

HABITS FOR ***SUCCESSFUL DIGITAL PUBLISHING***



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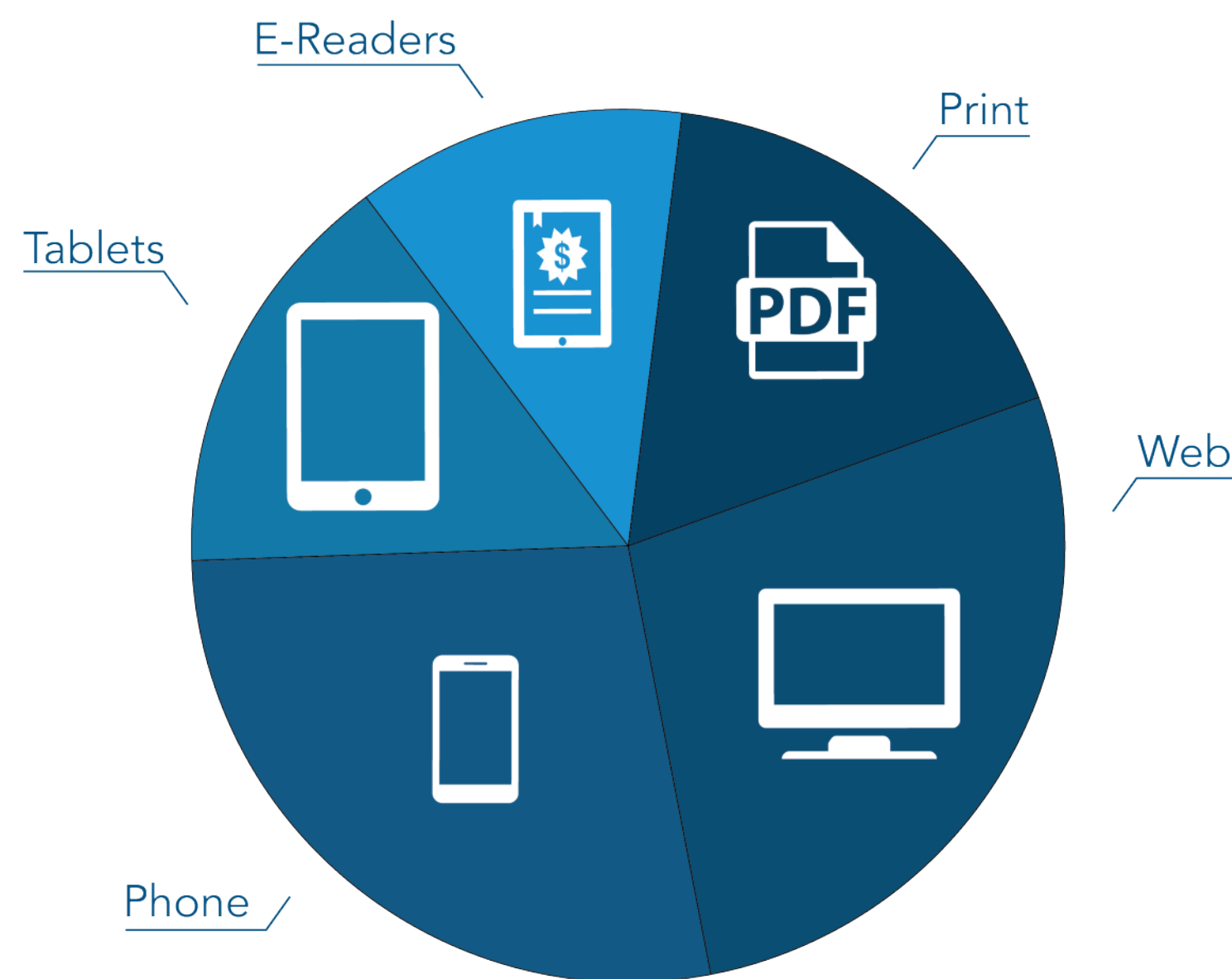
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Habits For Successful Publishing

The content audience has become very fragmented in recent years, from what was traditionally just print to now include a number of different channels. The size of the audience is growing constantly because users are now interacting with the same content across multiple devices in the same day.

The fragmentation in the mobile audience represents an opportunity for all organizations that publish content. It's an opportunity to drive more users to digital-only subscriptions, but also leverage the shop window that the likes of the Apple App Store provides for your con-

tent, products and services. For example, the ability to reach into new geographies, drive key usage metrics such as the number of sessions, page views and number of interactions, and the use of value-added features like searching and highlighting.

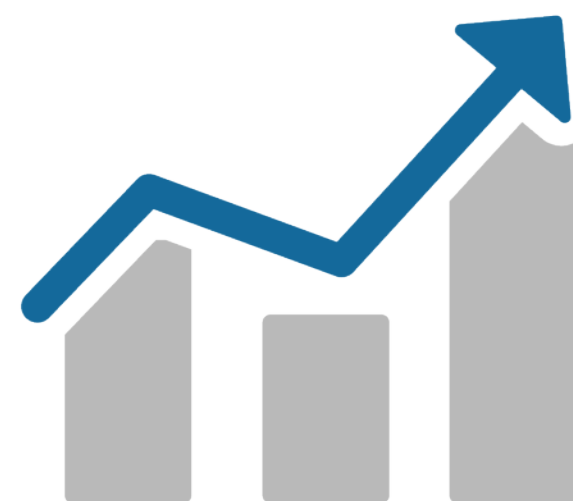


Mobile provides an opportunity to drive revenue directly or indirectly, often in a profitable way. Mobile provides many convenient and trusted billing mechanisms while significantly reducing the publishing distribution cost when also compared to print.

Finally, mobile offers an opportunity to lift the fog on how your users consume content with the analytics that are now available. You can understand what people are reading when and where, and understand more about the usage of your content.



