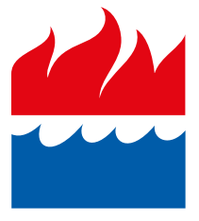
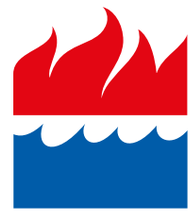
The secret ~~lifecycle~~ life support of ebooks



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

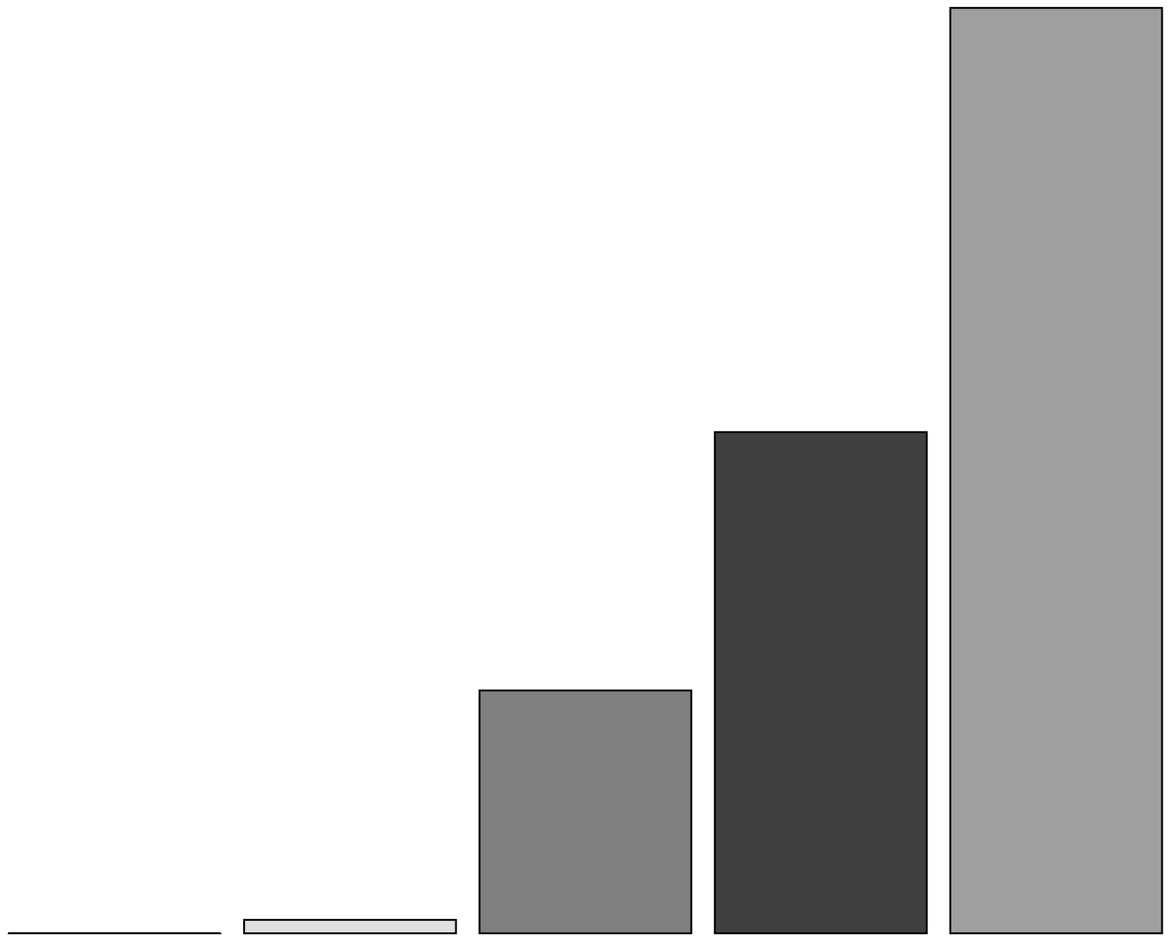
EPUB 2.0 ratified 2007

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

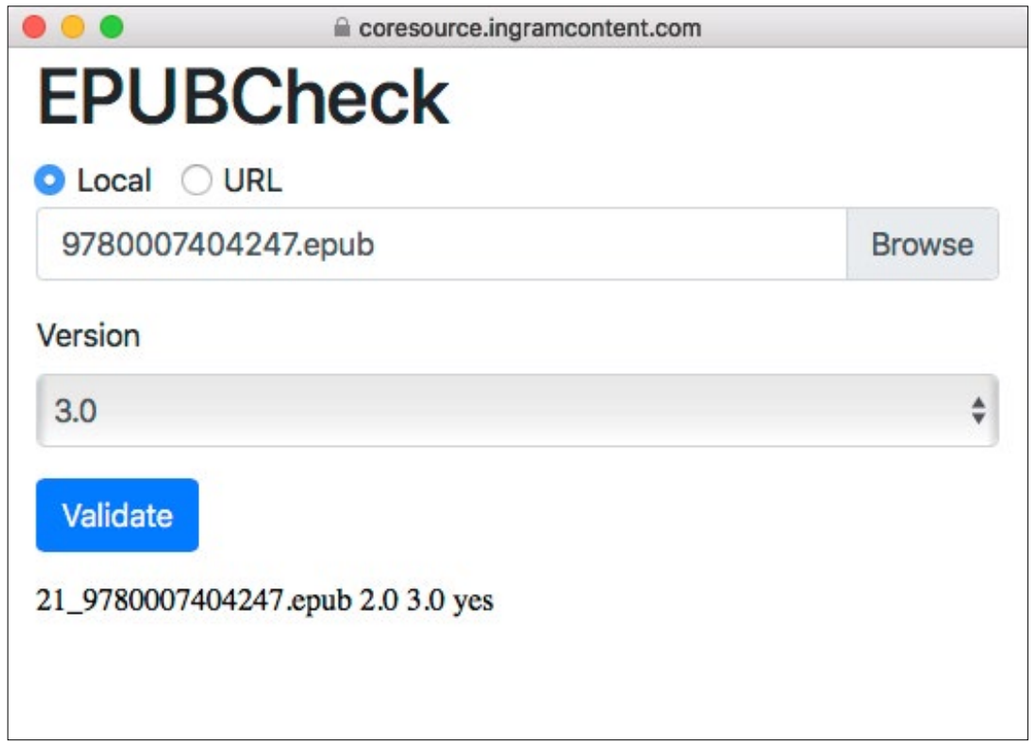
Acquisition/merger

