

## Introduction to IDPF & EPUB

ASPECT European Schoolnet Brussels - 17 February 2011

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**International Digital Publishing Forum** 



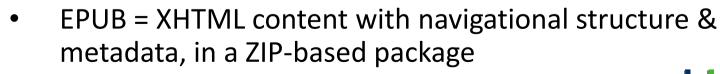
## What is IDPF?

- •Not for profit Trade and Standards organization with over 175 members from 25+ countries.
- •All working together to advance Digital Publishing Ecosystem
- Responsible for EPUB Standard



## What is EPUB?

- EPUB is the interchange & delivery format for digital publications based on Web Standards
- EPUB enables structured, accessible content, interoperable between devices & applications, for downloaded and online consumption
- Standard developed by IDPF since 1999 (OEBPS 1.x became EPUB 2.0 in 2007)





### **EPUB Emphasis: Dynamic Layout**

-- THE BIG CITY NEWS -- Arts, Monday, August 24, 2009

### Experiencing Life, Briefly, Inside a **Nursing Home**

By JANE DOE

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Content paginated "on the fly" based on screen size, user font size preference "fixed" layouts.

# **EPUB Industry Adoption Timeline**

### 2009

- Google: 1M PD EPUBs
- Sony store to EPUB
- B&N Nook

### 2008

- AAP endorses
- UK PA endorses
- EPUB standardized
- Adobe Digital Editions
- Adobe InDesign
- Sony Reader

2007

#### 2010

- Apple iBooks
- 25+ eReaders
- 25+ smartphone apps
- Most Kindle sales from titles ingested as EPUB
- EPUB3 chartered





### EPUB 3

Working Group chartered May 2010 with ambitious goals

- •Expand EPUB applicability for global content
- •Improvement for complex, interactive, media-rich titles
  - Textbooks, STM, magazines
- Increase Web Standards alignment (HTML5)
- •Improve EPUB conformance & accessibility

IDPF on Feb. 14th published the first Public Draft of EPUB 3 for public review and trial use

EPUB 3 is on track to be approved by May 2011





## **EPUB 3: General Enhancements**

- 1. Core content based on XHTML5
- 2. Enhanced global language support
- 3. Styling & layout enhancements
- 4. Improved metadata capabilities
- 5. MathML support





### **EPUB 3: Rich Media Enhancements**

- Video & audio support
- Audio can be synchronized with text
- Embedded font support a baseline requirement
- Improved SVG support





# Accessibility Features in EPUB 3

- Publishing domains require semantics not present in HTML 5
- More semantics is better for Everybody
- •Books, newspapers, journals have their own specific semantics
- •We can provide a "semantic inflection" to HTML elements by using an attribute
- •Example: footnotes and footnote references
- •Semantic inflections through attributes provide an extensible rich mechanism to add semantics





# Summary

- EPUB has rapidly become established as the eBook format standard in North America and Europe
- EPUB 3 with enhanced global language support has a promising future worldwide.
  - EPUB = reliable "package" for Web content
  - Leveraging Web standards is a huge win for ecosystem
- EPUB 3 will deliver HTML5 support, rich media & interactivity, formatting improvements, enhanced accessibility and other key new capabilities





## For More Information

- IDPF website: <a href="http://idpf.org">http://idpf.org</a>
- EPUB 3 Working Group site:
  <a href="http://code.google.com/p/epub-revision">http://code.google.com/p/epub-revision</a>