Users



Usage



Revenue



Analytics

INTRODUCTION

No discussion on mobile publishing can be had without a nod to PDFs, which today still form the primary method of digital distribution. And quite understandably PDFs have a number of benefits - particularly their ease of creation. But as we explore the true opportunity of mobile and some of its challenges - like device fragmentation - we find that using PDF comes up short in a number of different ways.



✓ Standard Format

✓ Portable

✓ Easy to Create

✗ Static

✗ Limited Interactivity

✗ Cannot adapt to Context

✗ Complex to Sell

✗ No Analytics

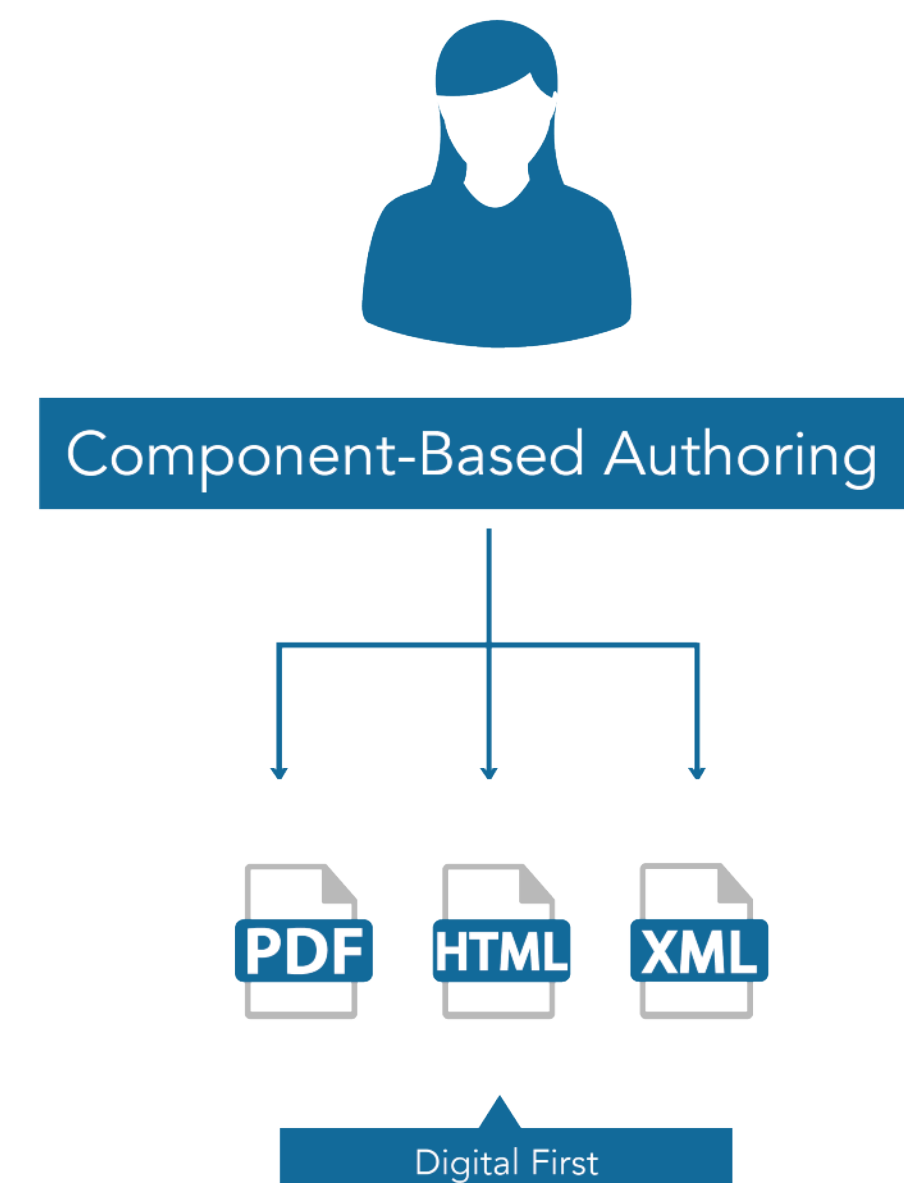
INTRODUCTION

Habit 1 - Evolve To Digital-First Componentized Content

Many organizations today have a print-first workflow where essentially the print assets are created and then fed into a web workflow and potentially converted to a structured format such as XML as a secondary effort. Often copy and paste plays a major role in converting print content to digital formats.

In contrast, in a digital-first workflow content is authored in content components, Smart Content, so that it only need be created once. Content components could be at an article or section level or even more granular than this. That then allows you to associate metadata with an article for example but also with the key components within that article. You can then feed that componentized representation of the con-

tent into a desktop design tool to create the print layout. You can feed it into an XML workflow and, most relevantly, you can flow it into mobile templates to achieve the mobile experience with HTML. And by trying to strive for that single source objective then it very much avoids the need for manually intensive processes and copy and paste.