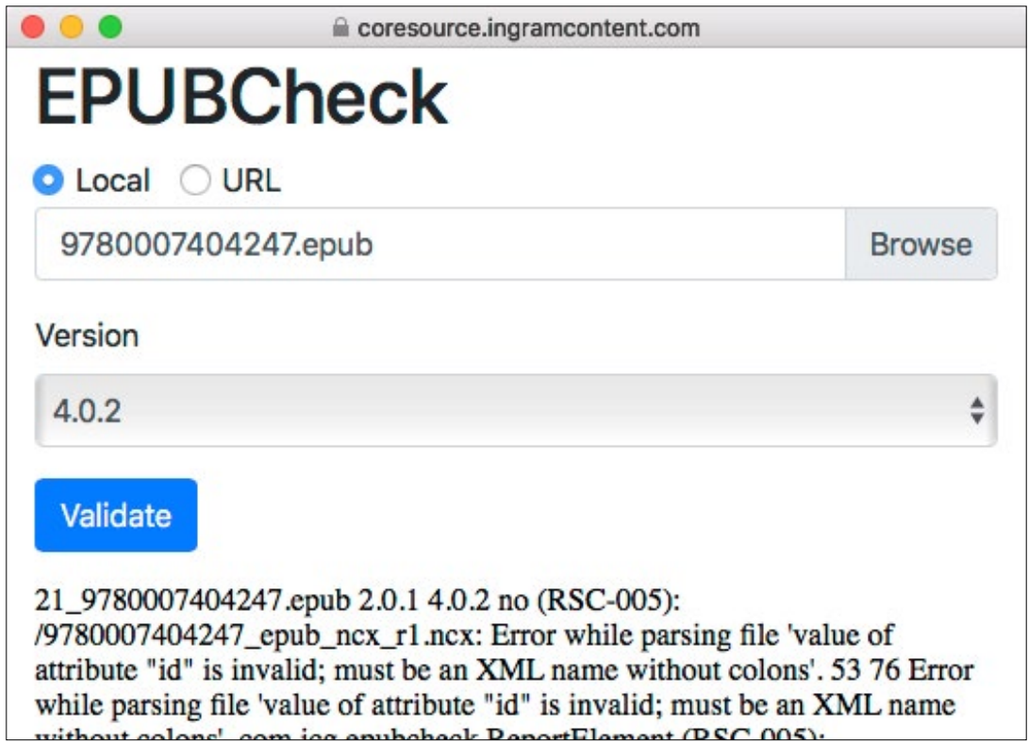
EPUB 3.0

New office

and...

New validation standards





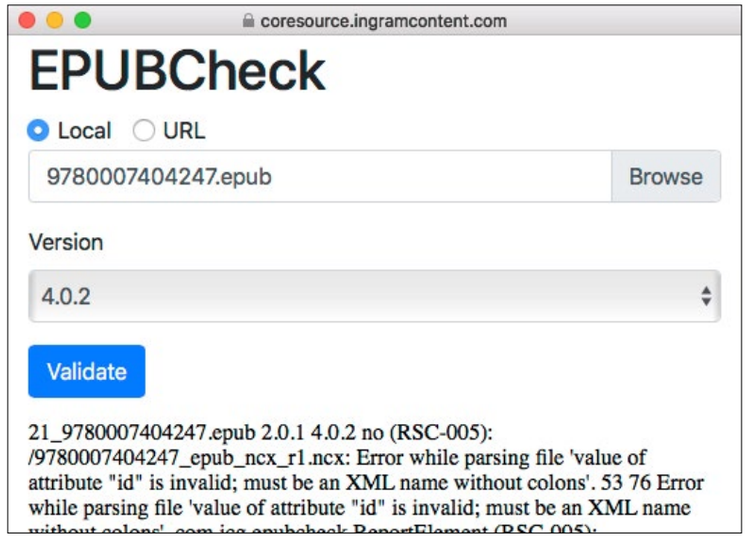
and...

New retailer specs

and...

