What is nextPub™?

A Specification of IDEAAlliance

And why does it matter?

Peter Meirs
VP, Production Technologies

Time Inc.

Tech & Trends: eMedia Best Practices  November 18, 2010
HTML5 RDFa ELEMENT SCHEMA
<XML>
CSS3 XMLNS ATTRIBUTE CLASS
Tech & Trends: eMedia Best Practices November 18, 2010
Story Content
Story Content

Who's Hot Who's Not
By: Edited by RICHARD O'BRIEN; ADAM DUERSON

Who's Hot

BEARS

After entering the AP poll for the first time in 17 years, No. 25 Baylor earned its first win in Austin since '91 behind the arm of QB Robert Griffin III (right), who passed for two TDs, bumping his career total to 39, a new BU record. As for the NFL Bears? They had a bye, which meant a rare weekend off for Jay Cutler.

HAWKEYES FOOTBALL

Iowa handed No. 5 Michigan State its first loss of the season last Saturday in the form of a 37--6 beatdown that saw three Ricky Stanzi passing TDs and two Adam Robinson TD runs. Said MSU QB Kirk Cousins of the game, which was 30--0 at half, "We ran into a buzz saw."

RED STRENGTH

Liverpool got an 86th-minute goal from Maxi Rodriguez (right) to earn a 1--0 win—their second straight, a rare feat for the Reds these days—at Bolton on Sunday, pulling them out of the EPL drop zone and pleasing their new owners of three weeks. Next up: first-place Chelsea.

NCAA COWBOYS & BRONCOS

Oklahoma State bounced back from its loss to Nebraska
Story Content to Print Article

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After entering the AP poll for the first time in 17 years, No. 15 Baylor gained its first win in Austin since '81 behind the arm of QB Robert Griffin III (right), who passed for two TDs, bumping his career total to 36, a new BU record. As for the NFL Bears? They had a bye, which meant a rare slackish weekend for Jay Cutler.

HAWKEYES FOOTBALL

Iowa handed No. 5 Michigan State its first loss of the season last Saturday in the form of a 37-6 beatdown led over there by QB Kirk Cousins in TDs and two Adrian Robinson TD runs. Said MSU QB Kirk Cousins of the game, which was 30-0 at half, "We ran into a buzz saw."

RED STRENGTH

Liverpool got an 86th-minute goal from Maxi Rodriguez (right) to earn a 1-1 win—their second straight; a rare feat for the Reds these days—at Bolton on Sunday, pulling them out of the EPL drop zone and pleasing their new owners after three weeks. Next up: first place Chelsea.

NC A COWBOYS & BRONCOS

Oklahoma State bounced back from its loss to Nebraska with a 24-14 win over Kansas State. Meanwhile, Boise State rolled along thanks to a 49-20 win over Louisiana Tech, keeping alive its BCS title game hopes. The two schools rank No. 3 and 2, respectively, in C-1 scoring.

Who's Not

TIGERS

No longer No. 1, Tiger Woods was surpassed by Lee Westwood as the top ranked golfer in the world on Sunday, capping off Woods' worst year ever—oh and off the course. And last Saturday, No. 6 Missouri fell 31-17 to Nebraska, a loss after the Tigers knocked off then No. 1 Oklahoma just a week ago.

HAWKEYES BASKETBALL

The NCAA last week looked into a rules violation by Iowa's kids' team after it admitted that a hoop photo of John Beiever (ROCUBERS)

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Amazon Kindle
Publishing Guidelines
How to make books available for the Kindle platform

“IDPF 1.0 or 2.0 (OPF + HTML) is the best source for incorporation into an ebook.”
From article to Kindle

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Issues with ePub for magazines

- ePub describes books so it lacks context for magazine article elements like sidebars, decks, teasers, sections, subsections, starting page, etc.

- ePub lacks magazine specific metadata like cover date, issue ID, volume and issue number.

- ePub offers no equivalent to PRISM’s media element that contains key information about format, title, credits, captions, descriptions and usage rights.

**PRISM is to magazines what ePub is to books**

**PRISM** is the basis for nextPub
What works for magazines

Current solutions Print to Tablet
What works for magazines

Current solutions Print version
What works for magazines

Current solutions Tablet version
What works for magazines

Future requirements: More tablet versions
## Scale: the new challenge

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*Complexities increase with multiple screen sizes, resolutions, and aspect ratios*

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Where do we go from here?

XML driven process

- Content creation — still words and pictures (and now video) expressed as XML
- Content maintains hierarchical structure but not presentation
- Design comes at the end, based upon platform or device
What can make this happen?

nextPub™
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