eBook
TECHNOLOGIES, Inc.

IDPF Standards and Status

May 14, 2008

Agenda

- OEBPS: Why It Wasn't (completely) Great
- EPUB:
  - OCF: Common OEBPS Container Working Group
  - OPS/OPF: OEBPS Working Group
  - Current Status
- Business & Consumer Implications (briefly)
- Demonstration
- Q & A (at panel conclusion)

Introduction

- Founded in 1996:

- In 2000, acquired by:

- Formed in 2004 to take technology forward:

Introduction

- ETI Founders
  - Garth Conboy, President
    - VP Software Engineering, SoftBook Press
    - General Manager, Gemstar eBook Group Limited
    - Member, IDPF Board of Directors
    - Co-Chair IDPF Unified Container Working Group
    - Co-Chair IDPF OEBPS Working Group
  - John Rivlin, CEO
    - VP Server Systems, SoftBook Press
    - CTO, Gemstar - TV Guide International
    - Co-Chair IDPF Unified Container Working Group
    - Co-Chair IDPF OEBPS Working Group

OEBPS

- 1998: SoftBook Press, NuvoMedia, Microsoft
- 1999: OEBF Formed ➠ IDPF
- 1999: Open eBook Publication Structure 1.0 (OEBPS)
- 2002: OEBPS 1.2 Update
  - Peanut Press
  - MobiPocket
  - SoftBook/NuvoMedia/Gemstar/ETI
  - Microsoft

- But, in 2003-2005 we really had numerous not terribly compatible Reading Systems…

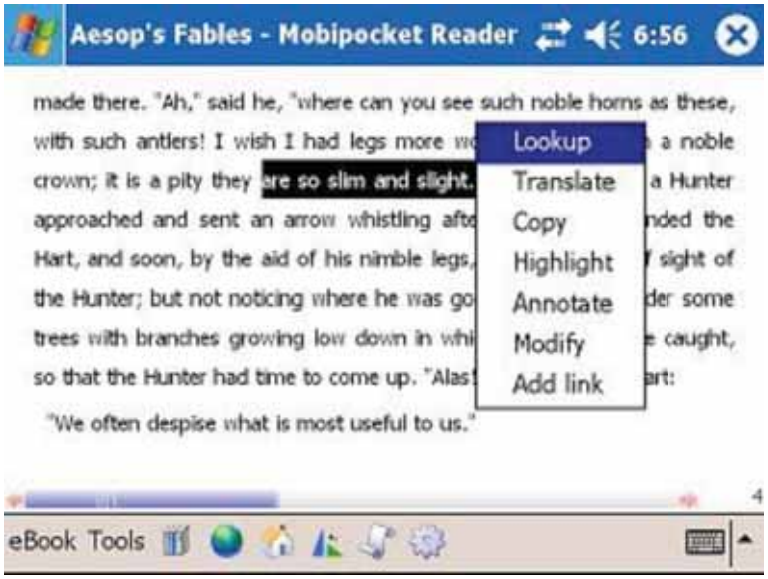
OEBPS

- Peanut Press ➠ Palm Digital Media ➠ eReader.com ➠ Motricty/eReader.com ➠ Fictionwise

PML - Palm Markup Language
".pdb" files wrapped in eReader.com DRM

OEBPS

- Mobipocket



Basically OEBPS
".prc" or ".mobi" files wrapped in Mobi DRM

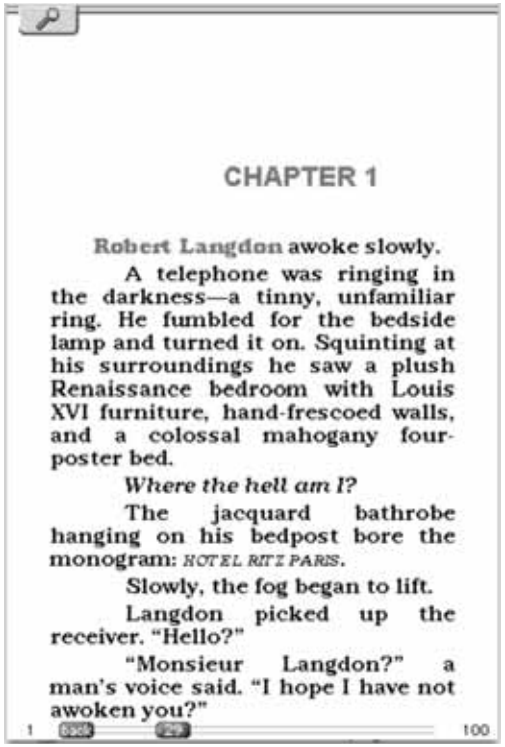
OEBPS

- Microsoft Reader (MSreader)

Basically OEBPS 1.2
".lit" files wrapped in Microsoft DRM

OEBPS

- SoftBook Press ➠ Gemstar ➠ ETI



CHAPTER 1

Robert Langdon awoke slowly.

