Getting into the weeds . . . .
The Future of Publishing

- In many ways, the iPad has made the vision for the future of publishing very real.
Just the Beginning . . .

Apple’s iPad catalyzing disruptive change

By Gizmao Team
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Gartner forecasts Media Tablet Market growth of more than 1000% in the next four years
So What’s the Solution?

• New digital delivery devices for magazines
• New layouts and functionality
• Our current workflows are not sustainable with multiple outputs requiring many cycles of design and editing per platform
• How can we move toward?
  – an XML driven content creation process
  – Programmatic /dynamic display driven by emerging technologies
Today’s Dilemma
Standards for Scalability!

• We cannot afford the level of effort to create the iPad edition for each new tablet that comes to market
• So establishing standards for the future is critical
Introducing nextPub™

• nextPub™ is a new family of IDEAlliance specifications designed to simplify the production of multi-channel content

• nextPub™ is defining best practices and recommendations that publishers can use to deliver magazines and other rich content across platforms and devices efficiently
Those Involved

• Condè Nast
• Hearst Magazines
• Meredith Corporation
• Reader’s Digest
• Rodale
• Rogers
• Time, Inc.
• Wolters Kluwer
• U.S. News & World Report
Principle #1: Build on Today’s Standards

Extensible Markup Language (XML)

CSS 2

XHTML

PRISM
A Specification of IDEAAlliance
Why Build on Standards?

• Pool the experience of many companies and reflect best practices

• Wide, ongoing industry oversight identifies weaknesses and anticipate trends

• Off-the-shelf tools and technologies are built on standards
Principle #2: Build on PRISM XML

• The IDEAlliance PRISM Specification was launched in 1999 when XML had just become a W3C Recommendation

• Even then we could imagine the future that the iPad has made a reality

• Most Publishers have already invested in PRISM XML
Principle #3: Employ Emerging Technologies

- RDFa
- HTML5.0
- ePub
- CSS3
Principle #4: Seek Broad Industry Collaboration
**ePub: Print Books to Digital**

**ePub** defines the delivery packaging and format for books on eReaders.
PRISM XML is used to deliver magazine content to aggregator channels.
nextPub™ ties it all together

Employing **W3C** standards, **nextPub** takes **PRISM** and **ePub** to the next level, making the best of both
nextPub™ Defines

• XML source content, based on PRISM, and capable of driving publishing on any platform
  – Robust data about each article
    • Content management
    • Usage Rights
    • Search
    • Aggregate / Monetize
  – Rich article content coding
    • Not just headings and paragraphs
    • Title, teasers, deck, sidebars, captions, credits and more!
nextPub™ will Recommend:

- Standards for encoding layout and formatting of content, rich media and ads
  - HTML5
  - Java Script
  - CSS3
  - RDFa
  - ePub3
- Packaging for delivery of all components of a magazine to digital publishing platforms
- Transformations from PRISM XML to nextPub for delivery
What Expertise Do We Need?

- eMedia Technologies including XML, PRISM, DAM and nextPub
- Emerging Technologies including HTML5, CSS3, RDFa
- Understanding techniques, tools and services to transform and deliver PRISM XML for display on digital devices
Moving Forward

• We are in the “early” days
  – Experimentation
  – Emerging standards

• Participate with the nextPub community to:
  – Track emerging technologies and tools that support them
  – Train publishing technology staff
  – Develop new workflows based on an XML-driven content creation process
  – Develop best practices that efficiently drive programmatic/dynamic displays
To Participate

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