BIC Breakfasts 2018

Welcome to November's BIC Breakfast -

The Secret Lifecycle of eBooks: Dispelling the Myths Surrounding eBook Maintenance & Looking at Retrospective Validation

#BICBreakfast

Kindly sponsored by

Westchester Publishing Services

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BOOK INDUSTRY COMMUNICATION LTD

BIC

THE BOOK INDUSTRY'S
SUPPLY CHAIN ORGANISATION

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BIC Committees

Digital Supply Chain

Libraries

Metadata

Physical Supply Chain

Training, Events & Communications

Regular BIC Events

BIC Breakfasts (monthly)

Building a Better Business Seminar at LBF (14th March 2019)

BIC Networking Events including our annual BIC Bash (November 2019)

BIC on the web

Extensive Training Programme

Social Media:
@BIC1UK
@KarinaLuke
@BIC_LCF

Connect with us on Twitter, Facebook and LinkedIn.

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Westchester
Publishing Services

Excellence
Delivered.

BIC Breakfast

29th November, 2018

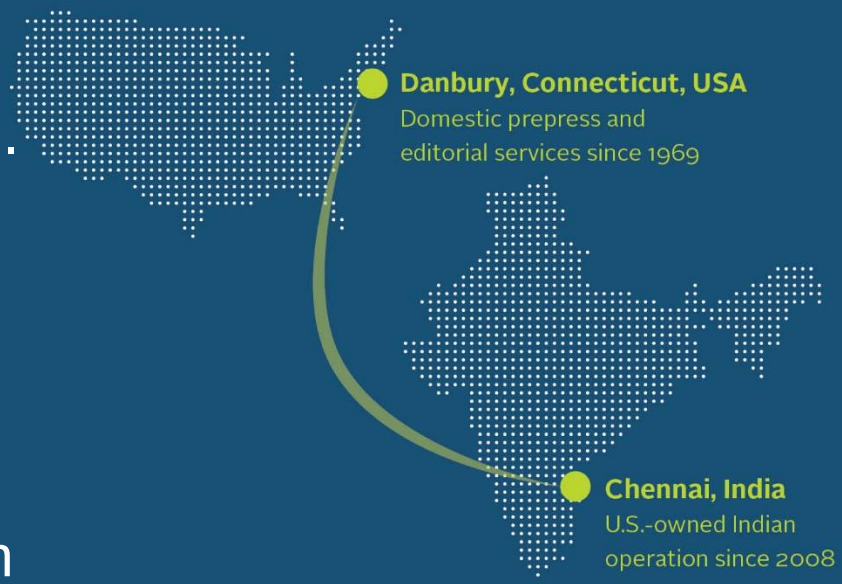
Tim Davies, Managing Director
Westchester Publishing Services UK

Who we are

Founded in 1969; celebrating our 50th' anniversary next year.

US-based and employee-owned.
UK business launched in 2018 (office in Stratford upon Avon).

HQ'd in Connecticut.
Education/K12 Division in Ohio.
Two, wholly-owned operations in India.

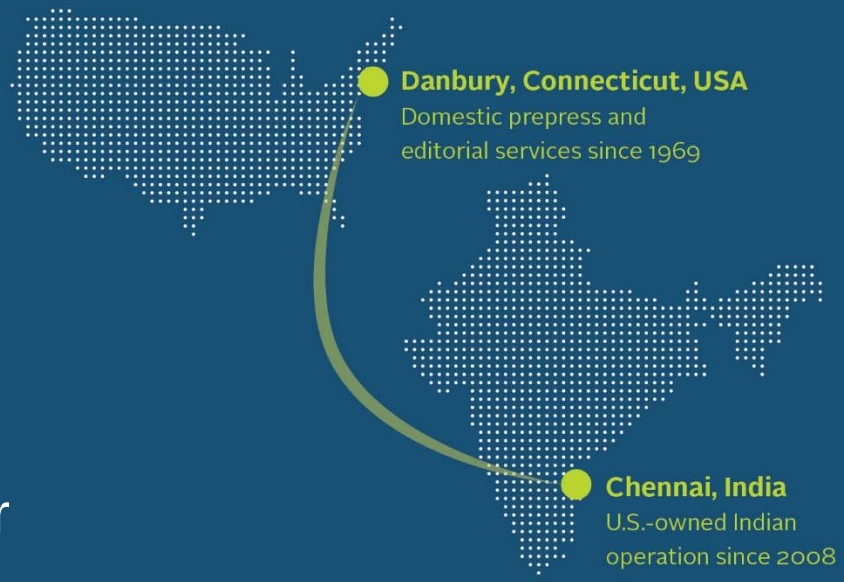


Westchester Publishing Services

What we do

We provide editorial, design, composition, digital production and project management services to more than 150 academic, educational, trade, children's and specialist publishers.

We leverage the strengths of our US offices, hundreds of specialist freelancers in the US, UK, and our Indian facilities, to create efficiencies across our entire operation.



Westchester
Publishing Services

How We Help

- Books, monographs, textbooks
- Journals, periodicals and white papers
- **India Full Service**
- **US-managed Full Service**
  Both FS include editorial composition, and digital assets
- **India Composition and Digital Assets only**
- Project management

- Editorial services include:
  Copyediting, proofreading, indexing in UK or US English
- Composition includes:
  Design, typesetting and art management
- Pre-flight check for printers
- 2-3 Rounds of QC on printer and digital files at each pass
- ***Digital assets….***

Digital assets

- 3000 p.a. titles include eBook conversion and/or XML tagging
- eBooks formats include:
  - ePub3, .mobi, fixed layout, enhanced - video/audio
- XML tag sets include:
  - JATS, BITS, NISO, DocBook, TEI
- Compliant with latest validation/upwards migration requirements of Kindle, Apple iBooks etc. so our client offering is as current as possible.
  - (per following presentations…)
- Consult with clients on new marketing/content goals, e.g…
- ‘Accessibility’ coding added, to create visually disabled-ready ePubs, allowing content such as tables, graphs, figures, tables etc. to make better sense to a visually disabled reader.
  - Also creates a richer default ePub for the general reader.

Our workflows

Our workflow has two strands:

- Under our **Comp and Digital** workflow, we can pre-edit, typeset, and create digital assets for printers, Amazon, iBooks and other platforms.

