

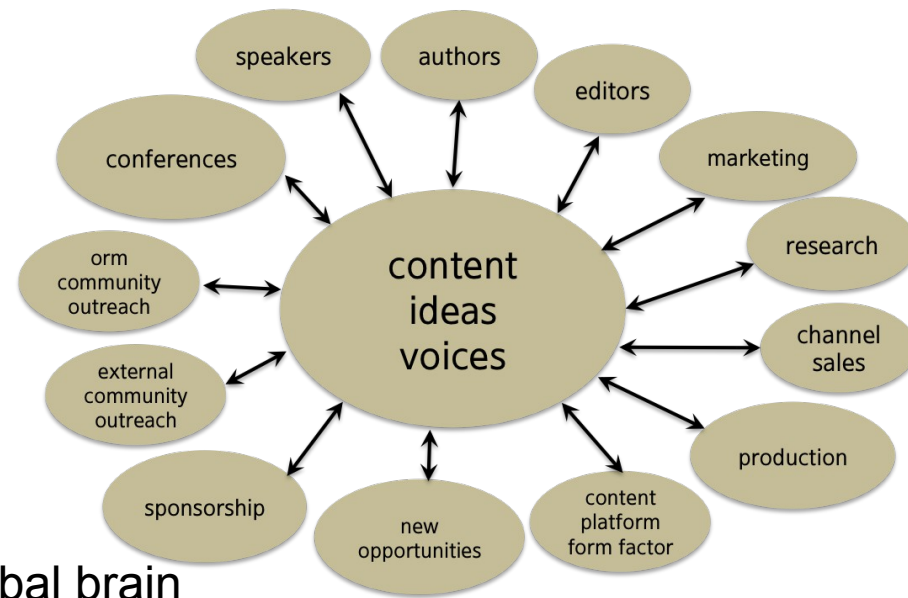
O'REILLY[®]

Content, Communities & Beyond

Mike Hendrickson
VP Content Strategy

What we do

- Spreading the Knowledge of Innovators
- Creating more value that we capture
- Working on Stuff that matters
- Mining the synapses of our emerging Global brain
 - Events, FOOS, Summits, in-Person meetings
- Do we learn from content, or does content learn from us?
- Our customers, communities and partners provide us with insights to what is needed in the market at any given point in time.
- And we have heard this often: Developers want content earlier, more often, and updated.



What our author/communities do

- No DRM in our books
 - Obscurity is more of a threat than Theft
 - David Pogue example
 - “The results? It was true. The thing was pirated to the skies. It’s all over the Web now, ridiculously easy to download without paying. The crazy thing was, sales of the book did not fall. In fact, sales rose slightly during that year. That’s not a perfect, all-variables-equal experiment, of course; any number of factors could explain the results. But for sure, it wasn’t the disaster I’d feared.”
- We want as many people to get the content in the format they want
- Create engagement around content
 - OFPS
 - Safari – and early release (500k B2B)
 - Chapters, reviewing, social media, user groups
 - Atlas



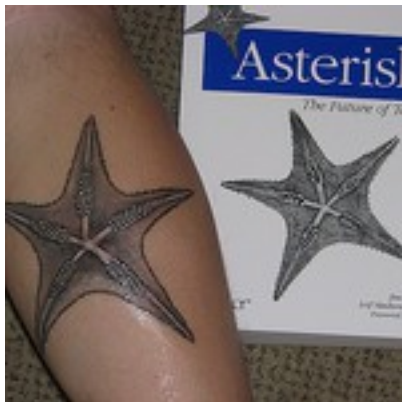
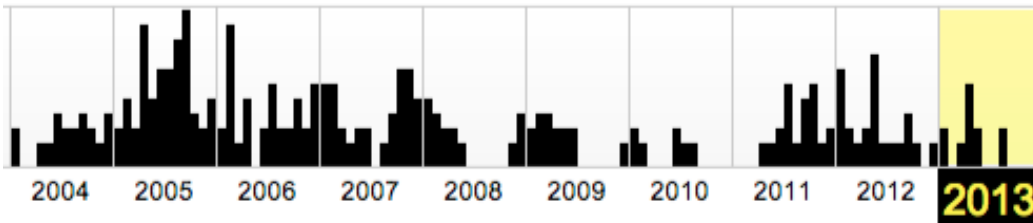
Changing Landscape of Documentation

