Digital Publishing 101

		Distribution		Features						Production Considerations				
		Vendor	Devices	Adaptable Text	Video / Audio	Animation / Dynamic Graphics	Geolocation	Reader Feedback / Participation	Scripting / Interactivity	Technical Skills Necessary	Production Timeline	Cost	Pros	Cons
Web Book	HTML5/CSS/JS	Self	Any device with a modern browser	Yes	Yes	Yes	Limited	Yes	Yes	High	1 year	$5–50K	Lots of flexibility; open formats; as universal as a website	No sales venues; difference between website and publication not clearly defined
App	Apple iOS	Apple (App Store)	iPad/iPhone	Yes	Yes	Yes	Yes	Yes	Yes	Extreme	1 year	$10–100K	Beautiful product, highly interactive, proven sales channels	High cost of production; a book's place in the app ecosystem isn't clear
	Android APK	Google	Android smartphones and tablets; many color e-readers	Yes	Yes	Yes	Yes	Yes	Yes	Extreme	1 year	$10–100K		
Hybrid E-Book/App	Adobe DPS	Apple (App Store or Newsstand); Google	iPad and Android tablets	Yes	Yes	Yes	Yes	Limited	Limited	Moderate	6–12 months	$2–5K	Interactive app-like experience; works within existing workflows; moderate cost	Only optimized for reading and distribution on particular devices (walled garden)
	iBooks Author	Apple (iBookstore)	iPad	Limited	Yes	Yes	Unknown	Yes	Limited	Low	3–6 months	$0–5K		
Fixed Format E-Book	FXL	Apple, Amazon, B&N and Kobo (each offers its own FXL option)	Color e-readers; iPad and Android tablets.	No	Limited	Yes	Yes	Limited	Limited	Moderate	3–6 months	$0–2K	Brings print layout design to e-reading devices; low production cost	Not optimized for reading on devices; limited in interactivity
	PDF	Self; Scribd; Library vendors (ebrary, OverDrive, etc ...)	Nearly any device	No	Limited	No	No	Limited	No	None	1–3 months	$0–500	Truly universal; easy to create	No real interactivity; not optimized for multi-device reading
Reflowable E-Book	EPUB	Apple (iBookstore), B&N, Google, Kobo, Ingram, and other vendors	Color and b&w e-readers	Yes	Limited	No	Yes	No	Limited	Low	1–3 months	$0–2K	Wide distribution with proven sales channels; low production cost	Only modest design control; limited in interactivity
	MOBI	Amazon	Kindles	Yes	Limited	No	No	No	Limited	Low	1–3 months	$0–2K		