A telephone was ringing in the darkness—a tinny, unfamiliar ring. He fumbled for the bedside lamp and turned it on. Squinting at his surroundings he saw a plush Renaissance bedroom with Louis XVI furniture, hand-frescoed walls, and a colossal mahogany four-poster bed.

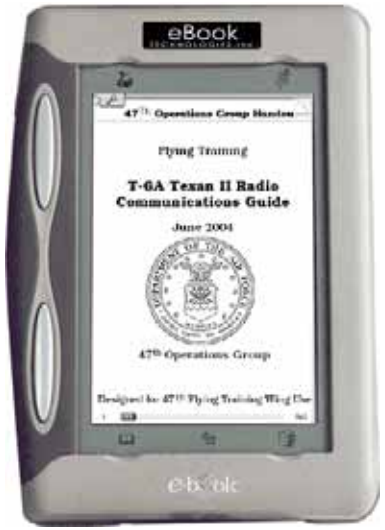
Where the hell am I?

The jacquard bathrobe hanging on his bedpost bore the monogram: *HOTEL RITZ PARIS.*

Slowly, the fog began to lift.

Langdon picked up the receiver. "Hello?"

"Monsieur Langdon?" a man's voice said. "I hope I have not awoken you?"

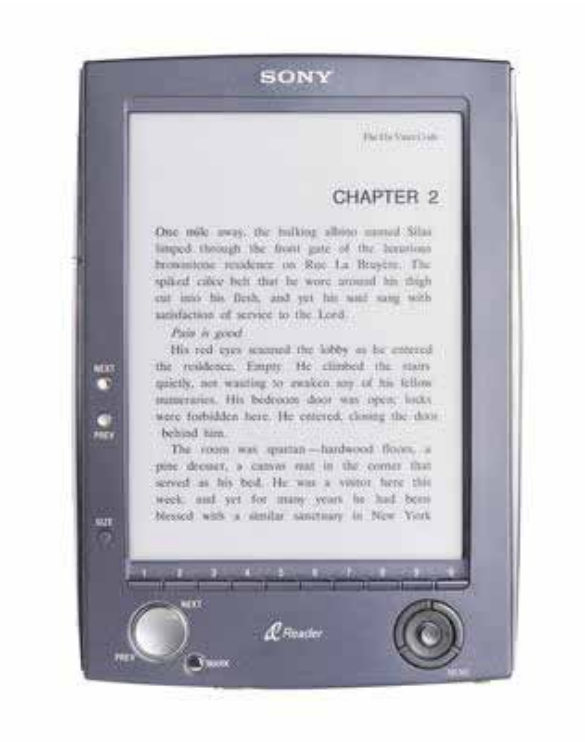


Basically OEBPS 1.2

OEBPS or ".imp" files wrapped in ETI DRM

OEBPS

- Sony



BBeB/Xylog – Custom XML Vocabulary
“.lrf” files wrapped in Sony DRM

OEBPS

- Adobe

PDF Files wrapped in Adobe DRM

OEBPS

- What's holding us back?
  - OEBPS Reading Systems may start with similar source, but perform platform-specific processing or DRM wrapping
  - Publishers & conversion houses must generate multiple eBook formats for sales & distribution
  - Consumers can't generally move content from one Reading System to another
    - Fear of platform death
- High level:
  - Content flow is negatively impacted by conversion time and expense
  - Sparse choices of content drive down consumer interest

Common OEBPS Container WG

- Mission: Standardize a unified (across Reading System) Open eBook Publication Structure container format.
- Requirements/Directions:
  - Standardize a container format for OEBPS
  - Publishers and conversion houses will produce only this format for entry into the distribution and/or sales channels
  - Unsecured content may be directly exchanged between Reading Systems that support the container format
  - Content interoperability between Reading Systems is a high-level goal. Exchange of non-secured content between reading system is a good first step

Common OEBPS Container WG

- OCF High-Level Takeaways
  - Standard way to package OEBPS eBook content for distribution, sales and interchange
  - It's just ZIP!
  - A single "container" that can be authored by publishers and conversion houses for dissemination into the channel
  - A big step away from producing Reading System-targeted content (e.g. for MS, Mobi, eReader, ETI)
  - An end-user interchange/consumption format for unencrypted titles
- Specification approved October 2006
- When packaging OEBPS/OPS, use OCF **now!**

Common OEBPS Container WG

- Working Group Contributors & Supporters

Random House
iRex Technologies
Ball State University
Mobipocket
Benetech/Bookshare.org
Adobe Systems
eBook Technologies
Hachette Book Group USA
WGBH
TriWorks Asia
Motricity, eReader.com
DAISY Consortium
NetLibrary
Publishing Dimensions
HarperCollins
Houghton Mifflin

