



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



BOOK INDUSTRY COMMUNICATION LTD



**What is a
BIC Breakfast?**

7 RIDGMOUNT STREET, LONDON WC1E 7AE | +44 (0)20 7255 0516/3
WWW.BIC.ORG.UK | INFO@BIC.ORG.UK | @BIC1UK



BOOK INDUSTRY COMMUNICATION LTD



THE BOOK INDUSTRY'S
SUPPLY CHAIN ORGANISATION

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BOOK INDUSTRY COMMUNICATION LTD

BIC Committees

Digital Supply Chain

Libraries

Metadata

Physical Supply Chain

Training, Events & Communications



BOOK INDUSTRY COMMUNICATION LTD

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)



BOOK INDUSTRY COMMUNICATION LTD

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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Over to Tim...



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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.



Danbury, Connecticut, USA

Domestic prepress and
editorial services since 1969

Chennai, India

U.S.-owned Indian
operation since 2008

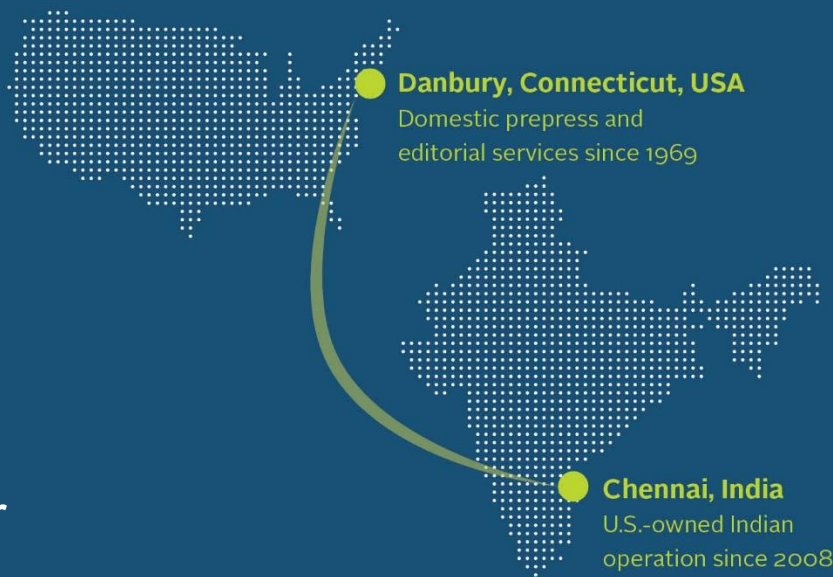


Westchester
Publishing Services

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...*



2007

But wait...

New retailers

Post-publication corrections

Acquisition/merger

New office

New file format

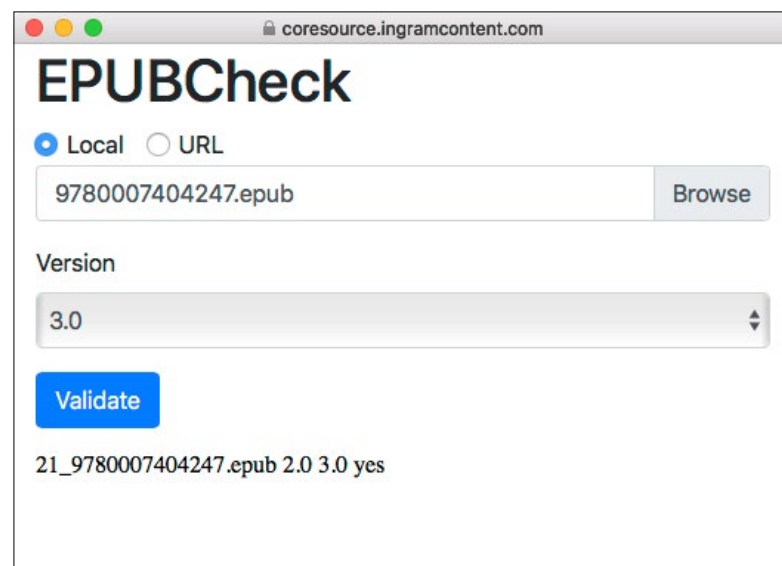


2007

2011

and...

