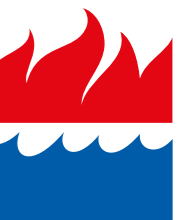


life support

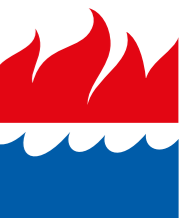
The secret ~~lifecycle~~ of ebooks



A long time ago in a galaxy far, far away...

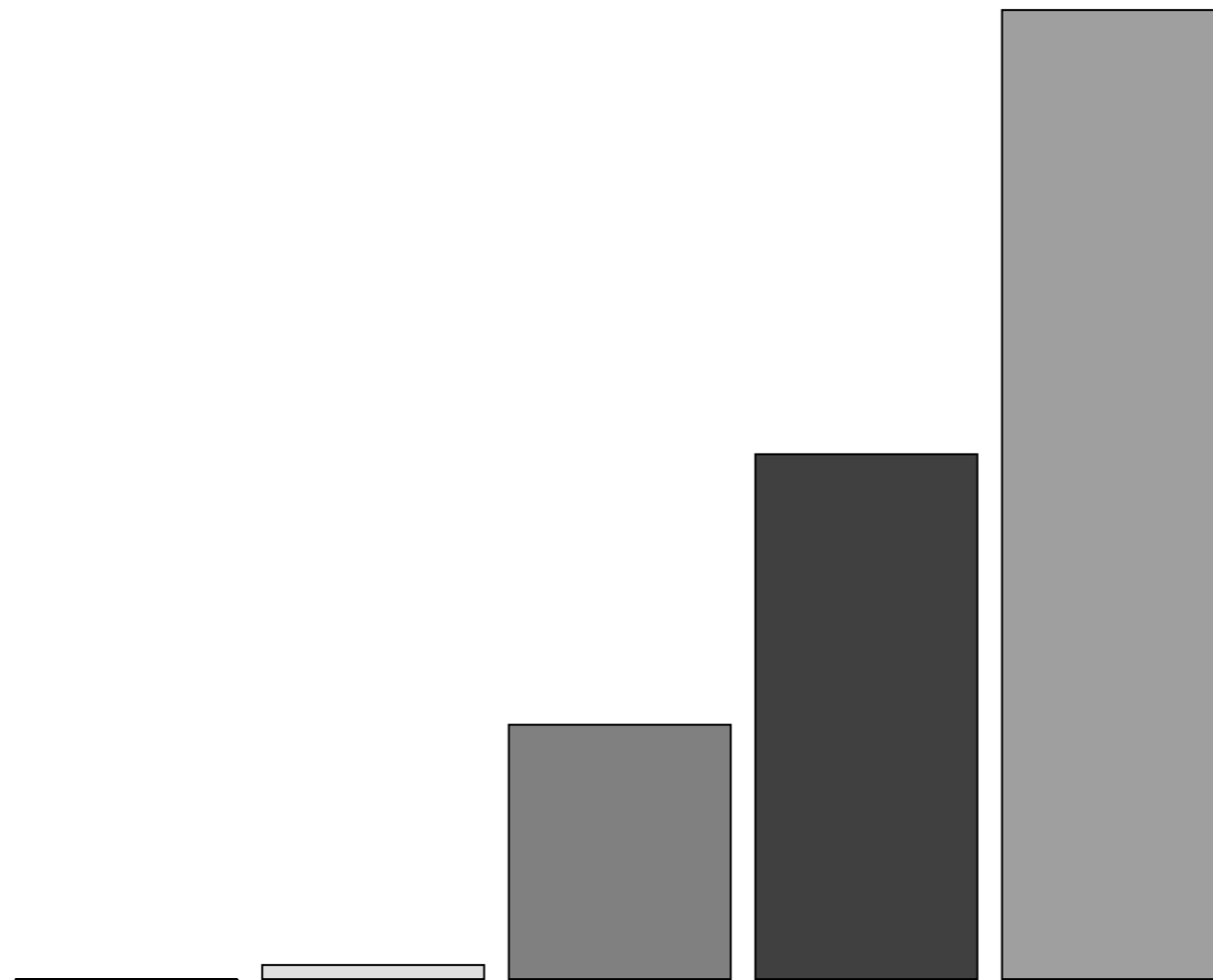
EPUB 2.0 ratified 2007

Major ebook stores start to open



Fire and forget...

ebooks published per year 2006-2010



Fire and forget, except...

