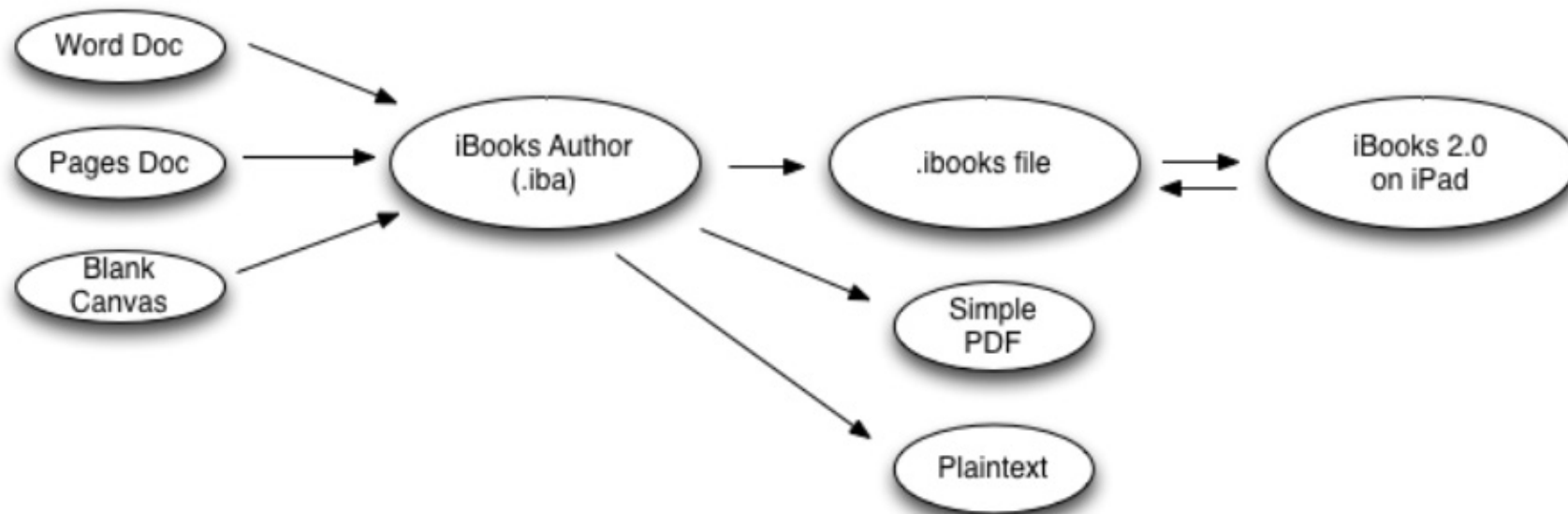
our format choice

Fixed format EPUB
(& testing iBooksAuthor)