- Documentation is part of the UI
- Documentation is part of your API
- Documentation is part of your partnerships
- Documentation is part of your DNA to thrive
- Documentation needs to be part of every Device
- Documentation needs to be relevant, practical and current
- Documentation needs to be in different learning modes – Video, audio, etc.
- Documentation needs to be free



Early Example of Engagement – The Web

- More than 40,000 units (33k just for community)
- More than \$800k revenue (\$550k)
- Top 15 in Safari when released (B2B)
- More than 20,000 comments
- Free everywhere



<http://www.asteriskdocs.org/>

The screenshot shows the website for 'Asterisk: The Definitive Guide'. The header features the title 'Asterisk' in large white letters on a blue background, with the subtitle 'The Definitive Guide' below it. The main content area includes an 'Introduction' section, a 'Special Thanks' section, and an 'Online Versions of the Book' section. The 'Online Versions of the Book' section lists links for 'For Asterisk 1.8', including 'multiple-page HTML edition' and 'single-page HTML edition'. The 'Feedback/Contributing' section at the bottom provides contact information for [Leif Madsen].

Lead us to...



O'REILLY®
OFPS

Open Feedback Publishing System



Your Account



Shopping Cart

[Home](#)[Shop](#)[Radar: News & Commentary](#)[Answers](#)[Safari Books Online](#)[Conferences](#)[Training](#)[School of Technology](#)[Community](#)[Projects](#)[FAQ](#)[Mobile view](#)[Sign Out](#)

Asterisk™: The Definitive Guide

[Foreword](#)[Buy Now](#)

Asterisk™: The Definitive Guide

Leif Madsen

Jim Van Meggelen

Russell Bryant

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Revision History

<input type="text"/>	YYYY-MM-DD
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First release	
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[Hide all comments](#)[Show all sections](#)[Foreword](#)[Preface](#)[1. A Telephony Revolution](#)[2. Asterisk Architecture](#)[3. Installing Asterisk](#)

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Another Example -- The Wiki Version – 600K

commons.oreilly.com/wiki/index.php/O%27Reilly_Commons

article discussion view source history

O'Reilly Commons

Welcome to the O'Reilly Commons. The purpose of this site is to provide content to communities that would like to create, reference, use, modify, update and revise material from O'Reilly or other sources.

Contents [hide]

- 1 Getting Started
 - 1.1 New Wiki Books
 - 1.2 Commons Pool
 - 1.3 Community Documentation

Getting Started

- Terms of Service
- Editing Policy
- Uploading/contribution Policy
- Discussion (Traditional Legal Frameworks, Open Project Frameworks, Differences)

New Wiki Books

This area is for original content that is written and edited directly in the MediaWiki framework. It is our hope that many interested individuals will contribute and make the resulting product more appealing and complete. Content that appears in this area may be used in other forms and venues. So you should make yourself aware of our terms of service and policies associated with participating in a unfettered group.

Commons Pool

You will find content here that is being contributed by O'Reilly Media to anyone who would like to edit, contribute and get involved in revising or modifying content that, today, may not make commercial sense as a printed book.

- Programming Jabber
- QuickTime for Java: A Developer's Notebook
- Ubuntu Hacks
- SVG Essentials
- PHP Cookbook
- Essential CVS
- Learning Cocoa with Objective-C
- SpamAssassin
- XPath and XPointer
- Greasemonkey_Hacks
- Network_Security_Tools
- Test_Driving_Linux
- Linux_in_a_Windows_World
- Beyond_Java
- Visual_Basic_2005:_A_Developer's_Notebook
- Open Sources 2
- The Art of Community
- Beautiful Trade: Rethinking Ecommerce Security
- Cloud computing perspectives and questions
- Snort Cookbook
- Network Neutrality: Distinctions and Controversies

Community Documentation

This area is intended to be for individuals who are interested in writing documentation for open source and other types of software products.