New validation standards



coresource.ingramcontent.com

EPUBCheck

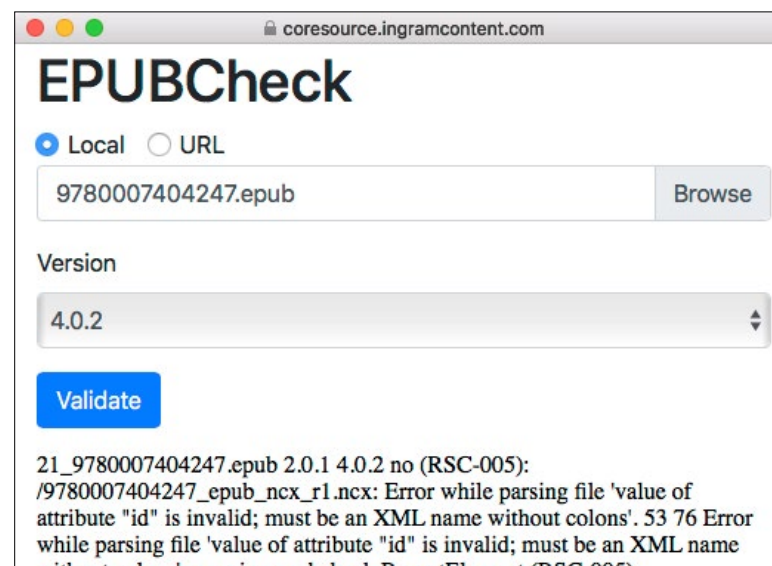
☒ Local ☐ URL

9780007404247.epub

Version

3.0

21_9780007404247.epub 2.0 3.0 yes



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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.ReportElement (RSC-005):



2007

2011

2016

and...

New retailer specs

In Debt To The Enemy Lord

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

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	Asset metadata and content could not be distributed. /



2007

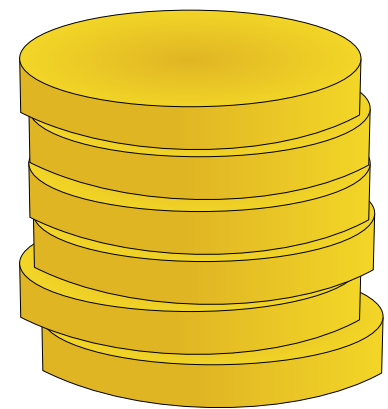
2011

2016

2017

and...

Accessibility



2007

2011

2016

2017

2018

Case study 1

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EPUBCheck

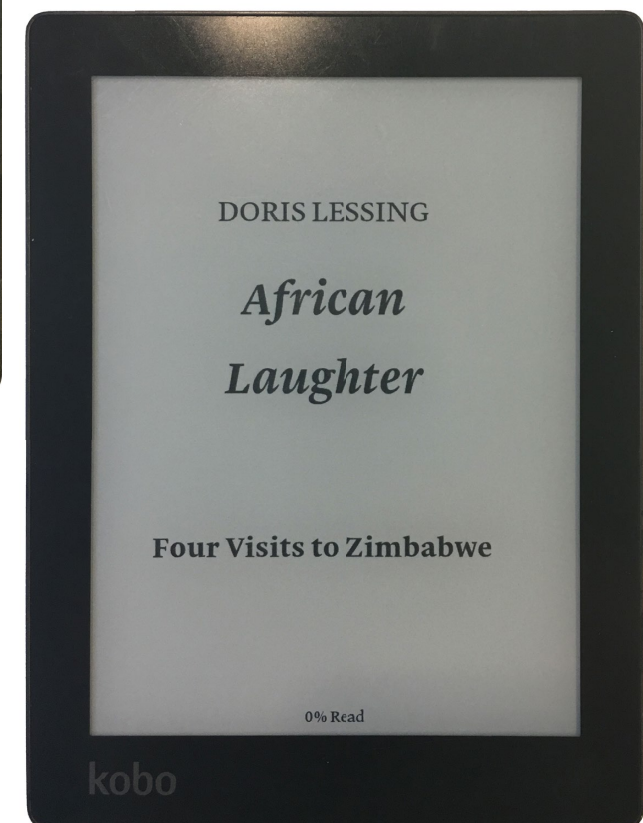
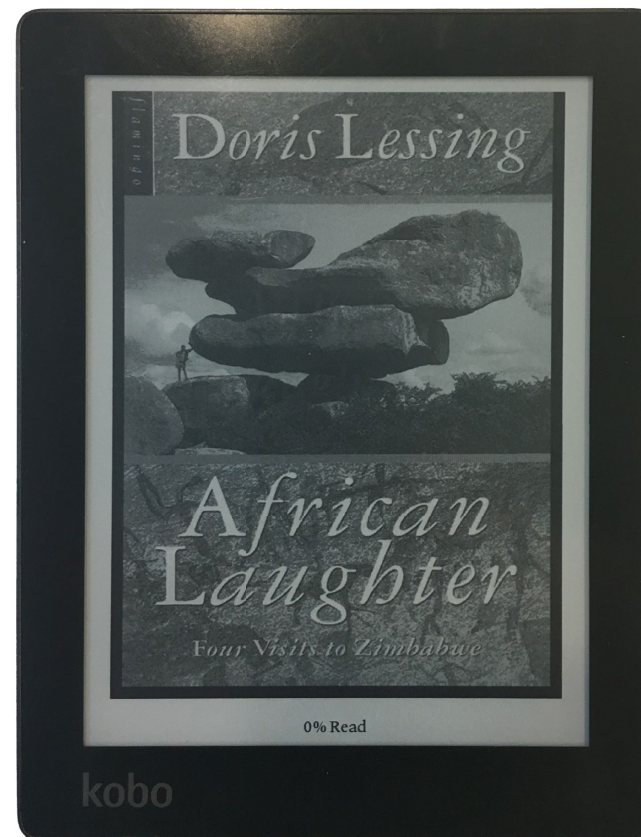
☒ Local ☐ URL