New retailers and bespoke file formats

Post-publication corrections

New cover on paperback publication

Acquisition/merger

EPUB 3.0

New office



and...

New validation standards

coresource.ingramcontent.com

EPUBCheck

☒ Local ☐ URL

9780007404247.epub

Version

3.0

21_9780007404247.epub 2.0 3.0 yes

coresource.ingramcontent.com

EPUBCheck

☒ Local ☐ URL

9780007404247.epub

Version

4.0.2

21_9780007404247.epub 2.0.1 4.0.2 no (RSC-005):
/9780007404247_epub_ncx_r1.ncx: Error while parsing file 'value of
attribute "id" is invalid; must be an XML name without colons'. 53 76 Error
while parsing file 'value of attribute "id" is invalid; must be an XML name
without colons'. com.ingramcontent.epubcheck.ReportElement (RSC-005):



and...

New retailer specs

ord

EPUB Failed Metadata and Content Distribution 2018/11/27 01:41 AM CST Asset metadata and content could not be distributed. /

Description



"Problem with book artwork file specified in metadata.xml: '9781474042772.jpg'. Dimensions '643x1077' of image file '9781474042772.jpg' do not meet the minimum size dimension requirement. Book covers must be at minimum '1400' pixels along the shorter axis." at Book/BookAssets

d content could not be distributed. /



and...

Accessibility



Case study 1

coresource Ingram content.com

EpubCheck

☒ Local
 ☐ URL

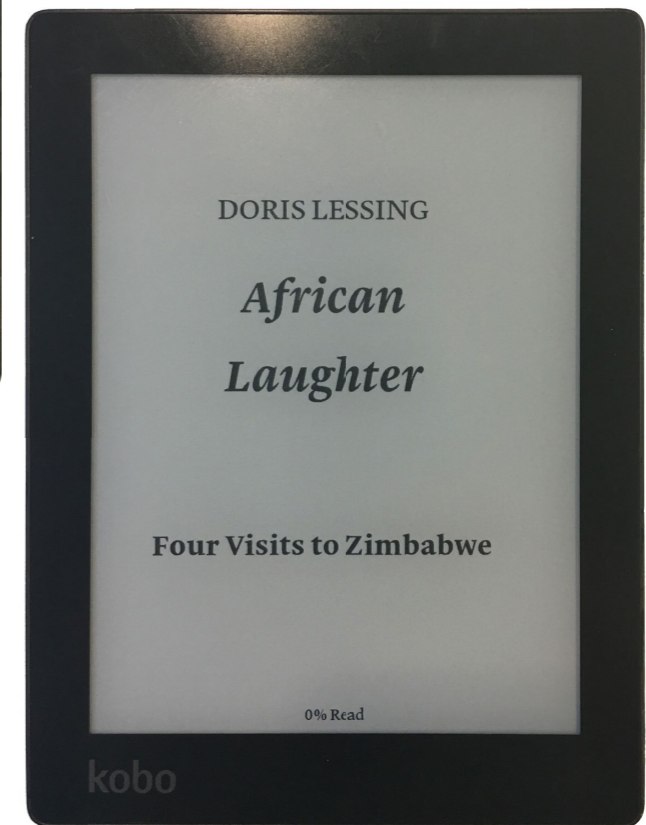
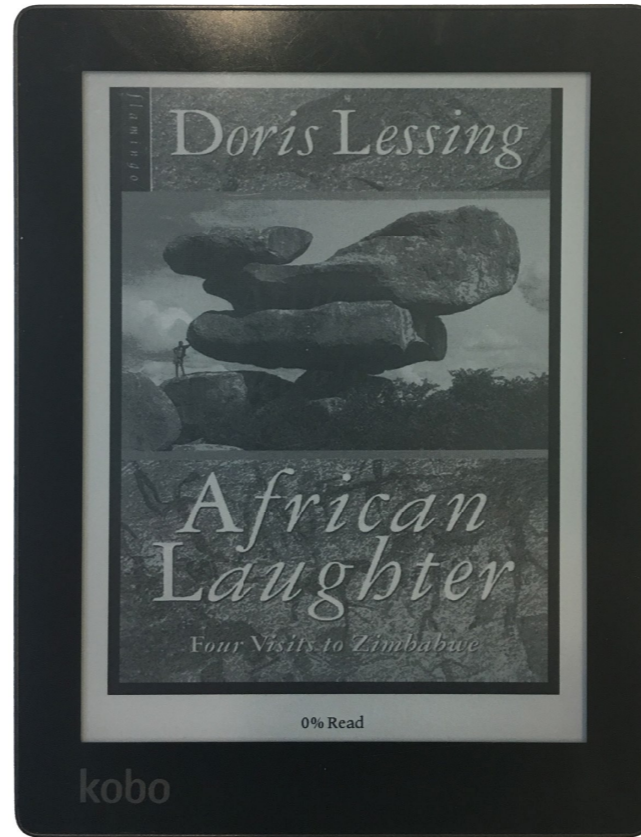
9780007404247.epub Browse