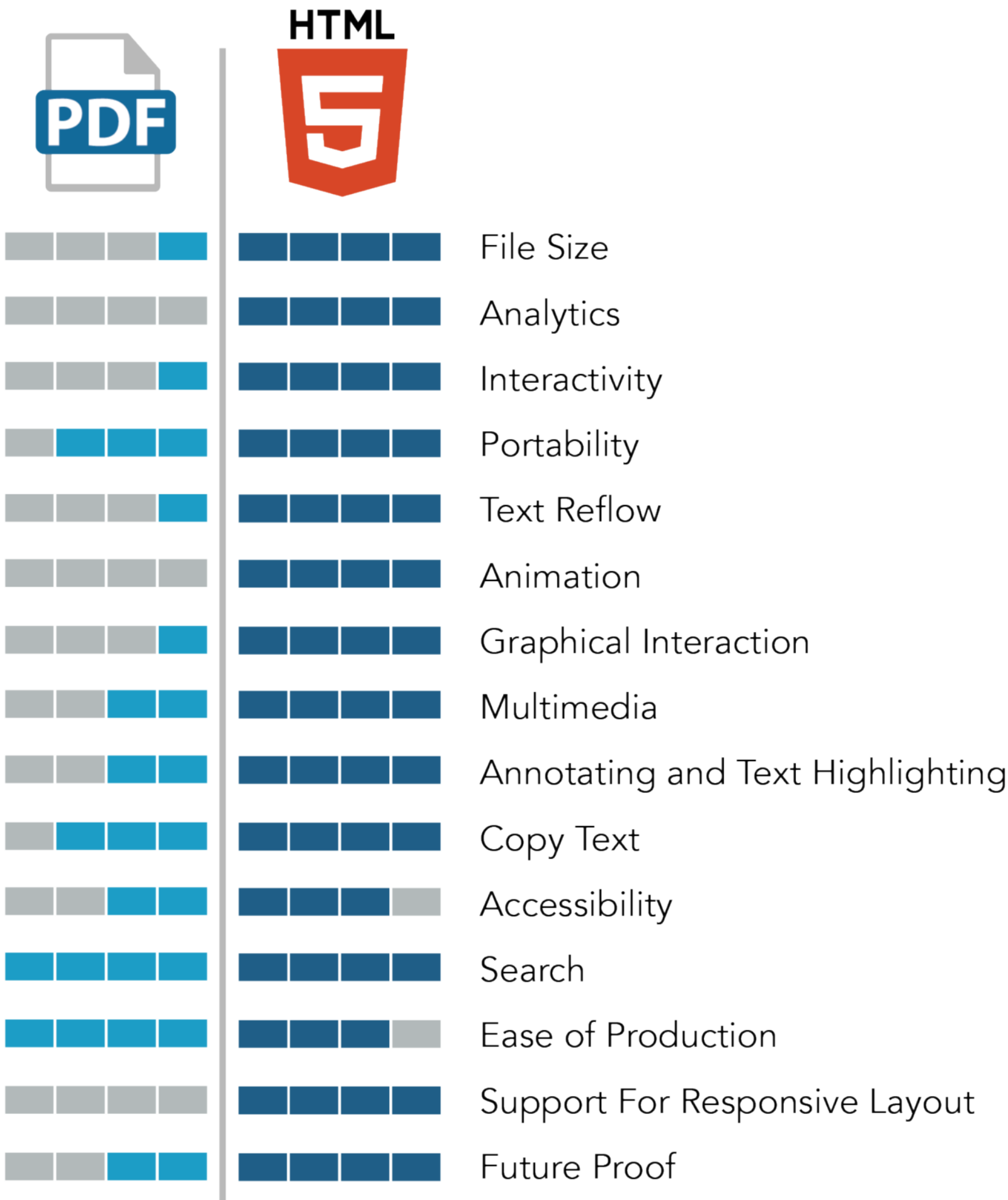


Habit 2 - Embrace Platform Fragmentation with HTML5

We know that mobile devices are going to continue to evolve. Change is one of the few constants in life. New devices are released everyday so the fragmentation problem is getting worse. Publishers need to invest in a content representation - the way that content is published - which is sufficiently flexible and portable to accommodate that fragmentation. We don't need to invent a new proprietary standard for that, it's been done already - it's called HTML and it's supported on virtually every mobile device, desktop and laptop. So by wrapping HTML content in a native app for mobile devices we can leverage all of the benefits of native device features like billing, the camera, accelerometers, etc. while still maximizing our content investment with a very portable representation.



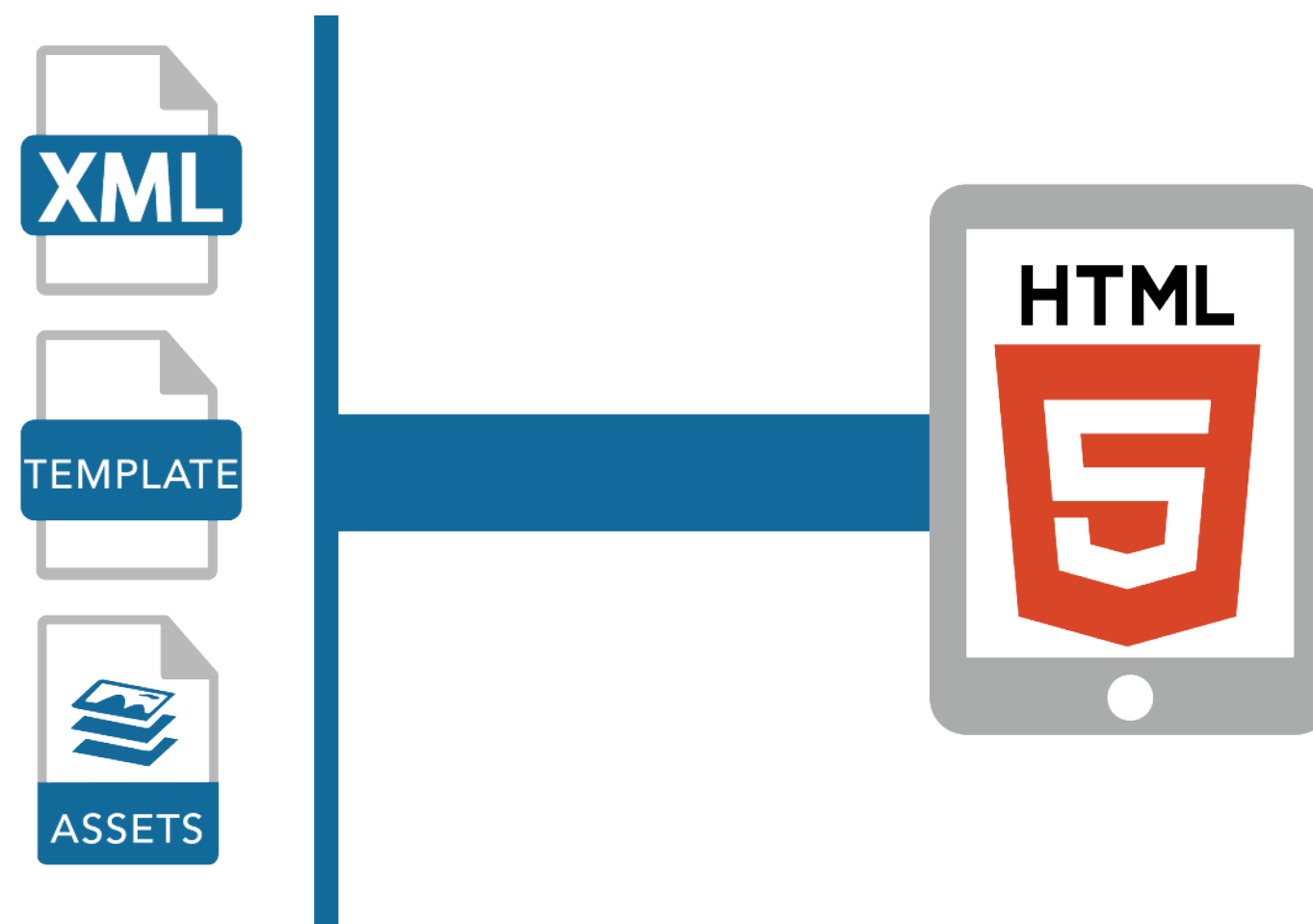
Comparing HTML with PDF, we can see that HTML offers major advances over PDF. In particular, HTML is extremely efficient in terms of its download size. HTML can also flow very easily to suit the screen size and we can achieve some really interactive and compelling user experiences with the features that HTML5 provides us.