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.ReportElement (RSC-005):



2007

2011

2016

2017

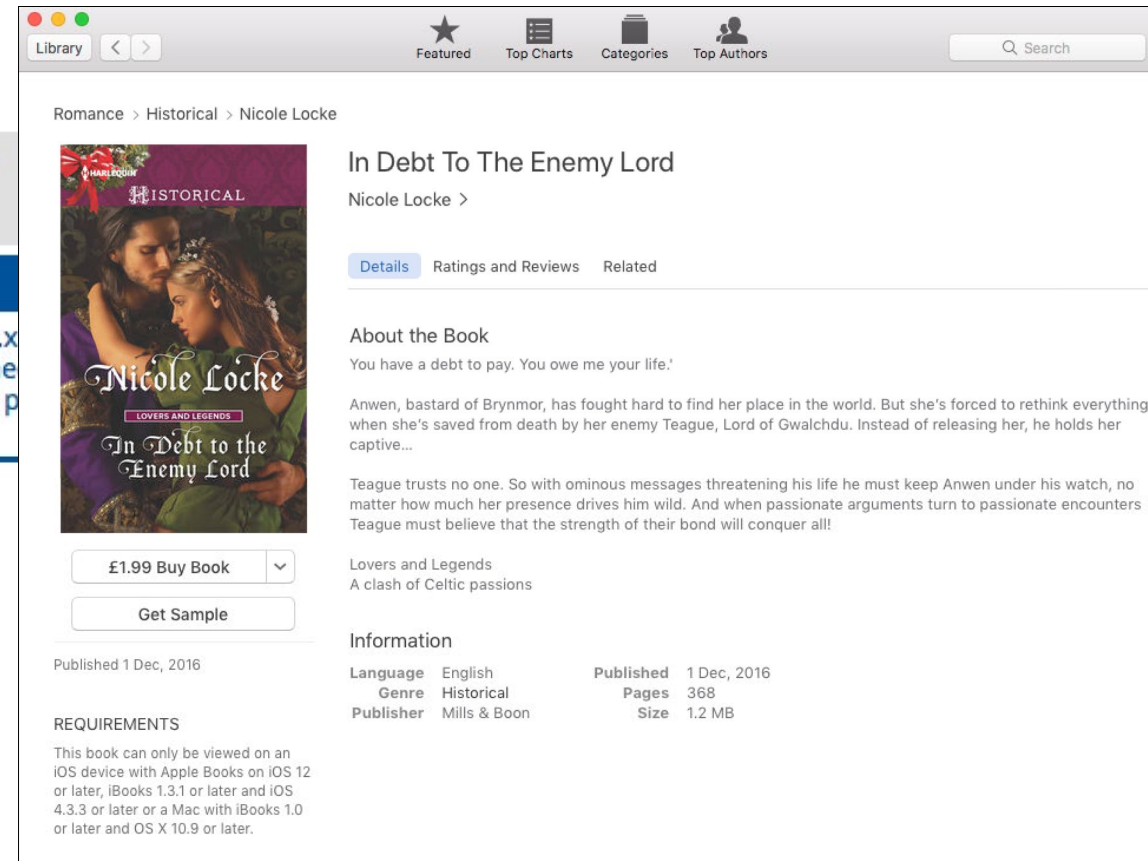
2018

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



The screenshot shows the Apple Books app interface. At the top, there's a navigation bar with 'Library', navigation arrows, and icons for 'Featured', 'Top Charts', 'Categories', and 'Top Authors'. A search bar is on the right. Below the navigation bar, the breadcrumb trail reads 'Romance > Historical > Nicole Locke'. The book cover for 'In Debt To The Enemy Lord' by Nicole Locke is displayed on the left. The cover features a man and a woman in historical attire, with the text 'HISTORICAL' at the top and 'Lovers and Legends' at the bottom. To the right of the cover, the book title 'In Debt To The Enemy Lord' and author 'Nicole Locke' are shown. Below the title, there are tabs for 'Details', 'Ratings and Reviews', and 'Related'. The 'Details' tab is selected. Under 'About the Book', there's 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's forced to rethink everything when she's saved from death by her enemy Teague, Lord of Gwalchdu. Instead of releasing her, he holds her captive...' and another paragraph: 'Teague trusts no one. So with ominous messages threatening his life he must keep Anwen under his watch, no matter how much her presence drives him wild. And when passionate arguments turn to passionate encounters Teague must believe that the strength of their bond will conquer all!'. Below the synopsis, it says 'Lovers and Legends A clash of Celtic passions'. Under 'Information', there's a table:

Language	English	Published	1 Dec, 2016
Genre	Historical	Pages	368
Publisher	Mills & Boon	Size	1.2 MB

 Below the information table, there's a 'REQUIREMENTS' section: 'This book can only be viewed on an iOS device with Apple Books on iOS 12 or later, iBooks 1.3.1 or later and iOS 4.3.3 or later or a Mac with iBooks 1.0 or later and OS X 10.9 or later.' At the bottom of the book page, there are two buttons: '£1.99 Buy Book' and 'Get Sample'.