This page was last modified 16:55, 28 June 2011. This page has been accessed 558,389 times. Privacy policy About WikiContent Disclaimers

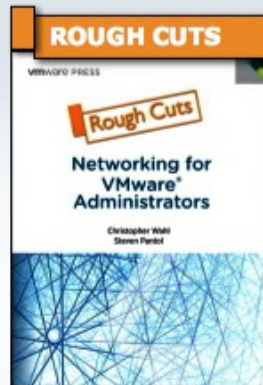
Powered By MediaWiki

Another example – B2B Subscription

Rough Cuts

Read pre-published manuscripts on the newest technologies.

Featured Rough Cuts Title



Networking for VMware Administrators Christopher Wahl; Steven Pantol

This is the Rough Cut version of the printed book.

Increasingly, virtualization administrators and architects must have a deep understanding of networks. However, many have come to virtualization fr...

[More]

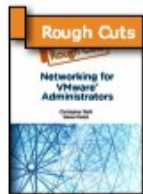
Feedback: 0 Comments

Rough Cuts are manuscripts that are developed but not yet published, available through Safari Books Online. Rough Cuts provide you access to the very latest information on a given topic and offer you the opportunity to interact with the author to influence the final publication. Read these and other Rough Cuts and get the very latest information available.

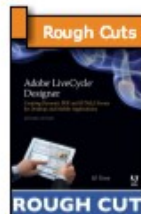
[VIEW ALL ROUGH CUTS](#) ➔

Latest Rough Cuts

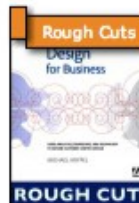
All Categories



Networking for



ROUGH CUT



ROUGH CUT



ROUGH CUT



Last two Examples

- Lead us to using text mark up of AsciiDoc, much like a wiki mark-up
- Which lead to using Gollum on top of GitHub to manage versions
- The B2B part of Safari lead us to build something where we could have our larger customers involved in creating, distributing and building community around content. They are not all evil.

The Future of Technical Documentation

225,000 Ruby Projects

138,000 Javascript Projects

77,000 Python Projects

560,000 Other Projects

2,000,000

Git Repositories

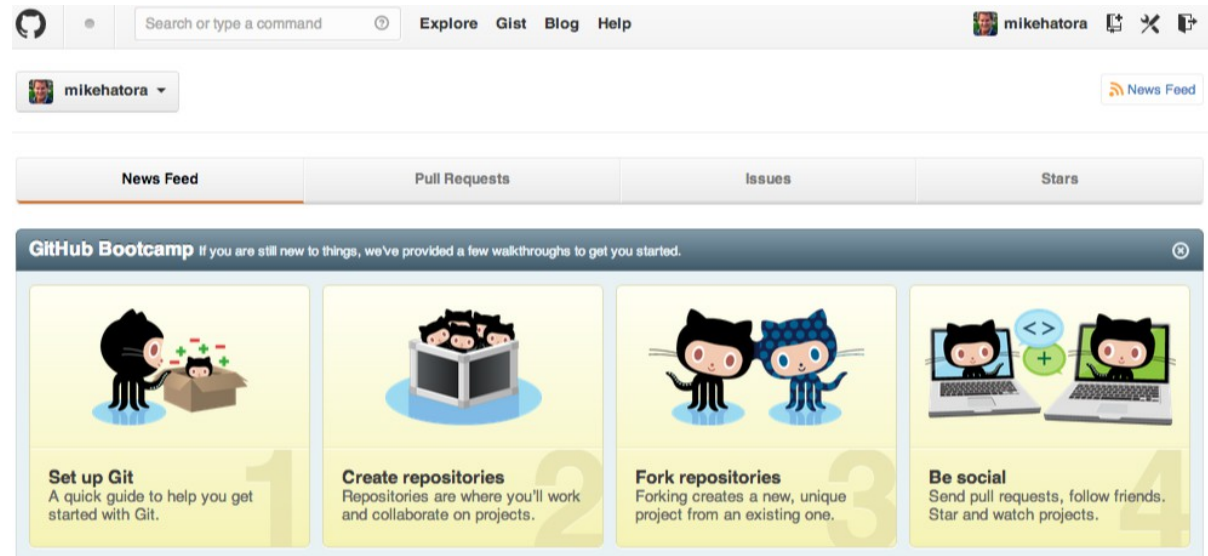
1,100,000

GitHub Projects

900,000

Gists

4,500 new
GitHub projects
a day



Does Social Coding help Documentation?

