Pressing Ahead with Publishing on the Web

Use the power of the Open Web Platform to change the way books, magazines and journals are created and published.

PRESENTATION
CHARACTERS
CATALOGUE
ACCESSIBILITY
DISPLAYS

HTML 5

INDUSTRY CHALLENGES

The rise of eReaders and tablets brings new opportunities. It's also increased demand for standards to add rich text, interactive images, and multi-media across platforms and devices. The standard eBook format, EPUB, as well as some proprietary formats, are based on W3C's Web standards.

Yet publishing has only begun to tap the Web's true power. The Web can connect readers to interactive maps, video tutorials, and audio annotations. It supports the world's languages, and adapts formatting to many contexts. Publishers can reconfigure workflows. Print, digital, or both: the Web is transforming publishing.

Reduce costs and complexity with the Open Web Platform.

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2 out of 3 eBook publishers are already producing or investigating **enhanced eBooks.**

In 2012, more than 60% of eBook publishers cited **format and device compatibility** as the biggest challenge.

60% of eBook publishers **still employ print-based editorial and production workflows.**

Source: 4th Annual eBook Survey of Publishers, Aptara, Sept. 2012

THE OPEN WEB PLATFORM
is the Web, enhanced for digital publishing.

HTML5, a powerful set of technologies, sits at its core. The Open Web Platform helps reduce publishing fragmentation while enhancing presentation style, substance, workflow, and output. Readers can access the content they want—how, when and where they choose. And any publisher—large or small—can extend its reach across devices and borders. Discover ways W3C and emerging technology standards can transform the entire publishing process.

HTML 5

DID YOU KNOW?
eBooks written with EPUB 3, the format developed by IDPF, are packaged HTML5 applications.

FEATURES:

– Rich media including video, audio, slideshows, and animation
– Enhanced styling including screen layout, typography, fonts, colors
– Use of mathematical, science and music symbols, formulas and formatting
– Linkable interactive images
– Cross platform and device interoperability
– Accessibility, including customizable languages and reading formats
– Digital marketing opportunities
– Specialized search, discovery, curation, annotation
– Top-to-bottom workflow integration

TECHNICAL HIGHLIGHTS:

– HTML and Web APIs
– CSS and advanced font and image management
– Advanced layouts: adaptive, multi-column, pagination, media integration
– SVG, SMIL, MathML
– Internationalization and formatting for the world's scripts
– Accessibility
– XML, data integration, metadata vocabularies

" ...A unified, interoperable global standard for eBooks and other digital publications is critical to the industry and consumers...

– Source: IDPF

BE PART OF THE CONVERSATION. JOIN W3C.

Participants in the digital publishing ecosystem are invited to shape the next generation of books, magazines, and journals.

w3.org/join

W3C WORLD WIDE WEB *consortium*