2007

2011

2016

2017

2018

(Unrealistic) closing thoughts

Publishers

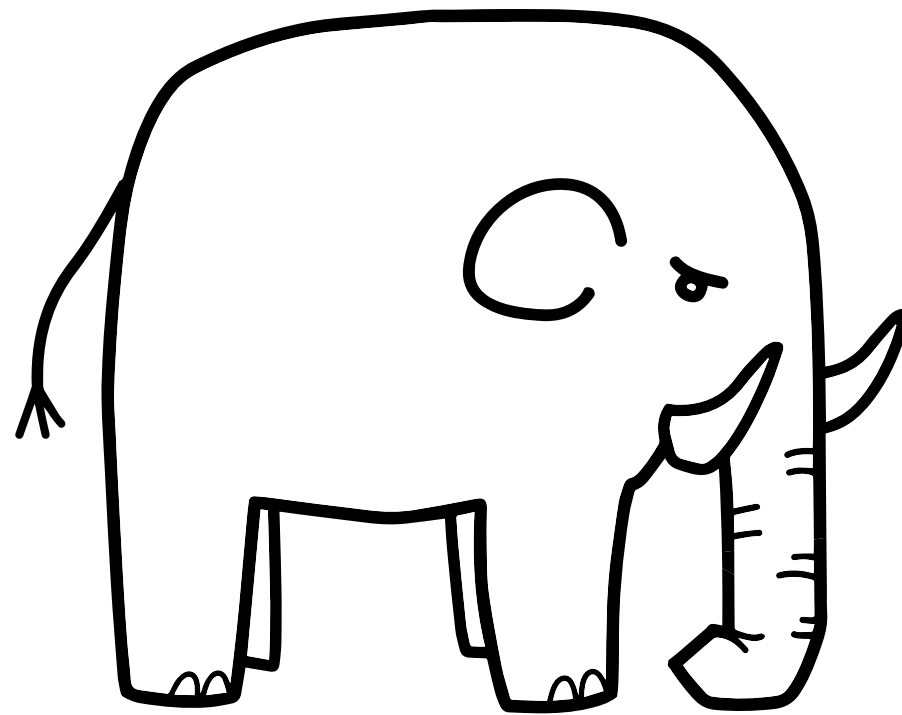
Remember that ebooks need TLC

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



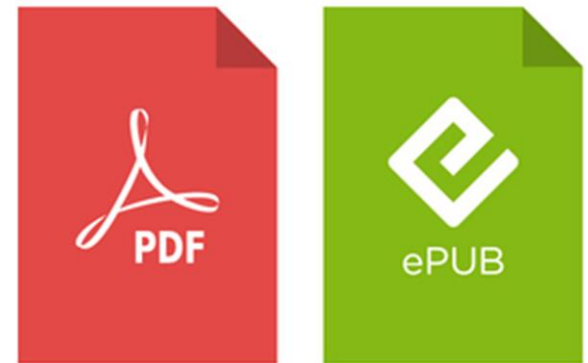
MARKETING
&
ECOMMERCE

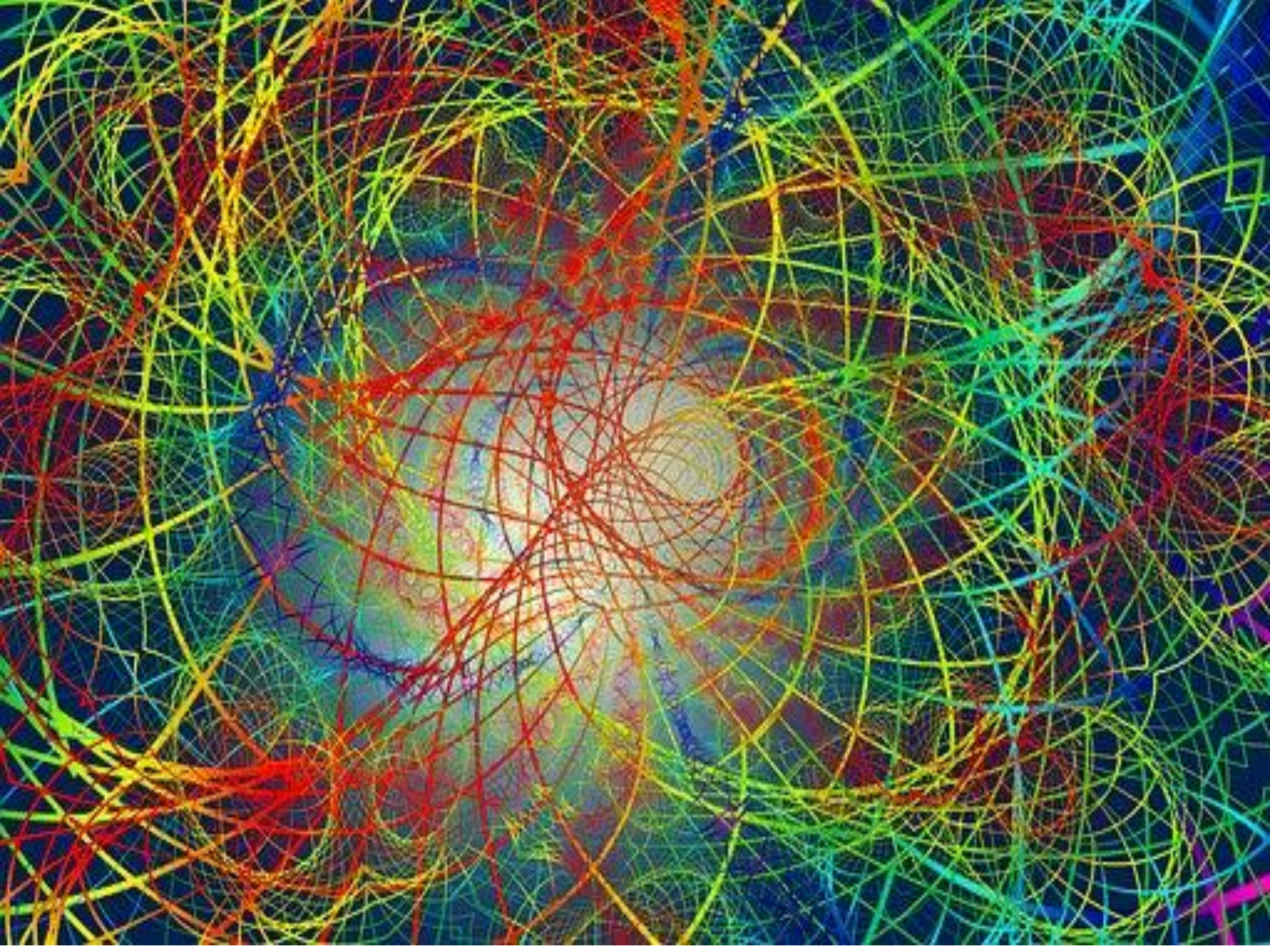
aerio[™]

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





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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WWW.BIC.ORG.UK | INFO@BIC.ORG.UK | @BIC1UK

Rakuten kobo

Nick Coveney

Publisher Relations & Content Lead
UK and ANZ.



The background is a vibrant, abstract composition of overlapping triangles and polygons in shades of orange, red, magenta, and blue. A thick white rectangular frame is centered on the image, with a small notch at the bottom right corner. The text "Dispelling the myths..." is written in a clean, white, sans-serif font, centered within the frame.

Dispelling the myths...