Version

4.0.2

Validate

21_9780007404247.epub 2.0.1 4.0.2 no (RSC-005):
 /9780007404247_epub_ncx_r1.ncx: Error while parsing file 'value of
 attribute "id" is invalid; must be an XML name without colons'. 53 76 Error
 while parsing file 'value of attribute "id" is invalid; must be an XML name
 without colons'. com:ica-epubcheck:ReportElement (RSC-005):



Case study 2

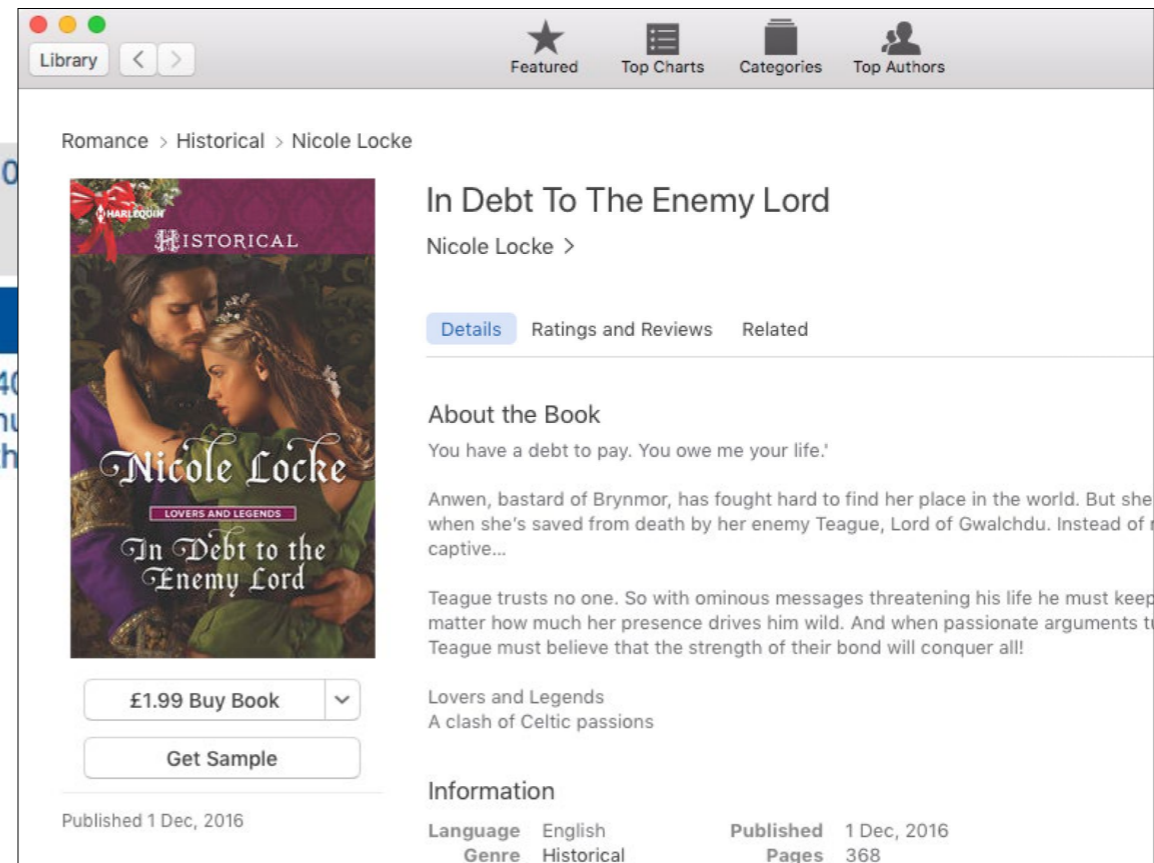
ord

EPUB

Failed Metadata and Content Distribution 2018/11/27 0

Description

"Problem with book artwork file specified in metadata.xml: '9781474042772.jpg' do not meet the minimum requirement. Book covers must be at minimum '1400' pixels along th