**THINK
LIKE A
LAWYER
DON'T
ACT LIKE
ONE**

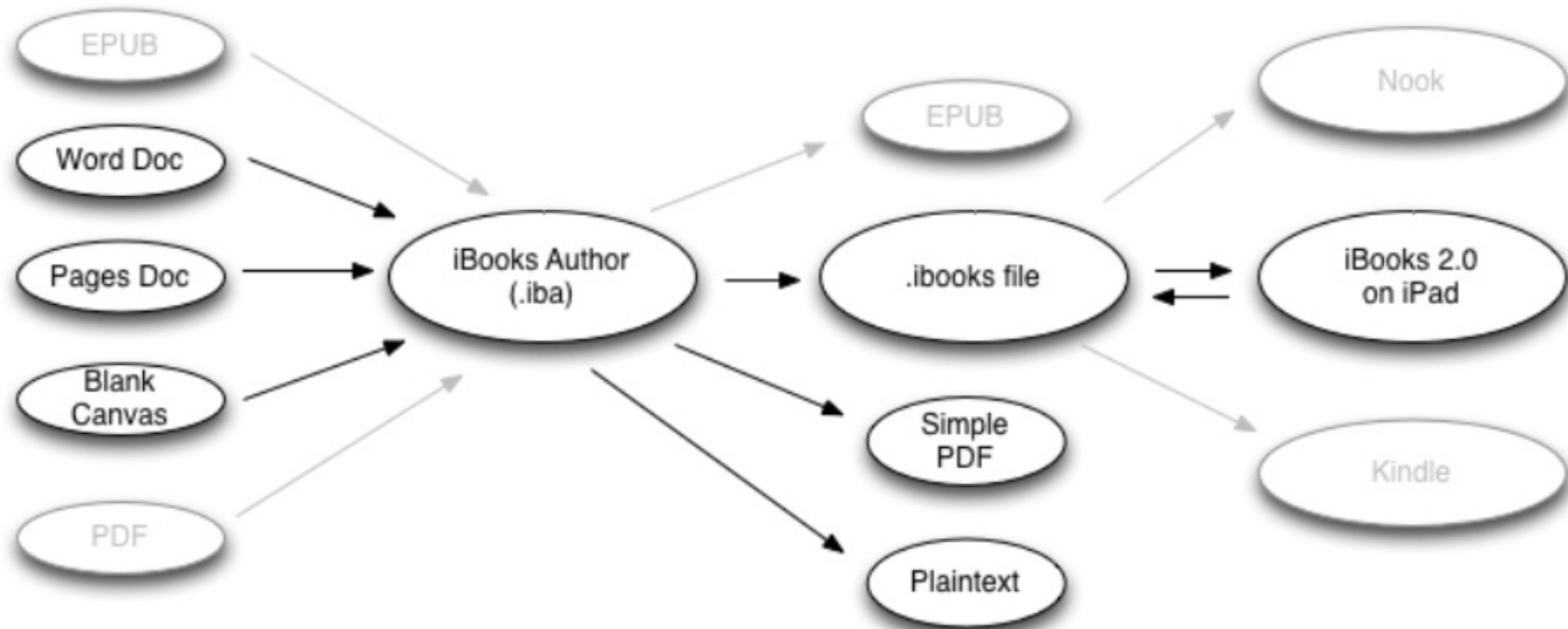
Choice of format; testing iBooks Author

iBooks Author Workflow



Choice of format; testing iBooks Author

iBooks Author Workflow: What's Missing?



Choice of format; testing iBooks Author

iBooks Author License Agreement: You Work for Apple Now.

*“If you want to charge a fee for a work that includes files in the .ibooks format generated using iBooks Author, you may only sell or distribute such work through Apple, and such distribution will be subject to a separate agreement with Apple. This restriction **does not apply to the content** of such works when distributed in a form that does not include files in the .ibooks format.”*