The background of the slide is a close-up photograph of a map of Africa. Several small, orange plastic miniature figures, resembling soldiers or warriors, are placed on the map. Some are clustered together, while others are isolated. The map shows the outlines of the African continent and surrounding regions. A white rectangular text box is centered over the map, containing the title. The top and bottom of the slide are decorated with colorful geometric patterns in shades of orange, purple, and blue.

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

The background is a vibrant, abstract geometric pattern composed of numerous overlapping triangles in shades of orange, red, pink, purple, and blue. A thick white rectangular frame is centered on the image, enclosing the text.

Myth 1

“eBooks are easy”

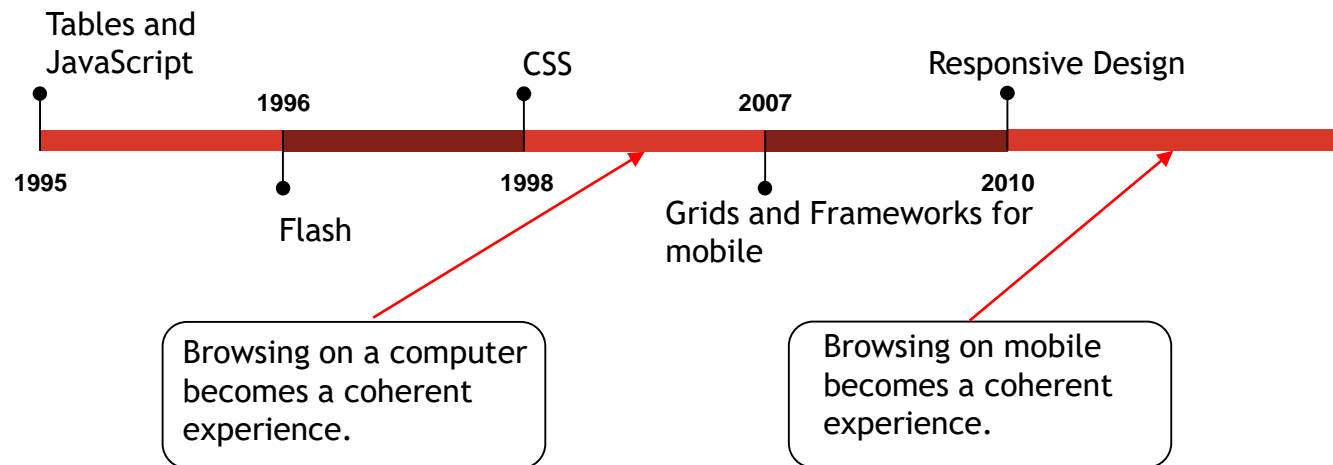
Myth 1 - “eBooks are easy”

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

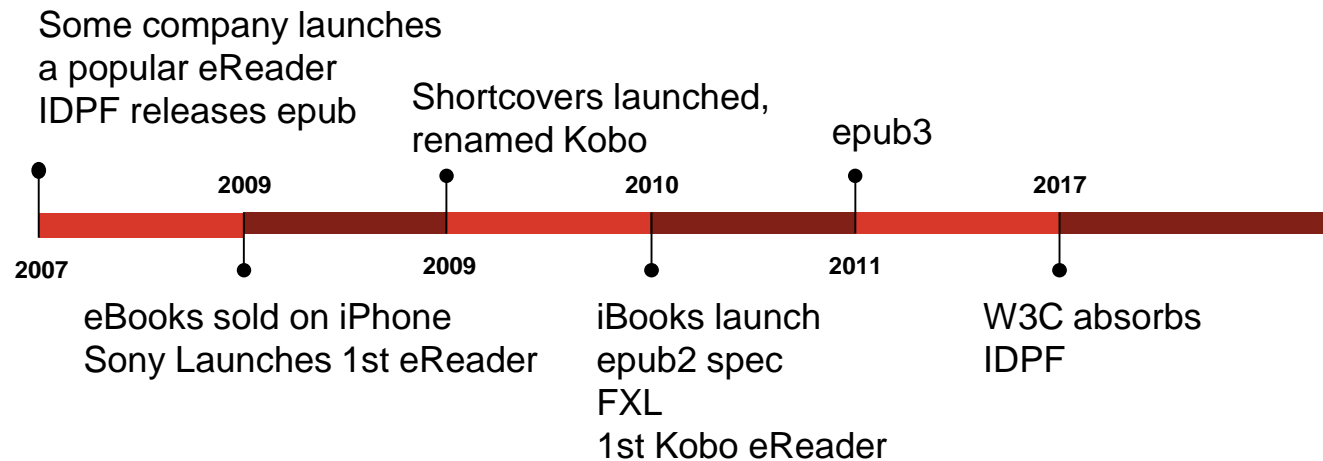
- ‘Content production has always been easy’
- ‘One format (epub) works everywhere’
- ‘Building support has always been easy across platforms well ahead of when content creators start sending new files that support new capabilities’
- ‘The specs are always created and implemented on a schedule that works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



Myth 1 - “eBooks are easy”



The background is a vibrant, abstract geometric pattern composed of numerous overlapping triangles in shades of orange, red, pink, purple, and blue. A thick white rectangular frame is centered on the image, with a small notch at the bottom right corner.