- Under our **Full Service** workflow, we can move further upstream and handle cover creation, manuscript prep, copyediting, proofreading, indexing, and more.

- Copyeditors can be based in the UK, US, and other English-speaking countries and are assigned by genre knowledge and specialism

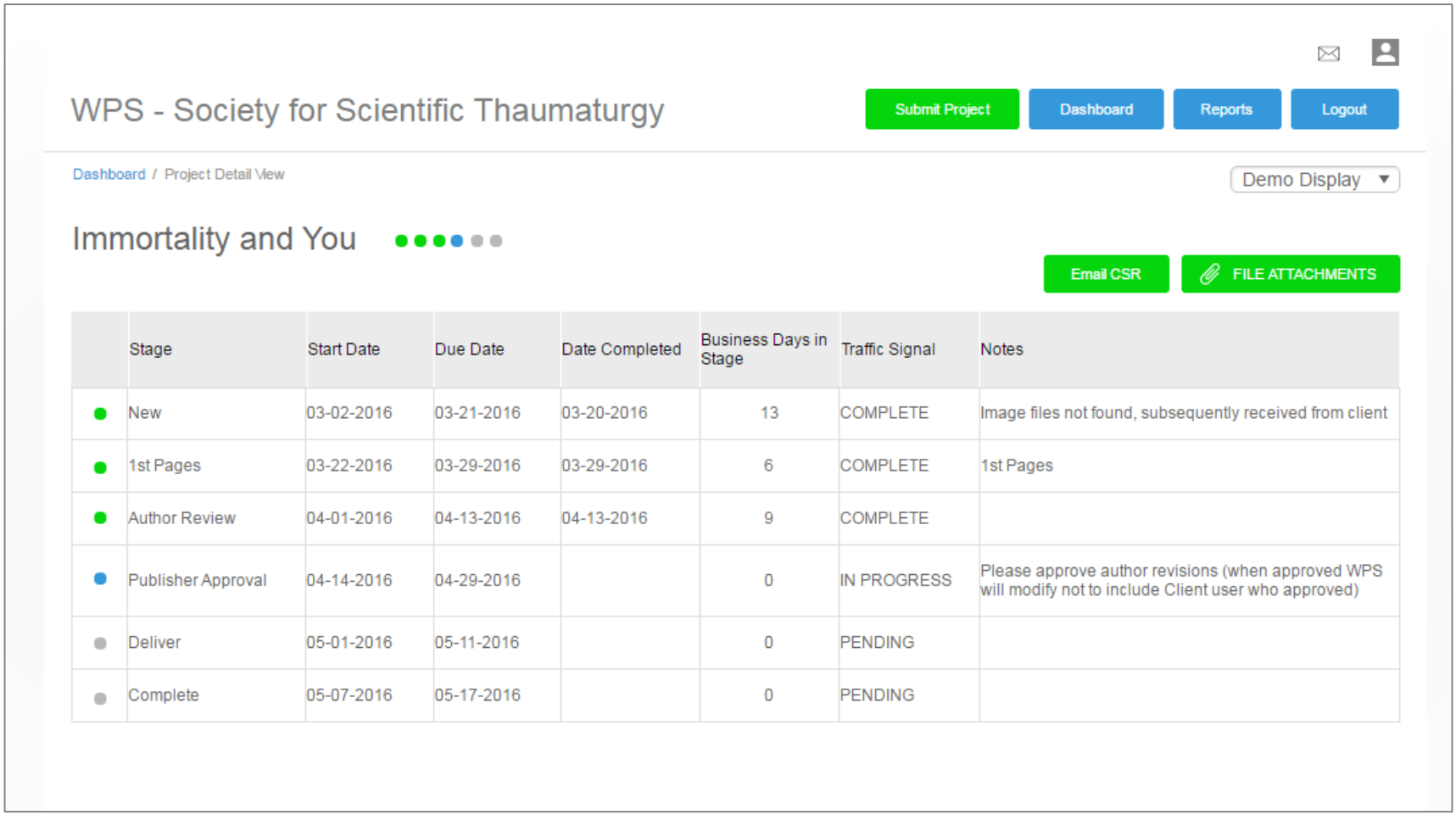
Our new Client Portal

Enables clients to:

- Submit and track projects including ‘parent and child’ projects (e.g. Issue/Article/Section, Book/Chapter/Art)
- Contact their Customer Service Rep/Production Editor regarding individual projects
- Generate and schedule reports
- Maintain XML metadata throughout projects
- Track and access file versions, including author corrections, art, copyedited manuscript pages, composition passes,

Built on Dropbox, Amazon Web Services, and in-house developed technology

This is what it looks like



WPS - Society for Scientific Thaumaturgy

Submit Project | Dashboard | Reports | Logout

Dashboard / Project Detail View

Demo Display

Immortality and You

Email CSR | FILE ATTACHMENTS

	Stage	Start Date	Due Date	Date Completed	Business Days in Stage	Traffic Signal	Notes
●	New	03-02-2016	03-21-2016	03-20-2016	13	COMPLETE	Image files not found, subsequently received from client
●	1st Pages	03-22-2016	03-29-2016	03-29-2016	6	COMPLETE	1st Pages
●	Author Review	04-01-2016	04-13-2016	04-13-2016	9	COMPLETE	
●	Publisher Approval	04-14-2016	04-29-2016		0	IN PROGRESS	Please approve author revisions (when approved WPS will modify not to include Client user who approved)
●	Deliver	05-01-2016	05-11-2016		0	PENDING	
●	Complete	05-07-2016	05-17-2016		0	PENDING	

What our clients say about us

“Bloomsbury has been using Westchester Publishing Services for trade typesetting for over a decade, not just because the service is excellent but because the company has been willing to invest and flex to support our evolving XML-based workflows.”

Louise Cameron, Group Production Director, Bloomsbury

“As publishers, we’re long-term relationship people. It’s a real asset to work with peers who have been with some of the same companies and experienced the same industry transitions, workflows, and technology experiments. There’s a comfort level there.”

Nancy Hoagland, Books EDP Manager, Duke University Press

“Our projects tend to be complex and evolve over a long period of time. Working with Westchester, we have a high level of confidence with their team to maintain the high-quality standards ASM is known for with regards to our textbook and reference materials. The team is professional and committed to bringing our projects home with extremely high quality and attention to detail.”