Simon & Schuster
Dolphin Computer Access
Apex Publishing
Follett
Houghton Mifflin
OpenReader Consortium
OverDrive
Codemantra
Harlequin
John Wiley & Sons
Osoft.com
ContentGuard
Lightning Source
Cambridge University Press
Green Point Technology Services
Invited experts

OEBPS Working Group

- Mission: Update OEBPS 1.2 to improve the adoption and viability of the standard as both a cross-reading system interchange and production format as well as a final publication delivery format.
- Requirements/Directions:
  - Align with current standard on which OEBPS is based (e.g. XML, namespaces, CSS, XHTML)
  - Support vector graphics
  - Support embedded fonts
  - Enhance OEBPS accessibility and navigation
  - Retain the open and patent-unencumbered status of OEBPS

OEBPS Working Group

- Solutions (abridged):
  - Current standards (XML 1.1, XML Namespaces)
  - Two “Preferred Vocabularies”
    - Valid XHTML (required XHTML modules)
    - Valid DTBook (NIMAS)
  - Navigation – added DAISY NCX (NIMAS)
  - Vector graphics – added SVG as Core Media Type
  - Embedded vector fonts – added @font-face CSS
  - Tighter conformance requirements
  - OEBPS becomes OPS 2.0 and OPF 2.0

OEBPS Working Group

- OPS/OPF High-Level Takeaways
  - Constrained enhancements to OEBPS 1.2
    - Backward compatibility
    - Automatable forward migration
    - Enhanced presentational fidelity
    - Enhanced navigation
    - NIMAS compliance
  - Enhance cross-Reading System content flow
    - With OCF
    - With Validation and Conformance Checking
  - www.idpf.org/forums
- Approved by membership and published as standard in September 2007

OEBPS Working Group

- Working Group Members Include

Motricity/eReader.com
iRex Technologies
Somatic Digital
Treasures Media
Benetech
eBook Technologies
Time Warner Book Group
Random House
NCAM/WGBH
Publishing Dimensions
Simon & Schuster
Prime View International
Adobe Systems

DAISY Consortium
OpenReader Consortium
Codemantra
Harlequin
Osoft.com
Cambridge University Press
Green Point Technology Services
Sony
Greenwood Publishing
Hachette Book Group
Vital Source Technology
Invited experts

EPUB

- EPUB == OPS/OPF in an OCF container
- HBG first to switch to “only EPUB” in January 2008
  - Harper Collins UK, Penguin UK
- AAP endorses transition to EPUB by October 2008
  - Penguin, Pelican
  - HarperCollins, Random House, S&S, Wiley, Harleguin
- EPUB Reading Systems
  - Adobe Digital Editions & ETI/eBookwise
- Validator:

  http://code.google.com/p/epubcheck/

Standards Q & A

- What's the difference between EPUB & PDF?
  - PDF is pre-paginated and not easily re-flowed
    - "Zoom" a PDF, see the upper left
    - PDF is a print and print-archive format
  - EPUB content, like XHTML, is re-flowable
    - If paginated, when zoomed, there will be more "pages"
    - OPS is a re-flowable "electronic content" format
    - Adobe's Digital Editions has adopted EPUB for such content

Business Implications Q & A

- Does this mean that publishers and conversion houses can deliver one file format for distribution and sales?
  - Yes, that's the idea!
  - Getting to "one file" is the main driving force for these efforts
    - If publishers and conversion houses are producing a single target (EPUB), it will be cheaper and easier
    - Cheaper and easier conversions will induce publishers to release more content into the eBook space
    - More content will drive consumer demand and expand the market
    - An expanded market may drive down consumer cost, further driving the growth cycle

Business Implications Q & A

- If I want to apply DRM to eBooks, how is this done in this “new world?”
  - Much as it is today, as a final Reading System-specific step before content is delivered to consumers
  - The input to this process is the single format, rather than a previously platform-targeted format
  - Note Apple & EMI – there are consumers who will buy only, or at least value more, non-DRM-ed content
  - DRM is already dropping out on audio-book content
  - Further note, conformant Reading Systems will support interchange on non-secured content

Conclusion

- What's the timeframe? When can I do only EPUB?
  - Need critical mass of Reading System support
  - This is basically now!
  - This transition (to single format production) should be complete in 2008
  - To make this happen:
    - Publishers: push vendors and Reading Systems to conform
    - Conversion houses: ramp up and support the standards
    - Reading System vendors:
      - Support the standards in your Reading Systems
      - Support cross Reading Systems exchange of non-DRM-ed content

Conclusion

Wide, complete and correct adoption of these standards will provide a significant boost for all involved: publishers, conversion houses, distributors, sales channels and consumers!

Demonstration

Demonstration

Q & A