Choice of format; EPUB

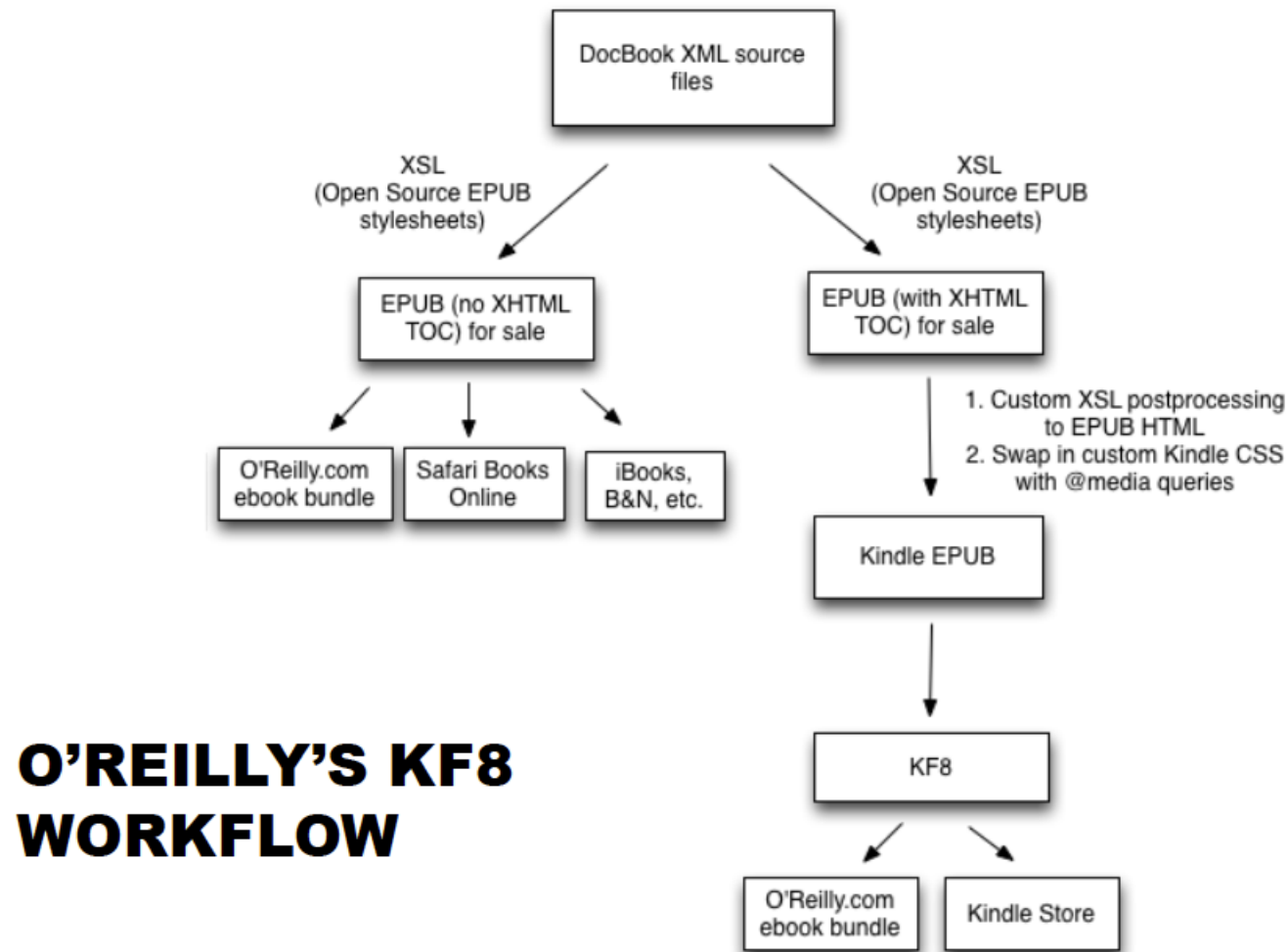
The new EPUB 3 seems to serve all our specs. Embed fonts, fixed format etc.

Almost all platforms & devices support reading EPUB; Nook, Android, iPad...*

No forced licence agreements, able to sell or distribute through your own channel(s) if you want.

*not Amazon Kindle.

Mobi or KF8. Or Amazon won't let you in.



How Amazon.com displays a search on 'BIS publishers'.

Technology

sign

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Departments

Shipping (What's this?)

Global Eligible

ion (What's this?)

Saver Shipping

on

Publishing Supplies,

er Review


& Up

& Up

& Up

& Up


The Shield
now available.



Graphic 10 2nd print (Graphic Magazine) by BIS Publishers (Aug 1, 2008)

\$44.99 new (3 offers)
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★★★★☆ (1)
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LOOK INSIDE!

This is Service Design Thinking: Basics, Tools, Cases by Marc Stickdom and Jakob Schneider (Jan 11, 2012)


~~\$34.95~~ **\$20.48** Paperback
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Eligible for **FREE** Super Saver Shipping.
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