Larry Klein, Prod. Manager Books, American Society for Microbiology

Get in touch

Contact Tim Davies at:
tim.davies@westchesterpubsvcs.co.uk

to talk about your publishing programme and how Westchester might assist with your pre-press requirements.

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Over to John…

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

But wait...

New retailers

Post-publication corrections

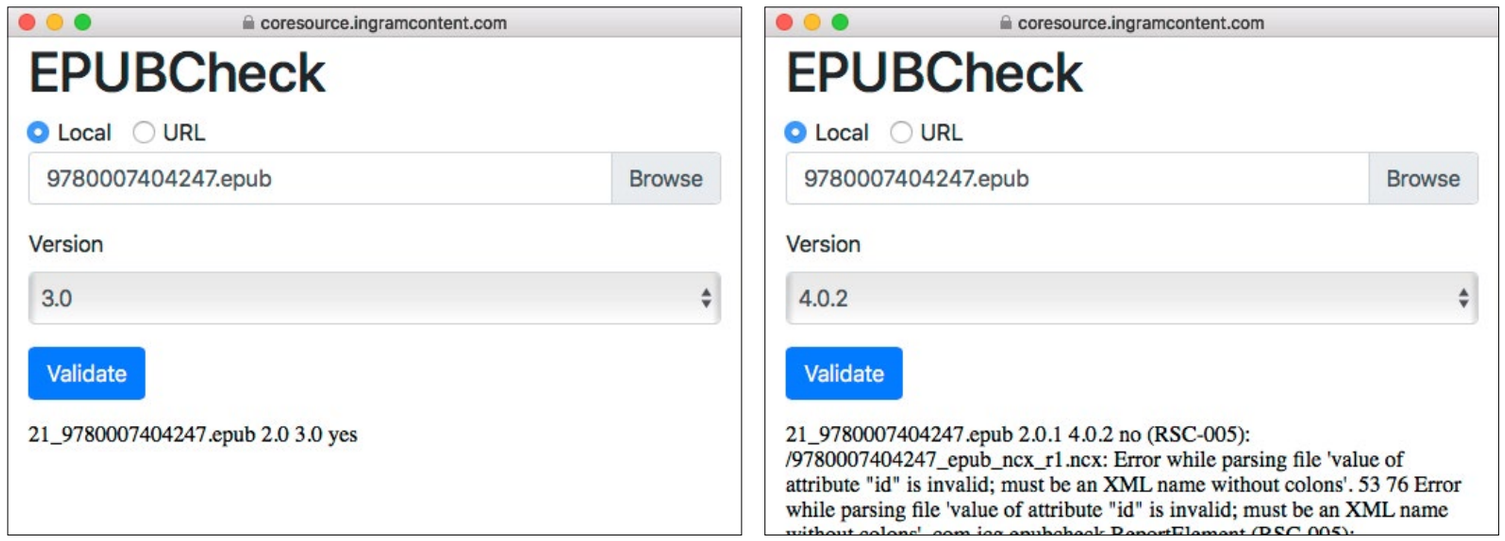
Acquisition/merger

New office

New file format

and...

New validation standards



and...

New retailer specs

In Debt To The Enemy Lord

9781474042772 (9781474042772)	EPUB	Failed Metadata and Content Distribution	2018/11/27 01:41 AM CST	**Asset metadata and content could not be distributed.** /

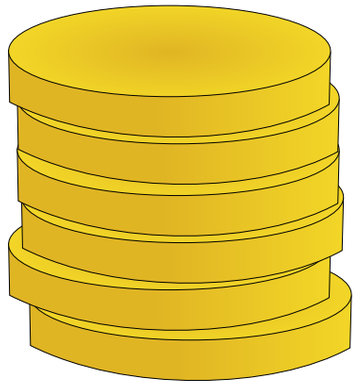
Code	Description
Apple Transporter Error	"Problem with book artwork file specified in metadata.xml: '9781474042772.jpg'. Dimensions '643x1077' of image file '9781474042772.jpg' do not meet the minimum size dimension requirement. Book covers must be at minimum '1400' pixels along the shorter axis." at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

d content could not be distributed. /

2007 2011 2016 2017

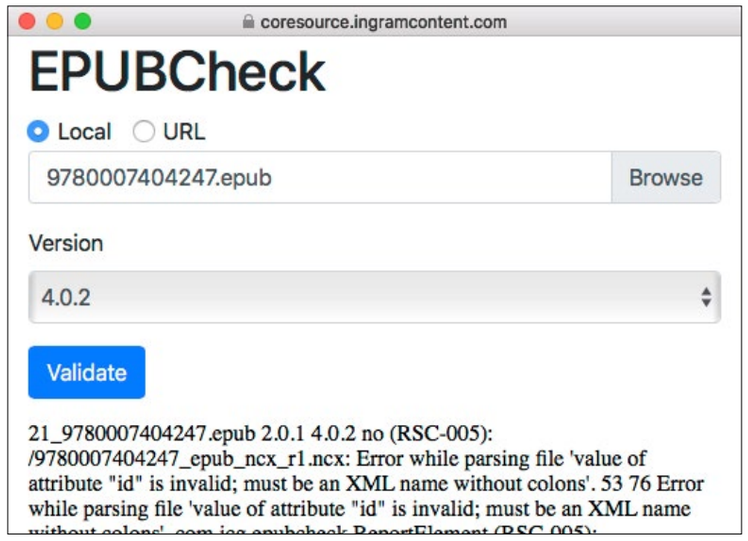
and...