Accessibility

Case study 1


coresource.ingramcontent.com
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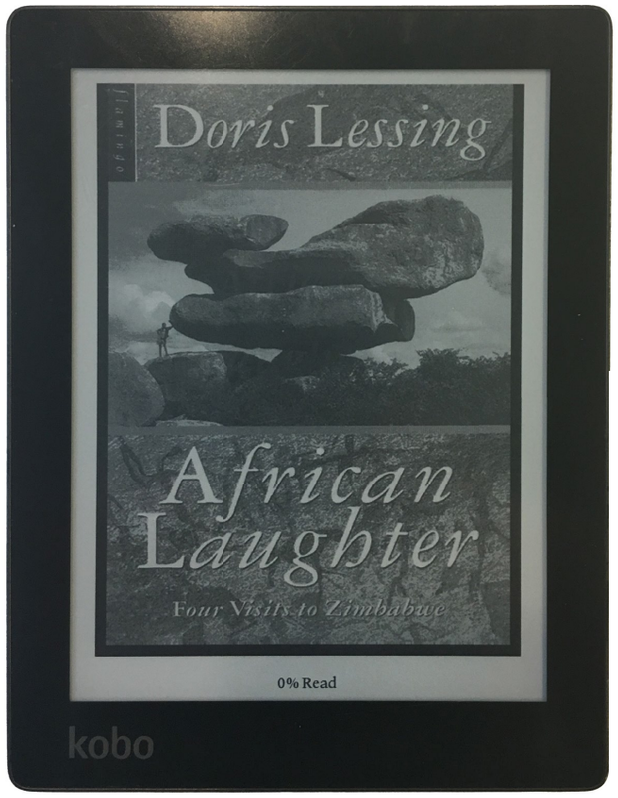
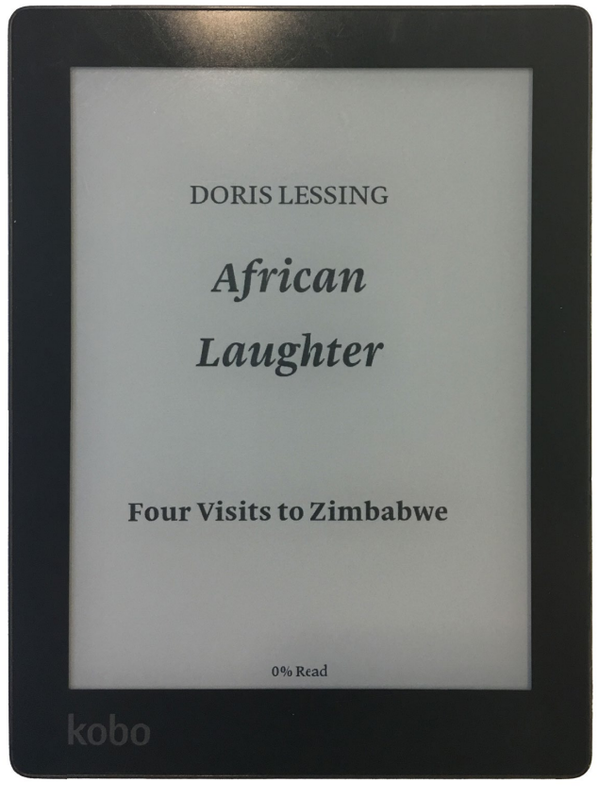