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;

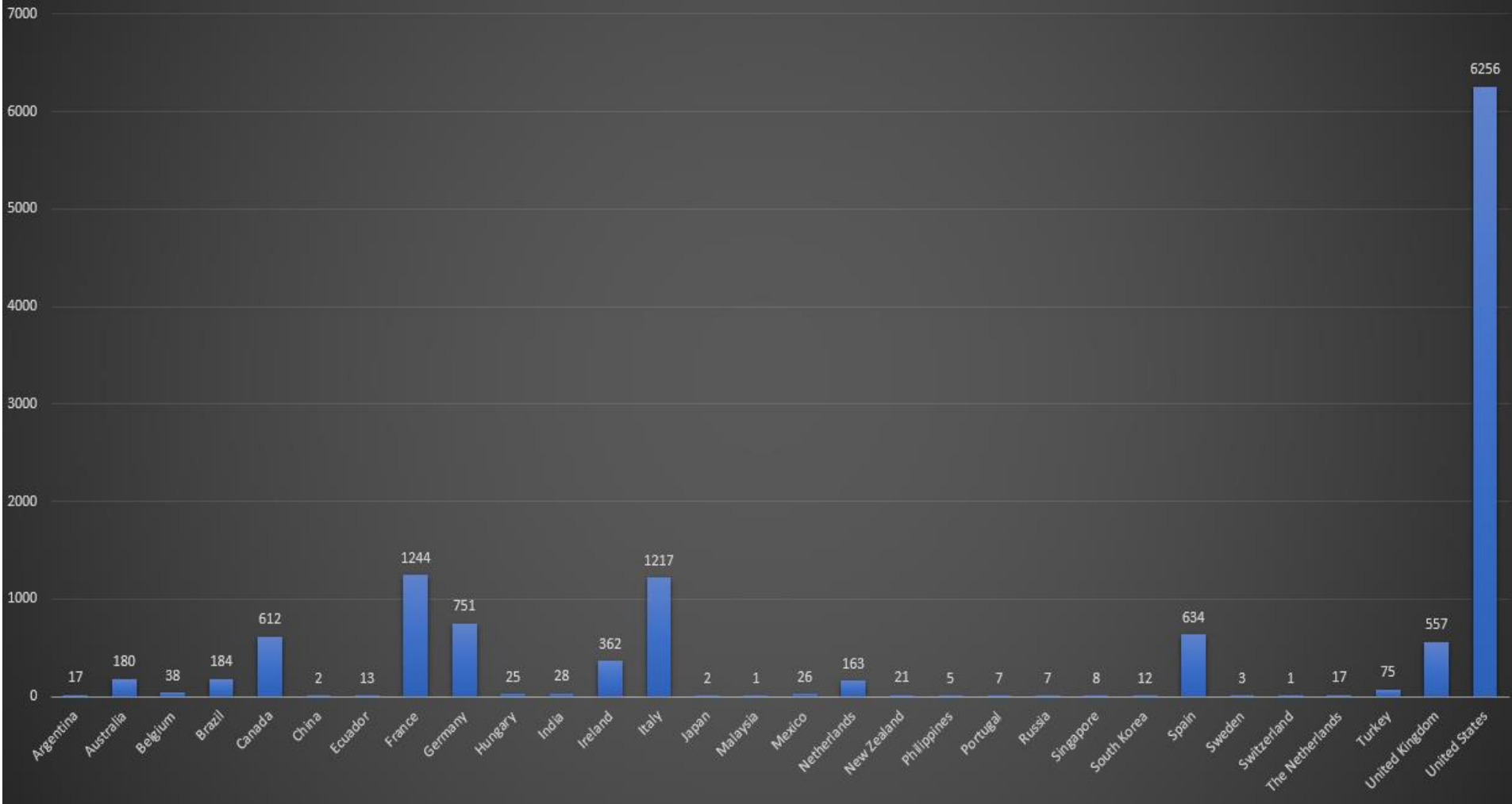
- Thousands of new titles per business day,
- That’s in excess of 30,000 titles per month
 - 2 revisions per average product