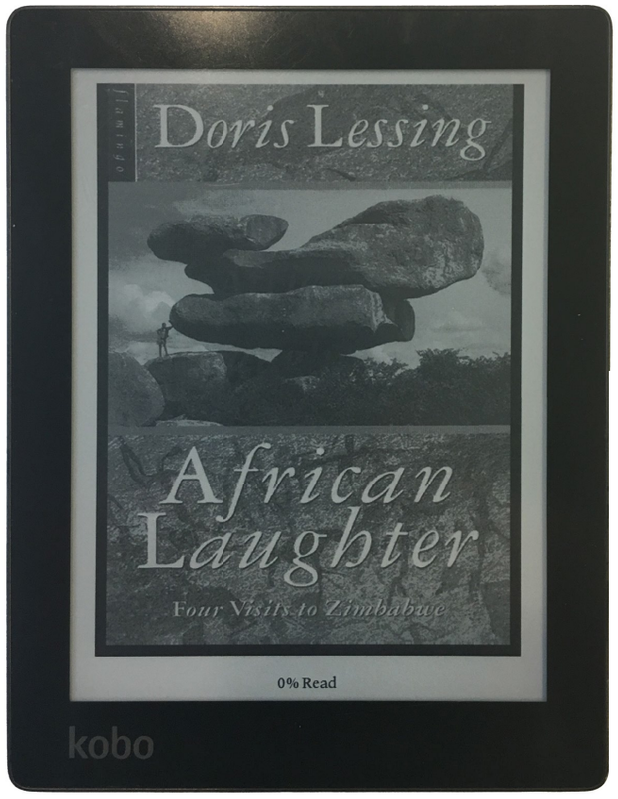
Accessibility

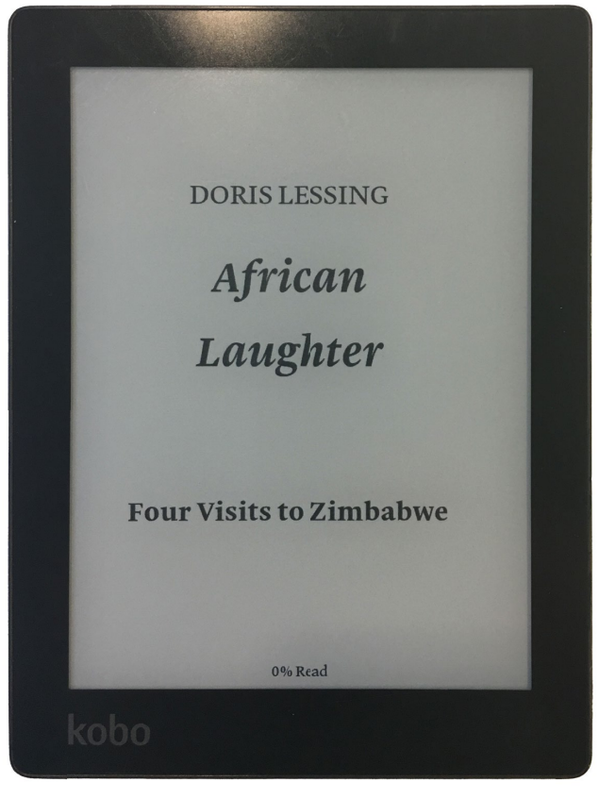


2007 2011 2016 2017 2018

Case study 1







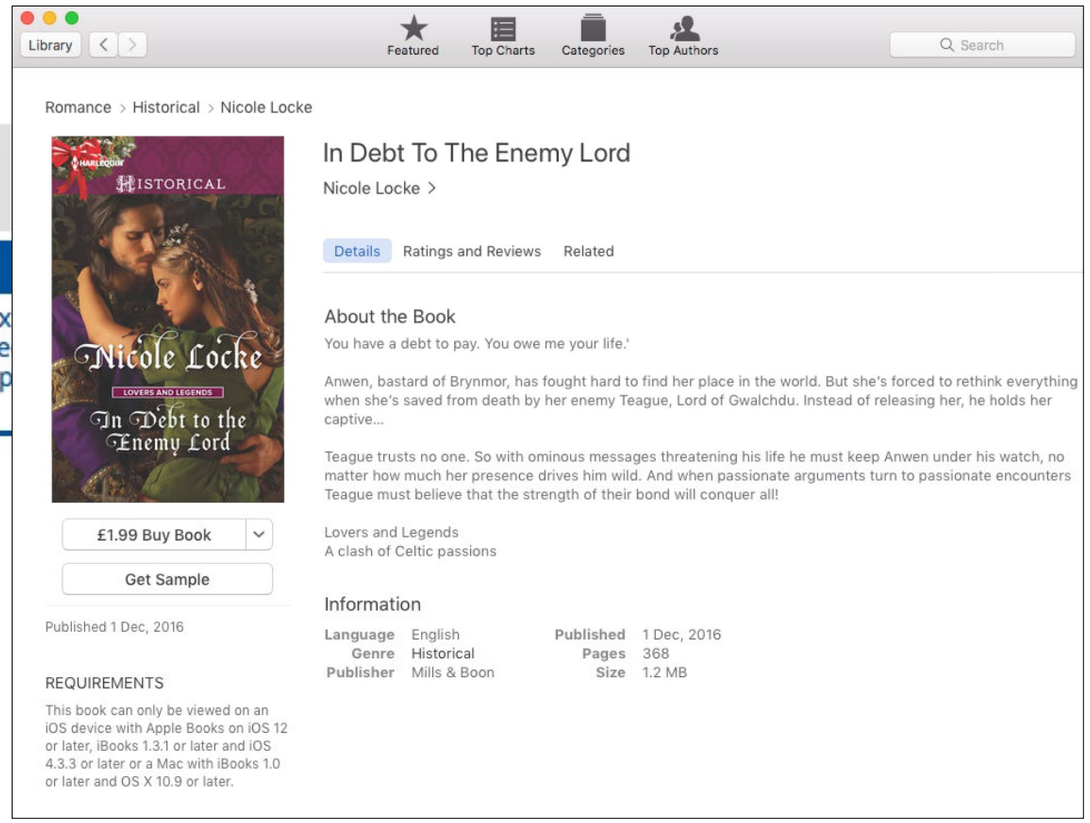
2007 2011 2016 2017 2018

Case study 2

In Debt To The Enemy Lord

9781474042772	EPUB	Failed Metadata and Content Distribution
(9781474042772)		

Code	Description
Apple Transporter Error	"Problem with book artwork file specified in metadata.x '643x1077' of image file '9781474042772.jpg' do not me requirement. Book covers must be at minimum '1400' p Book/BookAssets