Habit 3 - Automate the Workflow For Efficiency and Reliability

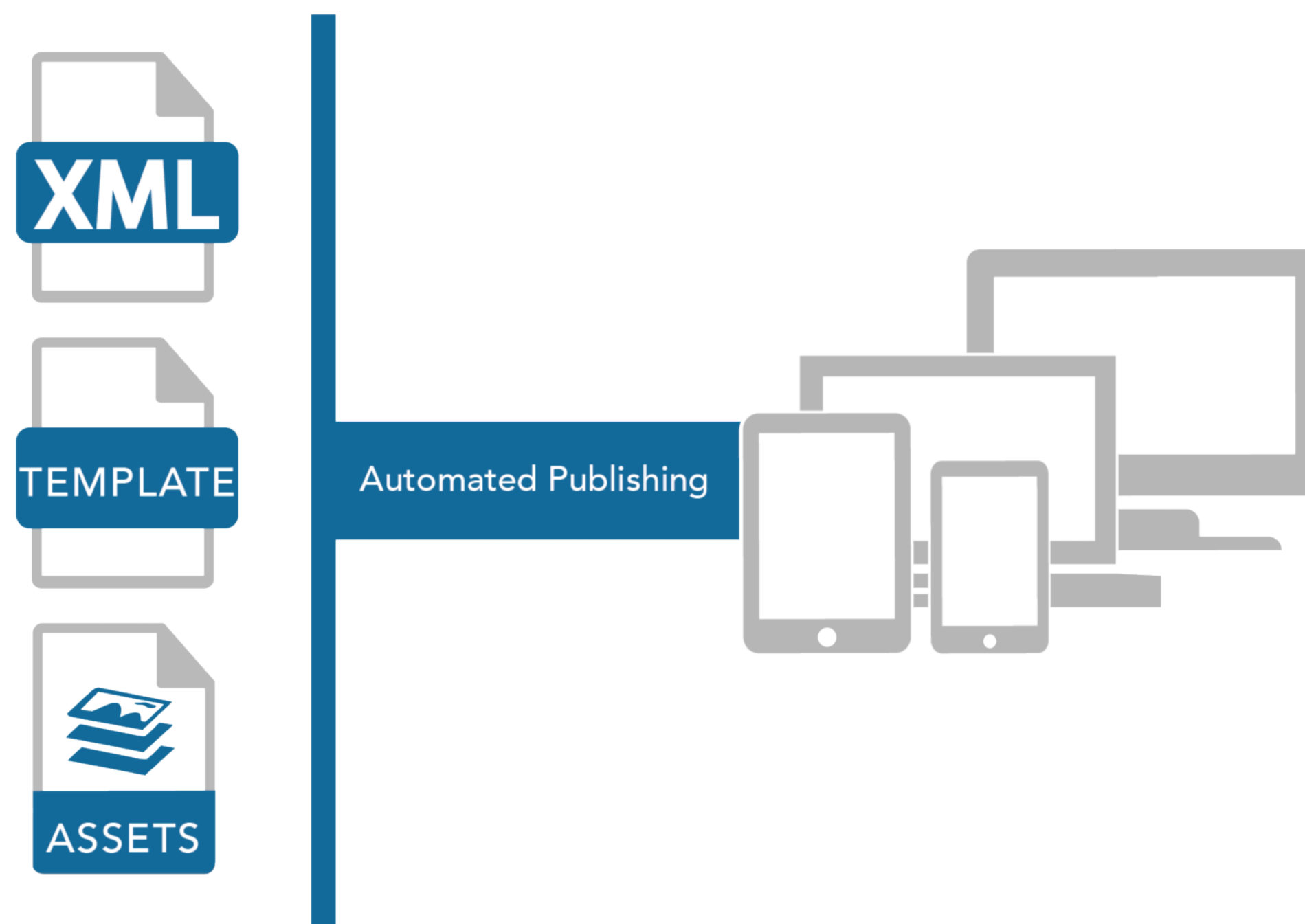
Most content publishers today have a very manually intensive process for creating digital editions of their publications. To improve that process, the objective should be to deliver a fully automated workflow for digital with some defined test preview points so that the componentized content that we

spoke about earlier, and the assets such as images, videos, etc. are automatically templated as part of that publishing process into a compelling HTML5 experience. It's the HTML5 which is then published and consumed by a native app shell on the user's device.