The screenshot shows a web browser window displaying a book page. The browser's address bar shows the URL 'Library < >'. The page header includes navigation links: 'Featured', 'Top Charts', 'Categories', and 'Top Authors'. The breadcrumb trail reads 'Romance > Historical > Nicole Locke'. The book cover for 'In Debt To The Enemy Lord' by Nicole Locke is displayed, featuring a man and a woman in historical attire. The cover has a 'HARLEQUIN HISTORICAL' logo and a 'LOVERS AND LEGENDS' tag. Below the cover are two buttons: '£1.99 Buy Book' and 'Get Sample'. The book title 'In Debt To The Enemy Lord' and author 'Nicole Locke' are prominently displayed. Below the title are tabs for 'Details', 'Ratings and Reviews', and 'Related'. The 'About the Book' section contains a quote: 'You have a debt to pay. You owe me your life.' followed by a synopsis: 'Anwen, bastard of Brynmor, has fought hard to find her place in the world. But she when she's saved from death by her enemy Teague, Lord of Gwalchdu. Instead of captive...'. A second paragraph continues the synopsis: 'Teague trusts no one. So with ominous messages threatening his life he must keep matter how much her presence drives him wild. And when passionate arguments to Teague must believe that the strength of their bond will conquer all!'. Below this is the 'Lovers and Legends' tagline: 'A clash of Celtic passions'. The 'Information' section at the bottom lists 'Language English', 'Genre Historical', 'Published 1 Dec, 2016', and 'Pages 368'.

Romance > Historical > Nicole Locke

In Debt To The Enemy Lord
Nicole Locke >

Details Ratings and Reviews Related

About the Book
You have a debt to pay. You owe me your life.'

Anwen, bastard of Brynmor, has fought hard to find her place in the world. But she when she's saved from death by her enemy Teague, Lord of Gwalchdu. Instead of captive...

Teague trusts no one. So with ominous messages threatening his life he must keep matter how much her presence drives him wild. And when passionate arguments to Teague must believe that the strength of their bond will conquer all!

Lovers and Legends
A clash of Celtic passions

Information

Language	English	Published	1 Dec, 2016
Genre	Historical	Pages	368



(Hopelessly optimistic) closing thoughts

Publishers

Remember that ebooks need TLC

Retailers

Be flexible, be realistic and/or help publishers move forward

Service providers

Could you offer an affordable service to keep my ebooks up to date?



**(At last, some of) the answers we
promised you**

ways in which you can stay abreast of
updates to the EPUB standard?

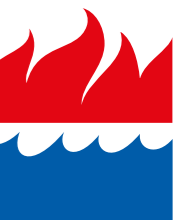
EPUB 3 Community Group
www.w3.org



The answers we promised you

the reconfigurations necessary when
the EPUB standard is updated?

that depends...



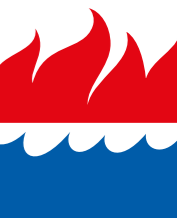
The answers we promised you

how to ensure that an ebook file
validates retrospectively?

you can't

is backwards-compatible?

that's out of your hands



The answers we promised you

the organisations involved in the lifecycle of an ebook?

too many to list

who makes the decisions regarding its maintenance at every stage?

that also depends



The answers we promised you

what retailers accept in terms of
metadata, standards and file formats?

*you'd like to think ONIX 3 and
EPUB 3, but...*



THE SECRET LIFE OF EBOOKS

Ruth Jones

INGRAM[®]

INGRAM[®]

Publishing Cloud



PUBLISHING &
DISTRIBUTION



CoreSource[®]

CoreSource[®] | PLUS



DATA &
ANALYTICS

INGRAM[®] | iQ

INGRAM[®] | Data
Services

Sales Aggregation
Marketing Insights
Smart Metadata



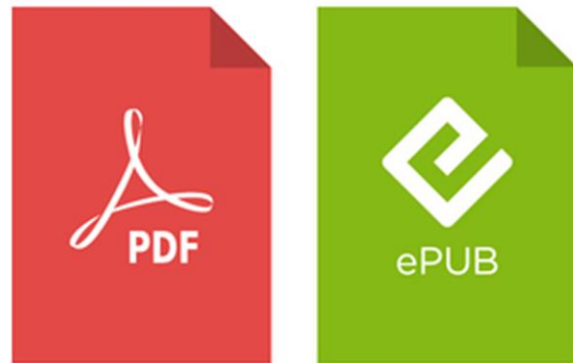
MARKETING
&
ECOMMERCE

aerio[™]