2007 2011 2016 2017 2018

(Unrealistic) closing thoughts

Publishers

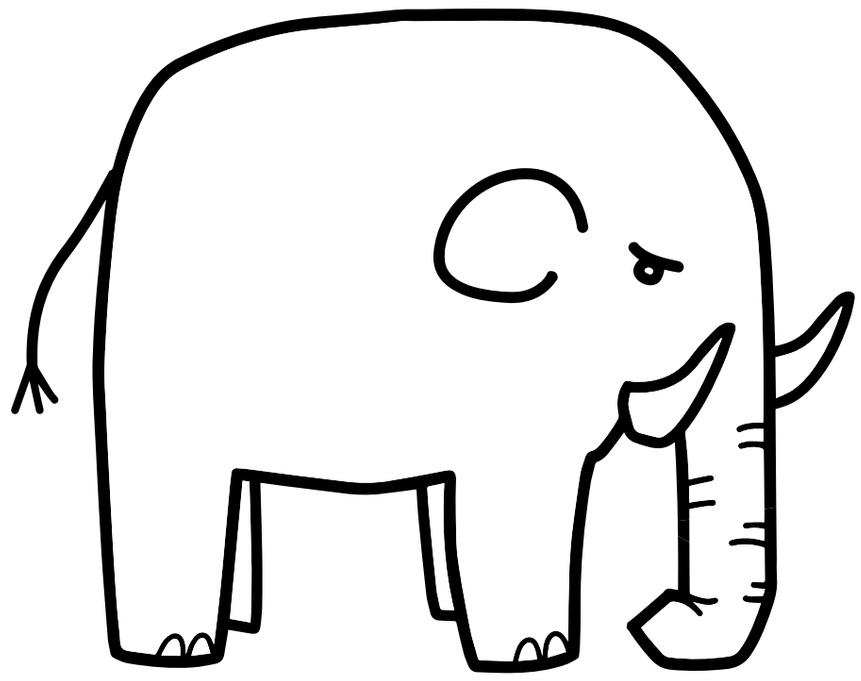
Remember that ebooks need TLC

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?



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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

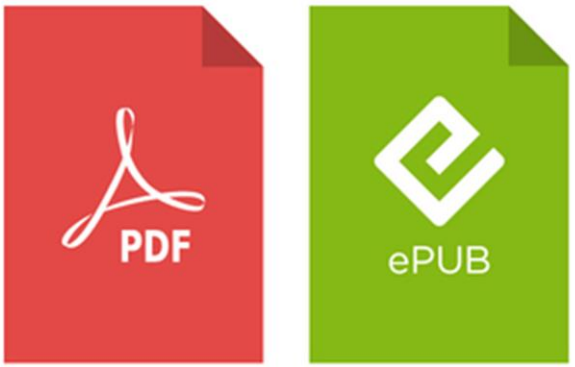
MARKETING & ECOMMERCE

aerio™

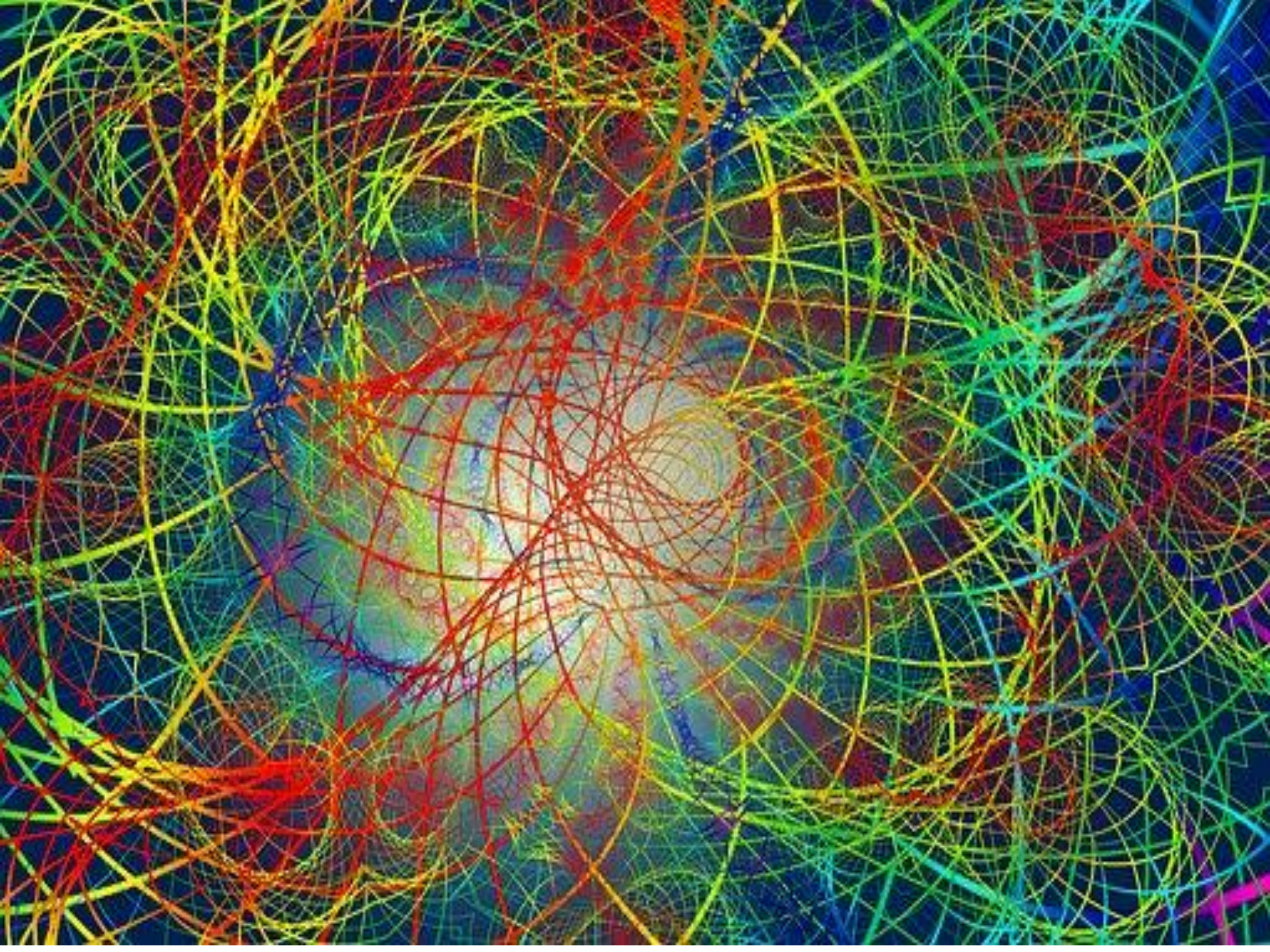
easy READS

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



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

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Rakuten kobo

Nick Coveney
Publisher Relations & Content Lead
UK and ANZ.