0.72%

The screenshot shows the GitHub search interface with the query 'documentation'. The top navigation bar includes links for Explore, Gist, Blog, and Help, along with a user profile for 'mikehatora'. The search bar contains the text 'documentation' and a 'Search' button. On the left sidebar, there are filters for Repositories (7,161), Code (52,171,084), Issues (158,504), and Users (12). Below this is a 'Languages' section with a list of programming languages and their respective repository counts: JavaScript (1,158), Python (706), Ruby (445), PHP (411), Java (278), CSS (274), Shell (186), Perl (140), C (93), and C++ (45). The main content area displays 'We've found 7,161 repository results' and a 'Sort: Best match' dropdown. Four repository results are shown, each with a repository icon, the repository name, a description, the last update time, and a bar chart showing commit activity over time. The repositories are: zendframework/zf2-documentation (Python, 155 stars, 479 forks), owncloud/documentation (CSS, 39 stars, 60 forks), doctrine/orm-documentation (Python, 108 stars, 107 forks), and locomotivecms/documentation (CSS, 25 stars, 47 forks).

Search documentation Search

We've found 7,161 repository results Sort: Best match

Repositories 7,161
Code 52,171,084
Issues 158,504
Users 12

Languages

JavaScript	1,158
Python	706
Ruby	445
PHP	411
Java	278
CSS	274
Shell	186
Perl	140
C	93
C++	45

zendframework/zf2-documentation Python ★ 155 🍴 479
Zend Framework 2 **documentation** sources
Last updated 15 days ago

owncloud/documentation CSS ★ 39 🍴 60
Documentation and manual
Last updated 11 hours ago

doctrine/orm-documentation Python ★ 108 🍴 107
OUTDATED REPOSITORY - PLEASE MAKE PULL REQUESTS TO DOCTRINE2 REPOSITORY
Last updated 3 months ago

locomotivecms/documentation CSS ★ 25 🍴 47
The website sources about the new LocomotiveCMS **documentation** "center"
Last updated 9 days ago

Is it the Tooling Ecosystem?

- How many of us really like to use MS Word? Yet it has powerful features like a good programming framework.
 - How many use a text editor with plugins for languages. But are they really all you need?
 - How many use docBook or markDown?
 - Anyone using a Wiki?
 - Anyone use ASCIIDoc?
-
- We can use all of the above in a new platform sitting on-top of GitHub.

Our Future with Technical Documentation

O'REILLY Atlas

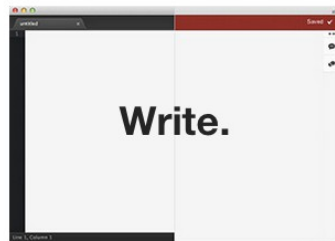
Docs

Welcome to Atlas

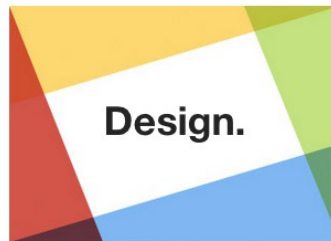
A powerful authoring platform built on [Git](#) and [GitHub](#).

Invite Me

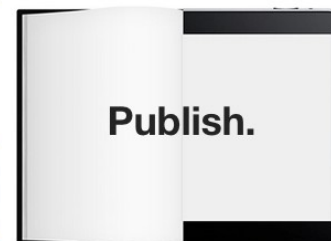
We are currently in private beta. Sign up to receive an invitation later. Have a code? Already a user? [Sign in](#).



Write offline in your favorite text editor, our beautiful online writing environment, or entirely on GitHub. It's up to you.



Choose from a range of built-in templates to style your content for all the export formats, or design your own template using CSS.