Habit 4 - Architect for Change

Habit 4 is very closely related to Habit 3. Once you get to the point of an automated workflow you should ensure you have the flexibility to iterate your templates to meet the device fragmentation challenge and new platforms. Typically you know those templates will evolve to include an element of optimization for phone versus tablet or even a larger scale phablet experience.



HABIT 4

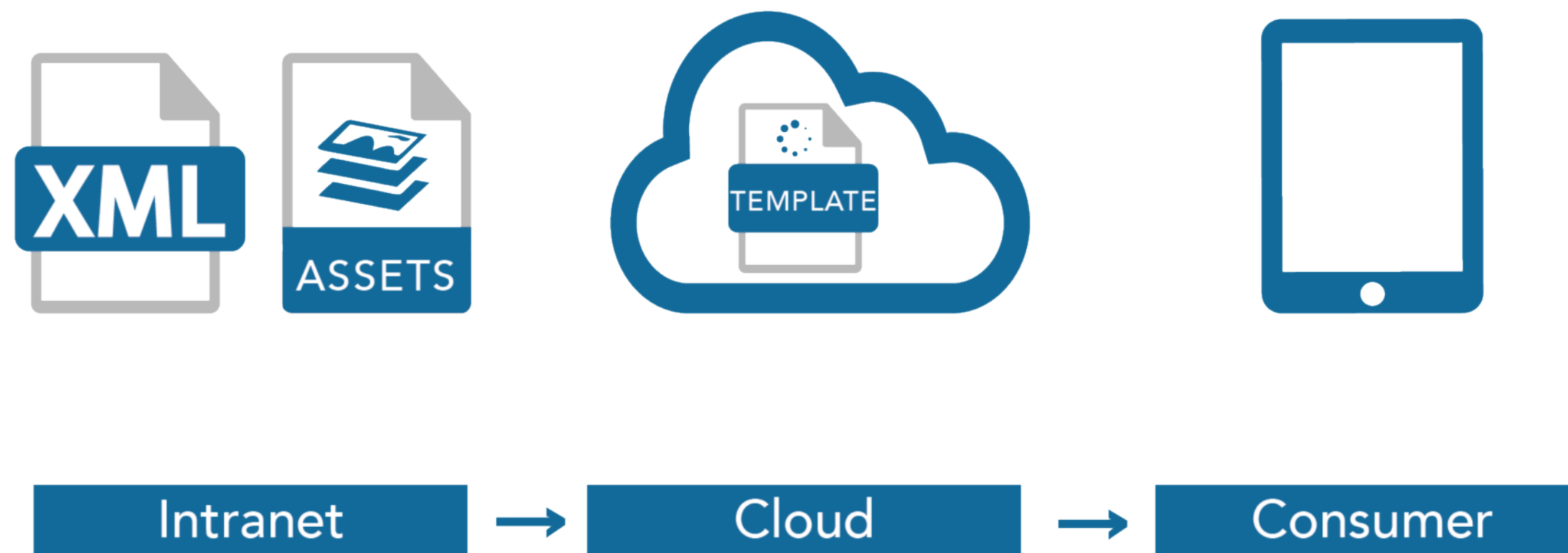
Habit 5 - Leverage SAAS Model to Keep Pace and Reduce IT Costs

Moving software into the cloud is not particularly revolutionary anymore, but in particular for mobile publishing, the total cost of ownership benefits are significant when you consider the ease and speed with which you can deploy updates to support new devices, new templates and new OS versions with a touch of a button from a cloud update.

If you consider a new iOS update, rather than investing substantially in engineering to update a custom app, using a SaaS digital publishing solution with cloud-generated apps,

you can push a button in a Web interface and generate a new app, with the new iOS look and feel, within days of the launch of the new version of iOS (or Android). SaaS-based digital publishing also enables collaboration with other companies, for example ad agen-

cies, to allow publications to be supplemented with advertising content. And that content may be statically designed with a desktop tool like InDesign or QuarkXPress, or potentially even served real-time using ad tags like Double-Click.



Habit 6 - Embrace Screen Size Fragmentation with Responsive Design

The main challenge caused by device fragmentation is the huge diversity in tablet and phone screen sizes. Using a single layout often leaves users frustrated with a pinch and zoom experience or with letterbox content. Google had perhaps underestimated the true impact of screen fragmentation on developers in the Android market in particular. And even

Apple now have deviated from a record of really trying to keep a single aspect ratio screen with such a wide variety of tablet and iPhone screen sizes including the new iPhone 6 and iPhone 6 Plus. This is really where we see the biggest limitation of PDF - its static nature. You have one print targeted layout, which is pretty unreadable without pinch and zoom as the screen gets smaller. Other mobile solutions accommodate this kind of fragmentation by allowing you to create multiple layouts - one for a phone, one for a tablet (not forgetting vertical and horizontal orientations), and that's better than a static layout but it adds to the publishing overhead and doesn't scale.

As we see the aspect ratios of devices increasing all the time, a responsive design or liquid layout are the industry terms for layouts that dynamically adapt to the size of the device being used. As the screen size reduces, the layout essentially adapts in various ways. For example, the lower priority content may become hidden, text

will reflow, and images will resize. HTML5 has been designed specifically to address this problem with capabilities such as CSS media queries. By using responsive design you can enjoy a much more simplified publishing workflow in which the templates include the rules for dif-

ferent screen sizes and one content bundle is automatically optimized for many devices. It's also possible to have different bundles of digital assets with one optimized for larger retina screens and another for smaller screens. This minimizes the download overhead for small device users.