Dispelling the myths…

Kobo's (abridged) Origins

Origins

- Founded in 2009 as Shortcovers in Toronto within Indigo Music & Books, renamed Kobo (anagram for “book”) later that year.
- 2010 Kobo’s first eReader launches
- 2011 FXL launch (ePub2 FXL, more on that later...).
- 2012 purchased by Rakuten, eventually renamed Rakuten Kobo.
- 2012 Japan launch.
- 2014 magazine (re)launch (shutdown in early 2017).
- 2016 Kobo becomes service provider to Tolino.
- 2017 audiobook launched.
- 2018 Walmart eBooks launched.
- Currently ~400 employees in offices in Canada, Dublin, Germany and France with smaller teams and individuals in many other countries.

Why Kobo?

We have more than 30 million readers worldwide and that number is growing every day.

30,000,000+	Readers
6,000,000+	Titles
6,000+	Physical and online stores worldwide
33,000	Publishers working with us
190	Countries we're delivering eBooks into
150	Countries we sell to on any given day
21	Countries where we have localized content

Rakuten kobo

Myth 1

“eBooks are easy”

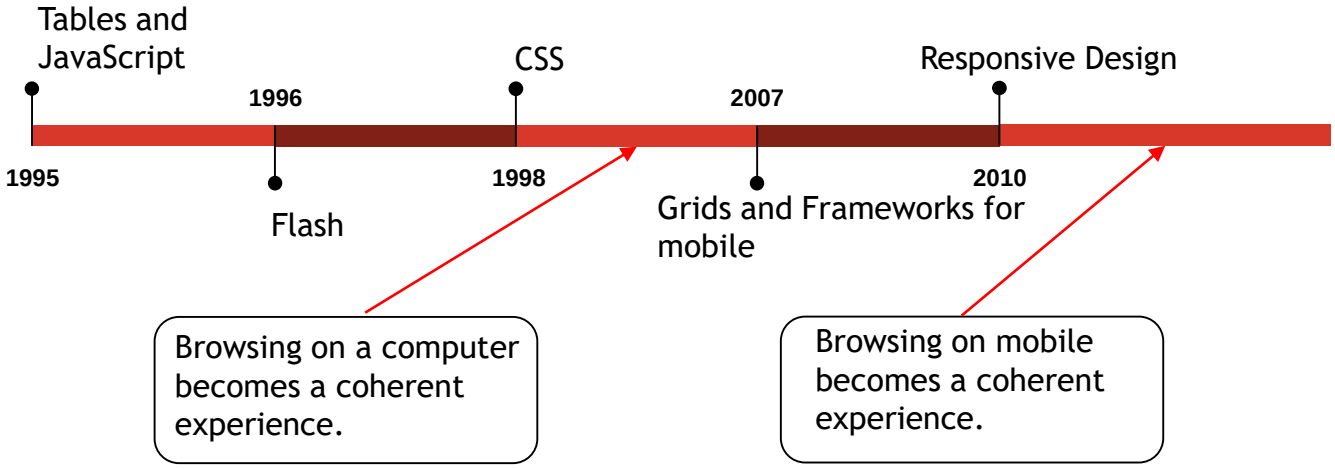
Myth 1 – “eBooks are easy”

For years eBooks have be been under-estimated in terms of their technical complexity – we often hear claims such as;

- ‘Content production has always been easy’
- ‘One format (epub) works everywhere’
- ‘Building support has always been easy across platforms well ahead of when content creators start sending new files that support new capabilities’
- ‘The specs are always created and implemented on a schedule that works for everyone’

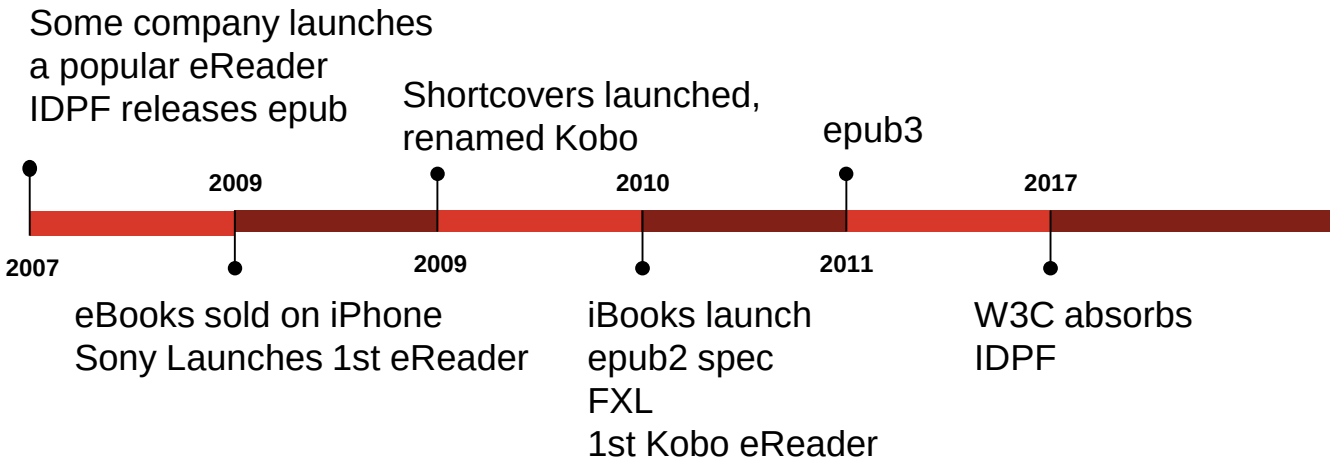
This sadly is completely untrue – although if you look at the history of the ePub we’re not doing too badly

Myth 1 – “eBooks are easy”



Rakuten kobo

Myth 1 – “eBooks are easy”



Rakuten kobo

Myth 2

eBooks are cheap

Myth 2 - “eBooks are cheap"

I’m sure everyone in this room has heard it said that “eBooks are cheap to create” – at first glance or compared to other digital products (like mobile apps) that might seem to be the case but this soon falls down when you consider;