Easy READS

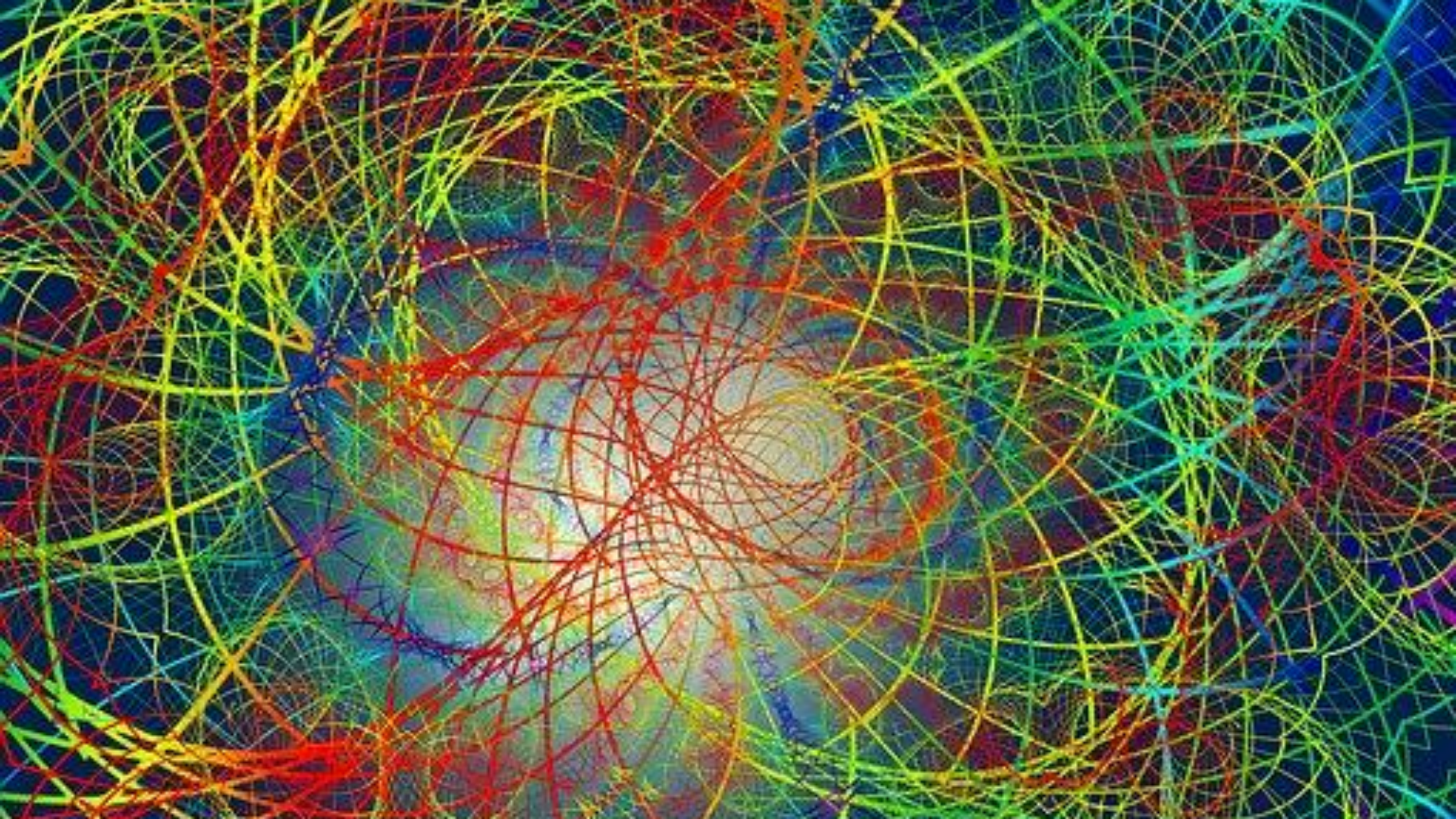
Format standards

- EPUB is a standard...but it evolves
- PDF retains page look and feel, but not great UX
- Platforms evolve and must meet market requirements
- Who wants what changes and increases digital supply chain complexities



Retailer diversity

- Most retailers accept EPUB 3.0
- Some are requesting EPUB 4.0
- A few are **mandating** EPUB 4.0



Recommendations

- Take a holistic view of your digital titles' availability and discoverability
- Work with a partner that keeps up with the changes
- Budget for ongoing upgrades/conversion of files