So overall, the use of responsive design allows publishers to achieve a very compelling user experience across a full suite of devices without compromise.



HABIT 6

Habit 7 - Design for Digital

We often like to use term “Think Beyond Ink” to embody the ethos that content owners should really endeavor to add value to their content for a touch-screen-connected experience. HTML5 enables a number of really nice user experience features that usefully manage the editorial hierarchies, calling out what is important or supplementary to the consumer. This is in contrast to a print publication where ancillary content such as footnotes, have to occupy physical space on the page, taking away from the primary content. Author info can be placed in pop-ups, multiple images can be included using a slideshow. Those images can be zoomable. You can make reference content hyperlinked. Showcased on this page are just some of the ways you can consider adding value to your content.

For digital apps that are assembled using automated templates, these enrichments can be added using pre-configured rules based on the editorial template. From working with a number of prominent journal customers we’ve seen that these enhanced digital experiences have been shown to really improve the user's desire to read the content compared to competitors, and help drive the usage metrics discussed earlier.



Audio



Email



Geolocation



Hotspots & Popups



HTML5 Widgets



Hyperlinks



Page Flips



360° Images



Scroll Zones



Selectable Text



Slideshows



Carousels



Video



Web Views



Zoomable Images

HABIT 7

Habit 8 - Enhance for Relevance

Habit 8 moves from enhancing the design for digital to enhancing for relevance. Not only can you enrich the experience in terms of its design, but you can add satellite features to the app shells in which that content is consumed to really improve the usability of the content in terms of its navigation, etc. To illustrate, by using native text within an app, content benefits from all of the accessibility features that a platform like iOS provides. And that may be needed simply to satisfy a corporate accessibility policy or to provide a nice feature such as the device reading content aloud while the user is traveling.

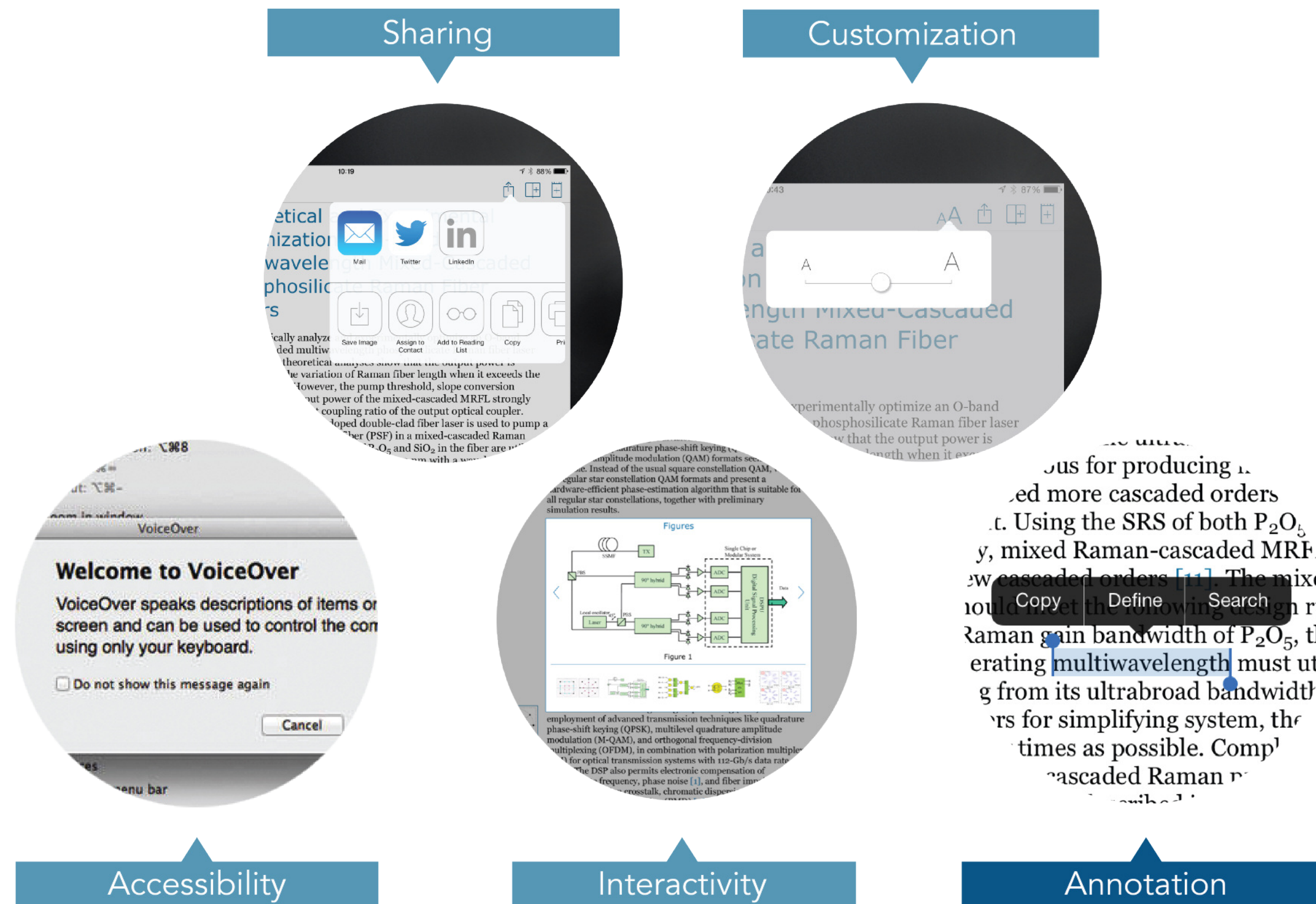
Driving discovery of content via social sharing is still a major driver of usage for most types of mainstream content such as news, but it's also very applicable to journals, analyst reports and other content types where users wish to share ideas with peers. Related to Habit 7, you can add interactivity but

also connect interactivity with standard app features like the ability to email the author of the article, or provide commenting/notes, which all add relevance.