- Volume
- Anything beyond the most basic latin character-based plain text content
- Illustrated content
- “Enhancements”

Myth 3

eBooks never need updating

Myth 3 – “eBooks never need updating"

Currently Kobo receives;

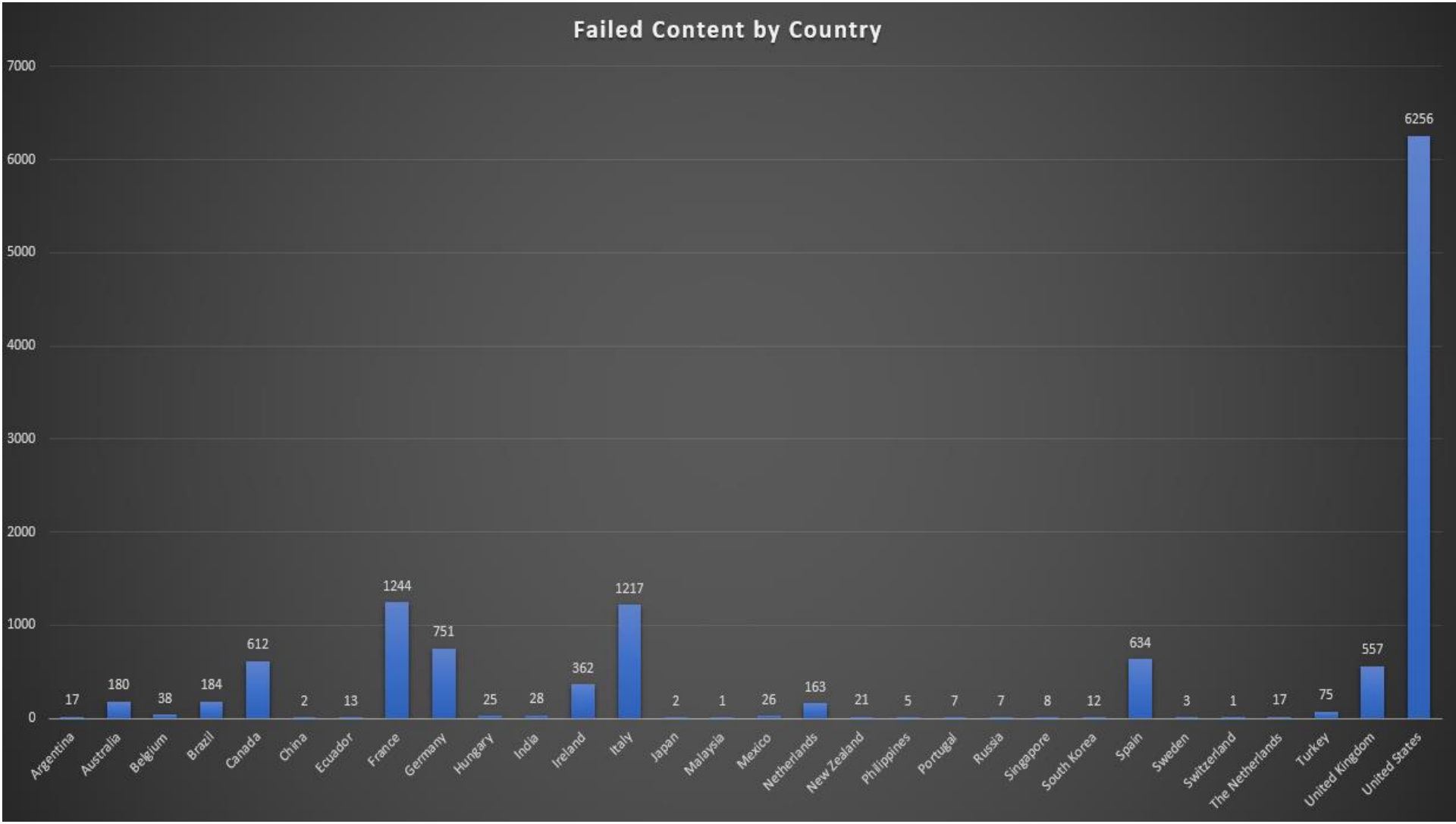
- Thousands of new titles per business day,
- That’s in excess of 30,000 titles per month
- 2 revisions per average product

Many of these are not **fully** compliant with ePub2 – let alone optimised to support the new features and functionalities of ePub3.