Doris Lessing
African Laughter
Four Visits to Zimbabwe
0% Read
kobo


DORIS LESSING
African Laughter
Four Visits to Zimbabwe
0% Read
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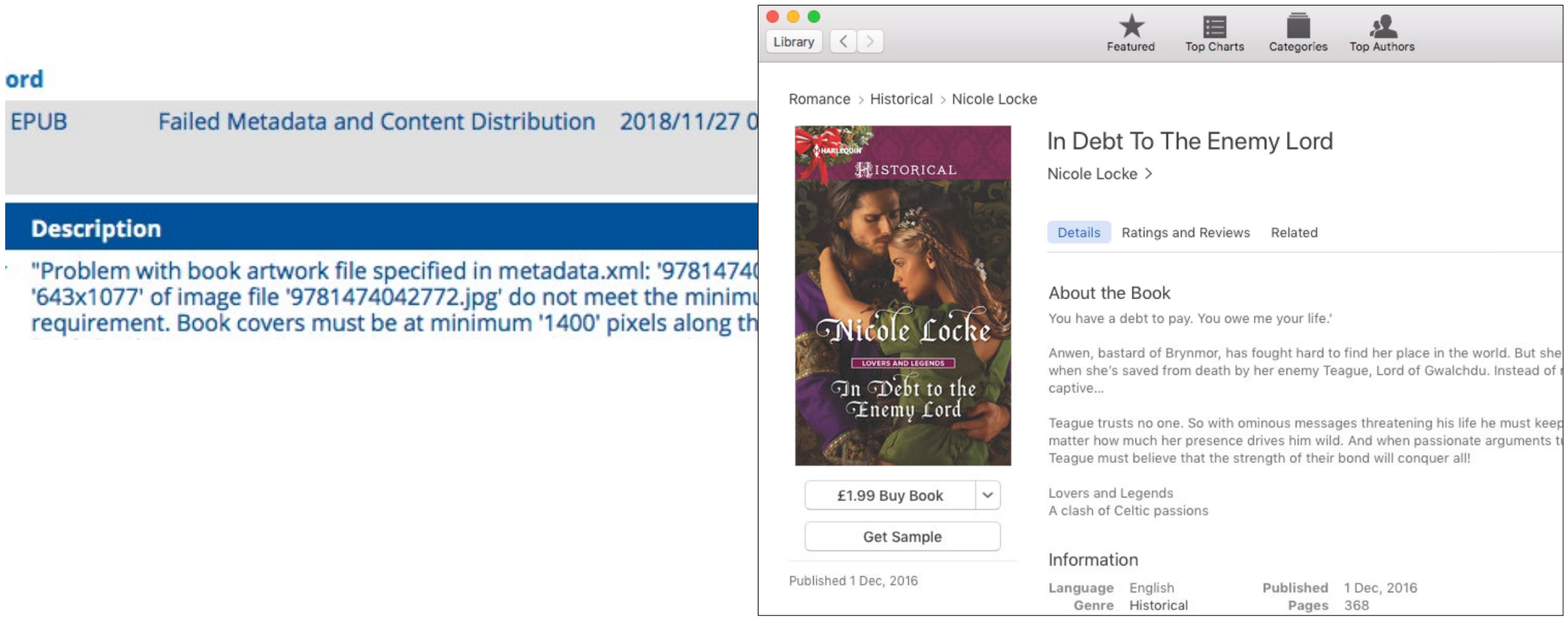
Case study 2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EPUB
Failed Metadata and Content Distribution
2018/11/27 0
Description
"Problem with book artwork file specified in metadata.xml: '97814740
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requirement. Book covers must be at minimum '1400' pixels along th
Library
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Top Charts
Categories
Top Authors
Romance › Historical › Nicole Locke
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Ratings and Reviews
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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 t
Teague must believe that the strength of their bond will conquer all!
Lovers and Legends
A clash of Celtic passions
Information
Language English
Genre Historical
Published 1 Dec, 2016
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

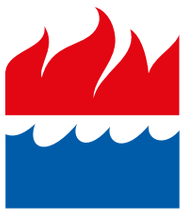
Could you offer an affordable service to keep my ebooks up to date?

(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

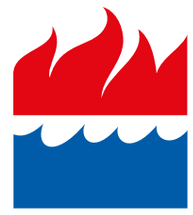
www.w3.org



The answers we promised you

the reconfigurations necessary when the EPUB standard is updated?

that depends…



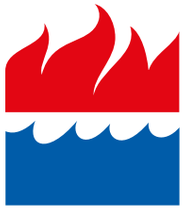
The answers we promised you

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

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CoreSource®

CoreSource® | PLUS

DATA & ANALYTICS

INGRAM® | iQ

INGRAM® Data Services

Sales Aggregation

Marketing Insights

Smart Metadata

MARKETING & ECOMMERCE

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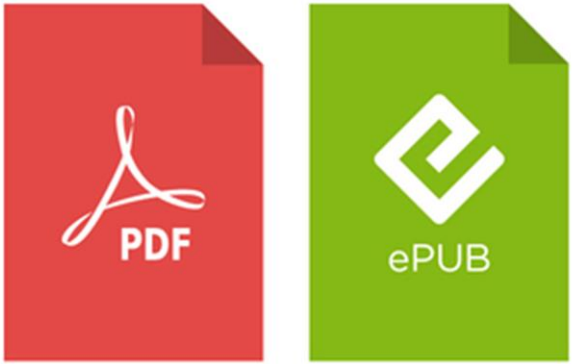
easy READS