One of the advantages of using HTML5 to present the layout of the content is it enables user control

over how the content is presented. For example, the user could control font size and potentially even select the layout that is used for a particular article.

Finally, by using native text, the user can highlight text, look up a term in a dictionary or perform a free text search within the content for a given term. And although there is a proliferation of devices and an increase in mobile usage, users still only have 24 hours a day. So in our view the most successful organizations will ensure their content is as relevant as possible and as efficient as possible for consumers to access.



HABIT 8

Habit 9 - Try, Observe and Iterate using Analytics

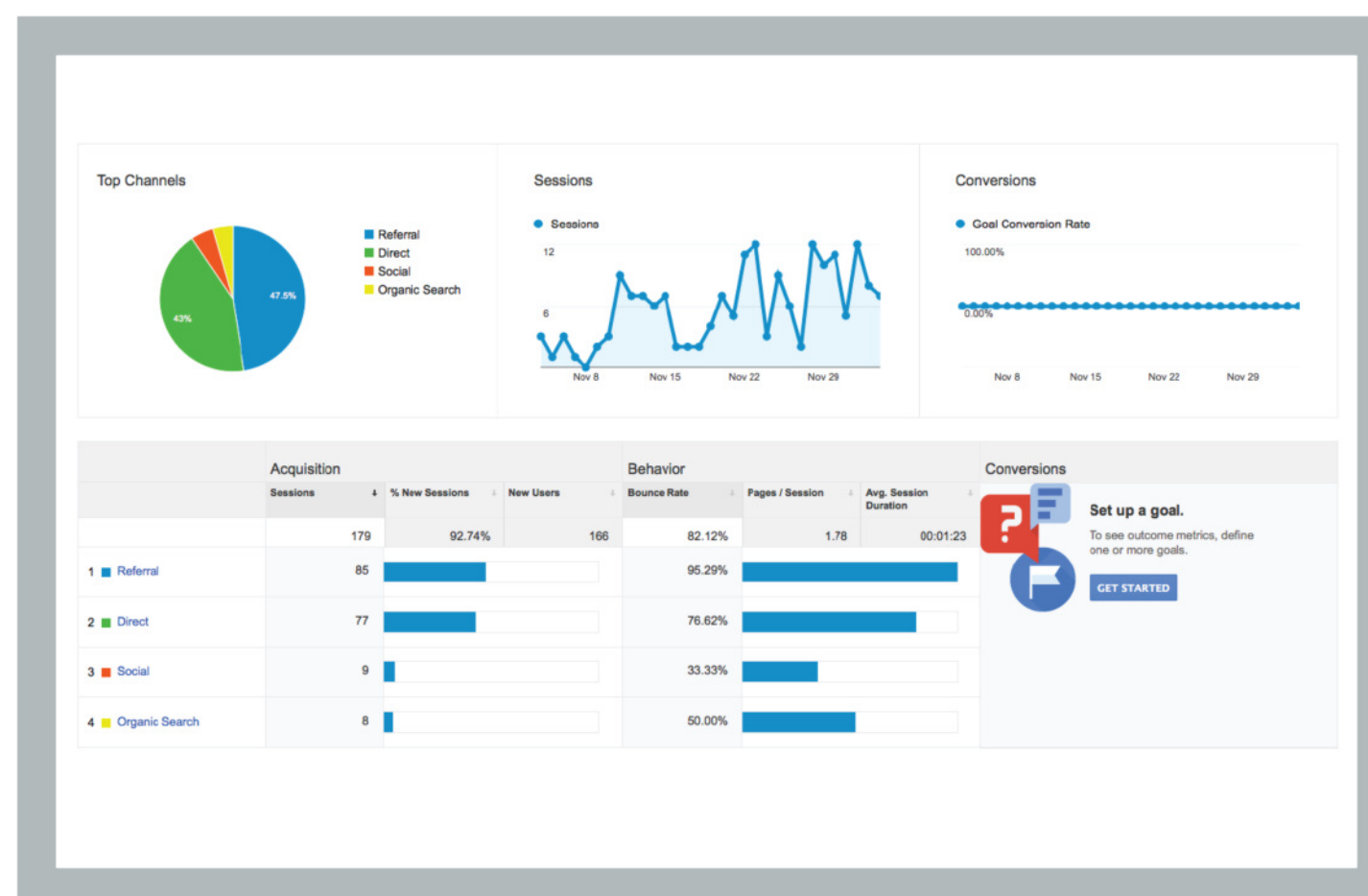
It's always amazing how many significant investment decisions are made on pure guesswork. In a digital world you can accurately measure everything down to the number of links that are clicked by a user within an app (in the same way you can with the Web) to try to understand what users want and how they intend to use the content. What we'd always recommend for any organization starting out, for the first project, establish what the key smart objectives are for the app or apps being produced. Is it about driving unique session page views, is it time in the app, is it the number of enquiries to test drive a new

car? Analytics tools such as Google Analytics are amazing for tracking the progress against your specific goals and then tuning the app user experience in order to meet those goals.

One of the things we do with our clients is define a pyramid of 'value' based on the type of use and how we can advance users up that pyramid. For example, for a lot of journals, a subscribed user is more valuable than one that isn't and therefore we will look at ways to promote subscription throughout the app.

✓ SMART Objectives

✗ Do not guess



HABIT 9

Habit 10 - Disruption - Beyond the Static Issue

The final Habit is somewhat of an umbrella and a generalization of the 'Think Beyond Ink' principles related to some disruptive developments we see in the industry, moving beyond what is a conventional static issue. We don't feel today digital publishing has truly optimized the experience for what are amazing new devices. We're still very conventional in our approaches, and issue-based in our thinking with most apps providing the traditional feeling of closure that a user gets when they finish an issue.