Publish your content to a variety of formats for print, web, tablets, and e-readers with the press of a button.

Built on Git

Spending too much time emailing Word documents around? Atlas tracks every change in your content, who made it, and when it happened.

Built on GitHub

Your content is saved to your GitHub repositories. Atlas is made as a layer on top of GitHub's collaborative features.

HTMLBook

If you know HTML, you know our [HTMLBook](#) format. If you don't, writing in the Atlas interface is as simple as using a word processor.

CSS Templates

If you know CSS, you can design a book for all our formats. If you don't, choose one of our beautiful templates.

Formats

Atlas exports to **PDF**, **EPUB**, **MOBI**, and **Web**. Publishing to print? iPad? Kindle? Nook? No problem.

Interactivity

Atlas has built-in support for MathML and LaTeX, syntax highlighting, and custom JavaScript widgets. Going to print? All features fall back to images.

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Pull, fork and push your Documents

O'REILLY® Atlas

Projects

Docs

@mikehatora

⌵

Projects

mikehatora ▾

Sort by Updated ▾

Search...

New Project

cloudstack >

learn.jquery.com >

openstack-manuals >

etudes_for_erlang_htmlbook >

etudes-for-erlang >

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About O'Reilly Atlas

Why Atlas?

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Privacy Policy

Github / Atlas

This screenshot shows a GitHub repository page for 'oreillymedia / etudes_for_erlang_htmlbook'. The repository is owned by 'oreillymedia' and has 17 watchers, 1 star, and 2 forks. The current branch is 'master'. A commit by 'nelliemckesson' 2 months ago is shown, with the message 'adding chapter html files'. The file 'etudes_for_erlang_htmlbook / chapter01.html' is selected, showing 26 lines of code (20 slocc) and 1.216 kb. The code is in HTML format and contains two sections: 'Getting Comfortable with Erlang' and 'Étude 1-1: Experimenting with Errors'. The 'Getting Comfortable with Erlang' section includes a note about learning more about working with `erl` in Chapter 2 of *Erlang Programming*, Chapters 2 and 6 of *Programming Erlang*, Section 2.1 of *Erlang and OTP in Action*, and Chapter 1 of *Learn You Some Erlang For Great Good!*. The 'Étude 1-1: Experimenting with Errors' section describes the first chapter of *Introducing Erlang* and encourages playing around with the interactive `erl` system, keeping using `erl`, but purposely making errors. It also mentions trying leaving out parentheses in arithmetic expressions and trying putting numbers next to each other without an operator between them. The code ends with a note about getting a feel for the sort of error messages Erlang produces and not being as baffled when you get errors that you aren't expecting.

This screenshot shows the Atlas editor interface. The 'Switch Editor' panel on the left has 'Visual Editor' selected. The main editor area displays the 'Getting Comfortable with Erlang' section. The text in the editor matches the HTML code shown in the GitHub screenshot. The right sidebar contains a 'Save' button, a 'File History' button, and a 'Builds' button.

Distribution with Benefits

Build Settings

Title

etudes for erlang htmlbook

Select Branch

master

Select the branch you want to build from. The settings will be written to the atlas.json file, in this branch, before submitting the build.

Select Formats

☐ PDF



☐ EPUB

☐ MOBI

☐ HTML

PDF Settings

☐ Print version

A print version PDF is optimized for printing. It contains crop marks, print-quality image sizes, and generates hyperlinks with the actual URL of the hyperlink next to the link title.

☐ Web version

A web version PDF is optimized for reading on digital devices. It contains reduced image sizes and active hyperlinks.

☐ Generate Index

This will generate a traditional back-of-the-book index in the PDF. You will need to [annotate your content with index terms](#) and [add a navigation tag](#) to specify where to place the index. If any of these tags are missing, the index will not be generated.

☐ Generate Table of Contents

This will generate a table of contents in the PDF. You will need to [add a navigation tag in your project's content](#) to specify where to place the TOC. If this tag is missing, the TOC will not be generated.

[Read more about the PDF format](#)

Themes

This project has no theme, to select one click [here](#).

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