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

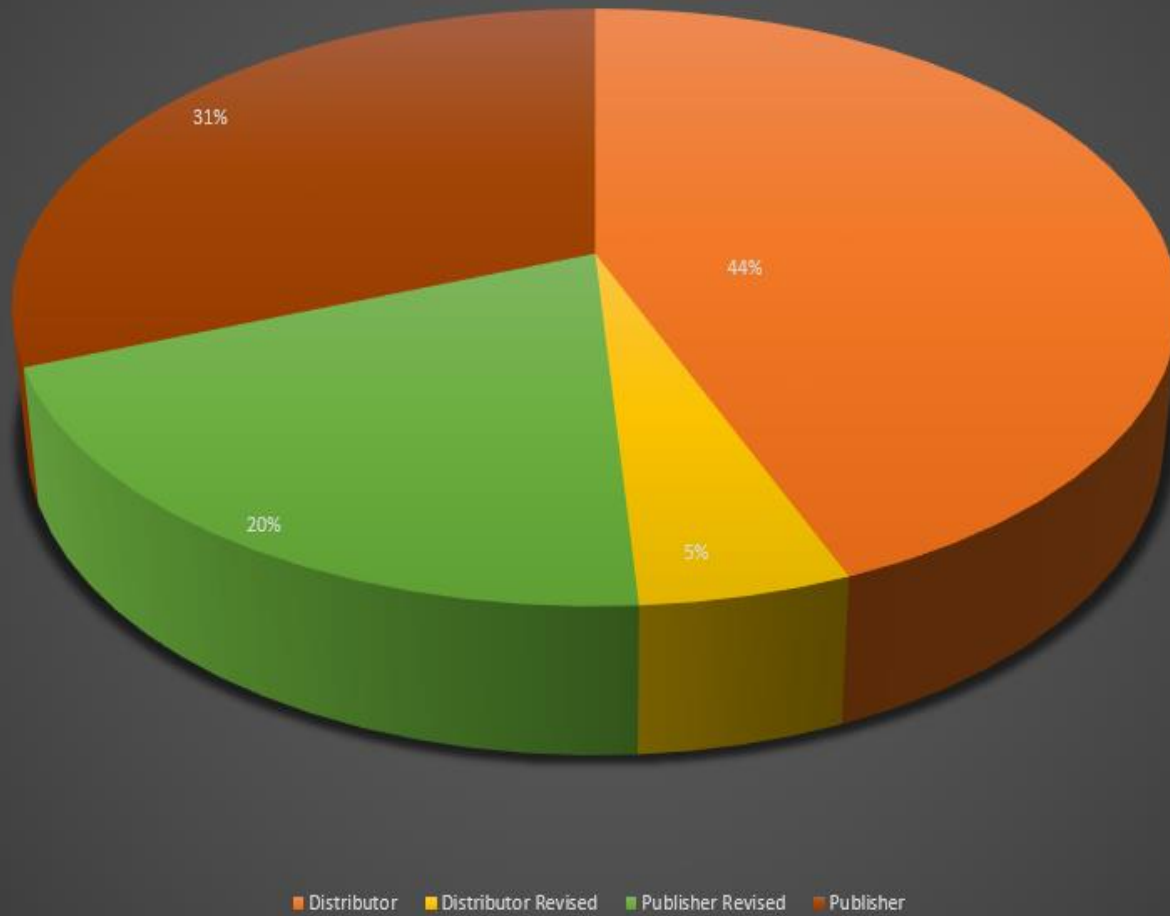
ePub Type by Language

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%

Failed Content by Country



Content Failures by Vendor Type



Users who report on
broken books.

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



The background is a complex, low-poly geometric pattern. It features a variety of triangles and polygons in shades of blue, teal, green, and magenta. The colors transition from darker blues and greens on the left to lighter blues and magentas on the right. A thick white rectangular frame is centered on the image, with a small notch missing from its bottom-right corner. The word "Questions?" is written in a clean, white, sans-serif font, centered within the frame.

Questions?

The background is a vibrant, abstract geometric pattern composed of numerous triangles in shades of blue, purple, magenta, and orange. A thick white border frames the central content area.

THANK YOU

@nmjcoveney @kobo

E: nick.coveney@rakuten.com



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Any questions?



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

Alaina-Marie Bassett

Business Manager

Book Industry Communication Ltd

0207 255 0513

Alaina-Marie@bic.org.uk