There will be further disruption as we mature our approach in terms of what these user interfaces can provide. Connected devices are able to pull in real-time content so we'll certainly see more real-time commenting coming in. The way we browse content is likely to change, so we're starting to see

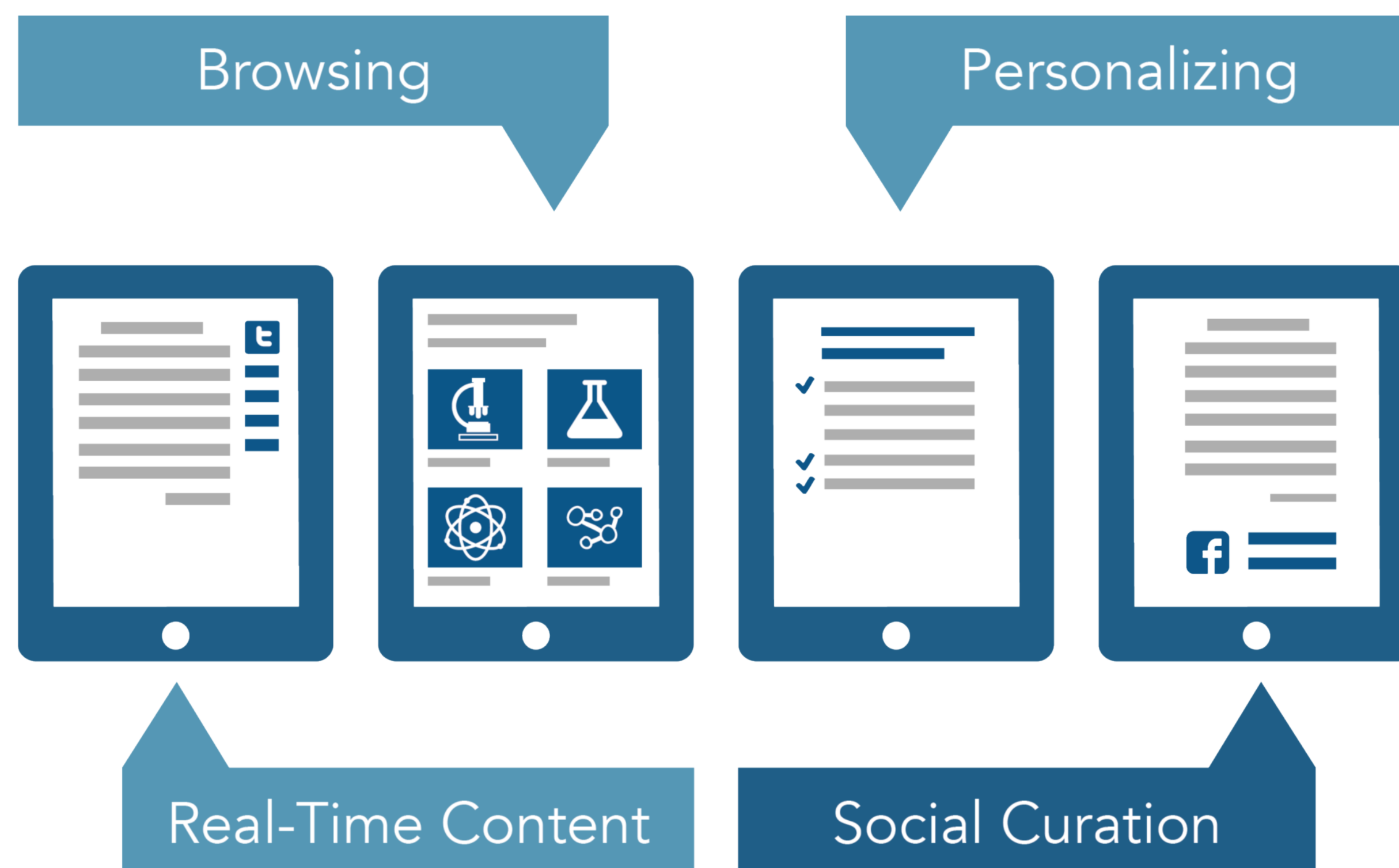
forward-thinking journal publishers allowing their users to slice through their article portfolio by other mechanisms such as key terms, tags or categories, which is a completely different way, a different structure, compared to an issue-based publishing model.

Back to the relevance point made earlier, only a percentage of a medical journal's content will be relevant to a specialist such as a cardiologist. The more we can give the user the ability to distill that content to what is relevant for them on their device, the more they're going to want to

read that content. Now it's true that occasionally personalization is in conflict with business drivers like advertising, but generally they can coexist successfully and certainly the apps that deliver serendipity for their uses will be the most valued.

Finally, social curation, which really refers to the integration of a person's social graph into the content experience. That would typically include floating up content others in your social graph have read or liked. As opposed to Facebook, we see more professional social

networks appearing to drive this. We think social curation has a bigger place to play in the professional context.



This guide is an introduction to the 10 Habits of Successful Digital Publishing. If you want to find out more about how App Studio and Quark Enterprise Solutions can drive your enterprise multi-channel publishing and high-value customer communications strategy, please contact our experts.

www.quark.com/contact



About App StudioApp Studio (www.appstudio.net) is the next generation digital publishing solution that uses HTML5 to push the bounds of user experience without the high cost and effort associated with custom app development. App Studio is the only digital publishing solution that allows users to create branded content apps using QuarkXPress, InDesign, HTML5 and XML. Through a managed cloud environment designers, authors and extended teams are able to collaborate to create rich, interactive content that can be delivered across multiple platforms and devices.

CONCLUSION