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

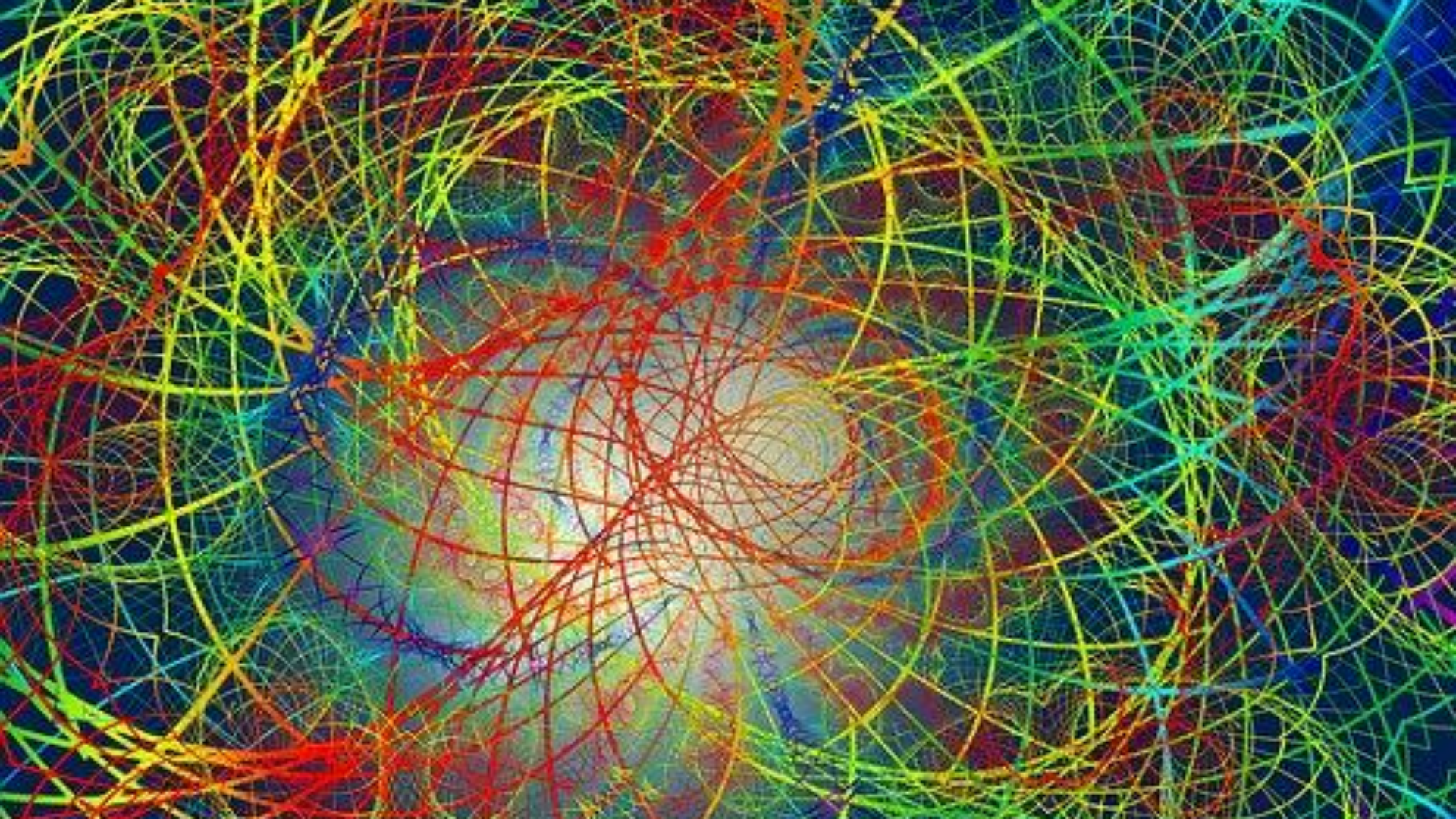


INGRAM

Retailer diversity

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

INGRAM



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