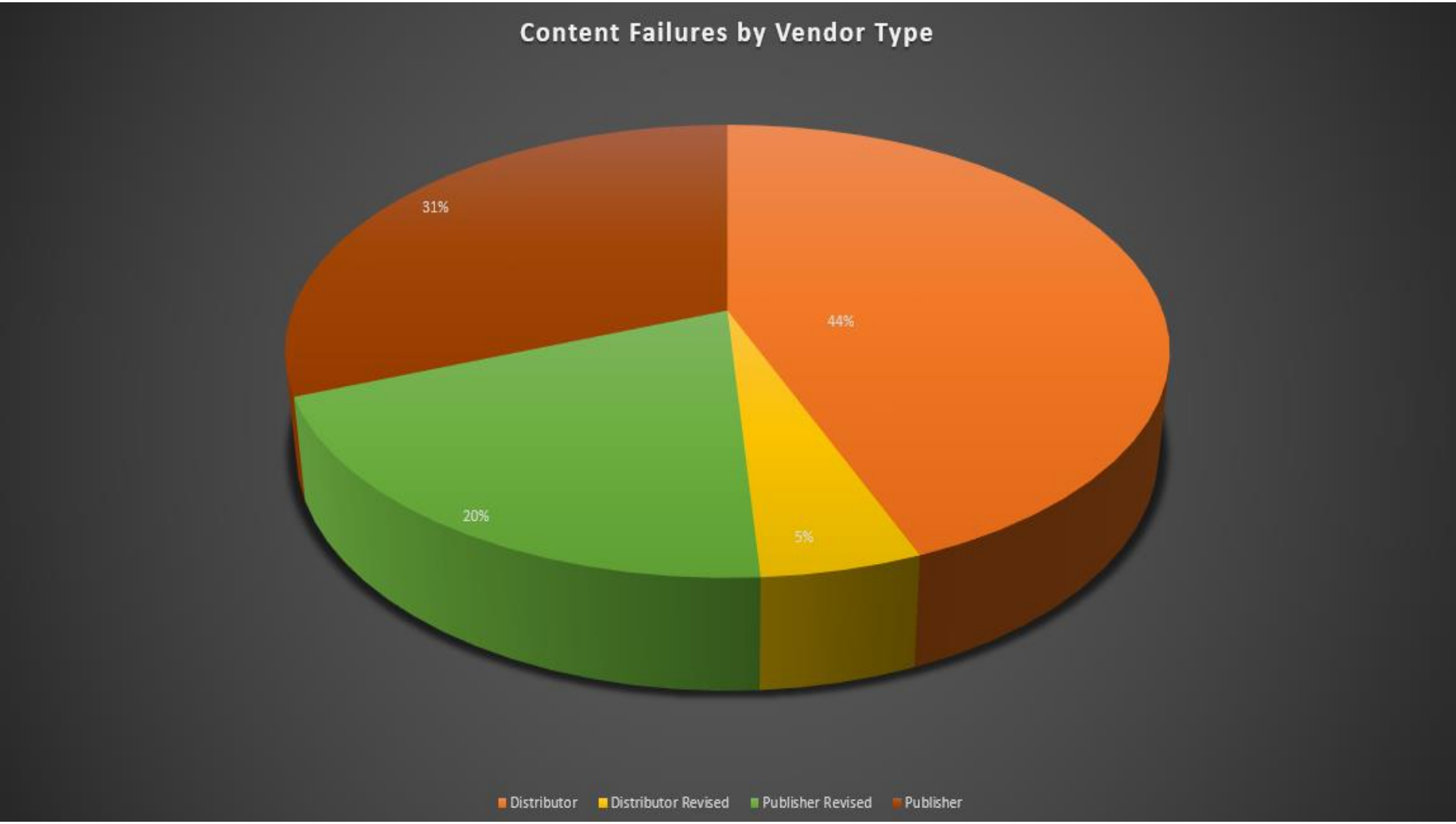
Rakuten kobo

ePub Type by Language

Language	ePub2%	ePub2FXL%	ePub3%	ePub3FXL%
English	90%	1%	7%	2%
German	90%	1%	8%	1%
French	81%	2%	10%	8%
Italian	94%	1%	2%	3%
Spanish	93%	1%	4%	2%
Japanese	0%	0%	28%	72%
Russian	99%	0%	1%	0%
Portuguese	93%	1%	4%	1%
Chinese	33%	0%	36%	31%
Dutch	96%	1%	1%	2%
Hungarian	89%	0%	11%	0%
Romanian	99%	0%	1%	0%
Polish	97%	0%	3%	0%
Hindi	88%	0%	11%	2%
Danish	71%	0%	29%	0%
Tamil	94%	0%	6%	0%
Swedish	83%	0%	17%	0%



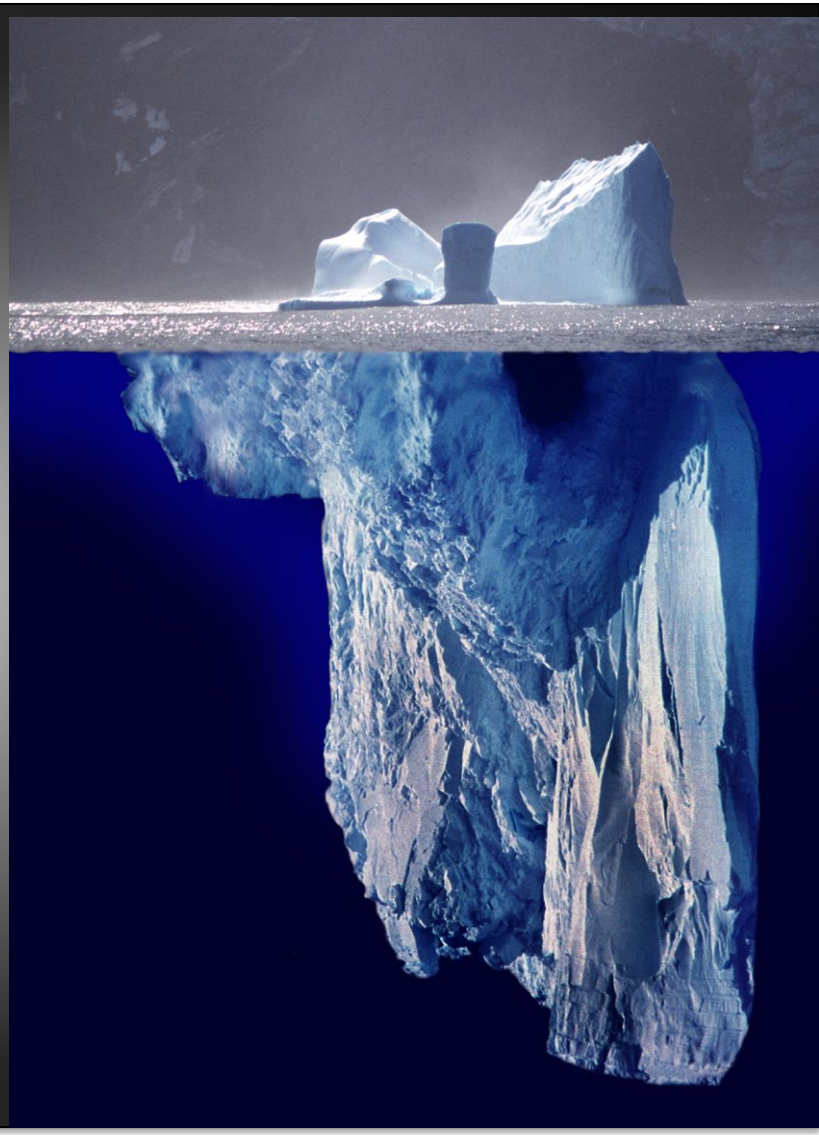
Rakuten kobo



Rakuten kobo

Users who report on broken books.

Users who don’t know about the reporting feature or just give up and start watching Netflix…



Rakuten kobo

Questions?

THANK YOU

@nmjcoveney @kobo

E: nick.coveney@rakuten.com

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Thank you for attending November 2018's BIC Breakfast:

The Secret Lifecycle of eBooks: Dispelling the Myths Surrounding eBook Maintenance & Looking at Retrospective Validation

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