Introducing nextPub
Moving Beyond the Page

Dianne Kennedy, VP Emerging Technologies; IDEAlliance

IDEAlliance: Powering the Media Supply Chain

✓ Our association identifies best practices for efficient end-to-end digital media workflows, from content creation through print and electronic distribution.
✓ The best practices and resources of IDEAlliance are powering today’s multi-channel media workflows for publishers, creative agencies, media production facilities and print and electronic media service providers.
Organization of almost 500 corporations

Just a few of our member companies...

Media Service Providers & Brand Owners
- American Medical Association
- Arandell Corporation
- Brown Printing Company
- Consolidated Graphics (CGX)
- Continental Web Press
- Hallmark
- HudsonYards
- J.C. Penny
- MacDermid Printing Solutions
- Menasha Packaging Company LLC
- Multi Packaging Solutions
- Publishers Press
- Quad/Graphics - WorldColor
- RR Donnelley
- Schawk, Inc.
- SGS International
- The Caps Group
- Transcontinental Inc.
- United Business Media
- Valaesos Manufacturing Company
- Vertis Communications
- Wolters Kluwer
- National Geographic

Publishers
- Conde Nast
- Forbes Inc. All & Production Division
- Hearst Magazines
- Reader's Digest
- Time Inc.
- Hachette Filipacchi Media
- Meredith Corporation
- Source Interlink Media

Material Suppliers
- Abibibowater
- Hostmann-Stainberg
- Inx International Ink Co.
- Neenah Corporation
- Paperlink Canada
- Sappi Fine Paper North America
- Sun Chemical Printing Ink
- UPM - Kymmene, Inc.
- Verso Paper
- Xped

Technology Suppliers
- Adobe Systems
- AGFA-Gevaert
- Anderson & Vreeland
- CGS Publishing Technologies
- Dalim Software / Blanchard Systems
- EFI
- Epson America
- EnolaArtwork
- FUJIFILM
- GMO Americas
- Goza International Americas
- Heidelberg USA
- Heidelberg
- JUST Normlicht
- Kodak
- manroland
- Microsoft Corporation
- Mitsubishi Imaging
- Northrop Grumman Corp.
- OneVision Software AG
- Pitney Bowes Presort Services
- Presstek, Inc.
- Quark, Inc.
- X-Rite, Inc.
- Xerox Corporation

Membership

Broad-based, international membership

International Affiliates

- Advanced Printing Technology Centre (Greater China)
  - Brenda Pang

- Graphics World (Korea)
  - Hye-Jeong Ahn

- Standard Color, S.A. DE C.V. (Mexico)
  - Mariana Sierra

- CIGRAF (Colombia)
  - Gustavo Rodriguez Vargas
Specifications

IDEAlliance

nextPub
PRISM
papiNet
GRACoL
XMPinterop
G7
Mail.dat
SWOP

Certifications

Our Certifications Set the Bar

Professional Certifications

System Certifications

Certified by IDEAAlliance

Certified by IDEAAlliance

Certified by IDEAAlliance

Certified by IDEAAlliance

Certified by IDEAAlliance

Certified by IDEAAlliance

Certified by IDEAAlliance

Certified by IDEAAlliance

Certified by IDEAAlliance
Moving Beyond the Page as We Know It

- Publishing is rapidly evolving
- We are truly moving beyond the page as we know it
- The key is to stay ahead of the technology curve
- IDEAAlliance is committed to enabling our members and the industry to prosper in the new world of publishing

What the Kindle did for books . . .
the iPad did for magazines.

LOTS of magazines.
Real Growth Matches Expectations

<table>
<thead>
<tr>
<th>Tablet &amp; E-Reader Owners</th>
<th>Sept. - Dec. ‘10</th>
<th>Jan. - April ‘11</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Tablets</td>
<td>4.0 million</td>
<td>8.0 million</td>
<td>+100%</td>
</tr>
<tr>
<td>Apple iPad</td>
<td>3.6 million</td>
<td>7.1 million</td>
<td>+97%</td>
</tr>
<tr>
<td>Total E-Readers</td>
<td>5.3 million</td>
<td>11.7 million</td>
<td>+120%</td>
</tr>
<tr>
<td>Amazon Kindle</td>
<td>3.3 million</td>
<td>7.3 million</td>
<td>+121%</td>
</tr>
<tr>
<td>B&amp;N Nook</td>
<td>1.0 million</td>
<td>2.4 million</td>
<td>+140%</td>
</tr>
</tbody>
</table>

Source: GfK MRI Survey of the American Consumers, Spring 2011. NHF

Number of Tablets has Exploded

- 2011 was the “Year of the Tablet”
- 80 new tablets were announced
- Different
  - Sizes
  - Aspect Ratios
  - Resolutions
  - Operating Systems
Impact of the iPad on Magazines

- Publishers had only 80 days to plan and launch the first iPad editions.
- No time to plan, no time to put new systems in place!
- Initial Response to Change
  - Processes unpredictable
  - Poorly Controlled, Reactive
- In the year since then we have found some efficiencies
- But we are challenged by more target platforms – each different

Look at Tablet Magazine Editions

- New kinds of Navigation
- New layers of Content
- BUT based on the PRINT edition
- Print is tactile
- So is the iPad/tablet
IDEAlliance

Slideshow

NewsFeed

WORLD CUP / ACCAD DP 19

The U.S. will never have a more favorable path to the World Cup than the one it is walking down right now. The team is led by a strong midfield, a solid defense, and a talented and experienced roster that is currently ranked 7th in the world. The team has won 10 of its last 12 games, including a 4-0 win over Ghana in their most recent match. The team is currently sitting at the top of their group and is in good position to advance to the next round.

In other news, the World Cup is being held in South Africa and the games are taking place in various stadiums throughout the country. The tournament has attracted record attendance with over 3 million fans expected to attend the matches. The favorites to win the tournament are Brazil, Germany, and Spain. The matches are being played in front of packed stadiums and the atmosphere is electric.

The Images:

1. A U.S. player with the ball
2. Ghana players celebrating a goal
3. A South African fan
4. A German player
5. The Green Bridge
6. The Kaiser Wilhelm Memorial Church
7. A Spanish player
8. The African Cup of Nations
9. A U.S. player in action
10. The World Cup trophy

The teams:

1. U.S.
2. Brazil
3. Germany
4. Spain

The dates:

1. July 11
2. July 15
3. July 26
4. July 22
5. July 17
6. July 21
7. July 24
8. July 20
9. July 23
10. July 19

The events:

1. U.S. vs. Ghana
2. Brazil vs. Germany
3. Spain vs. Argentina
4. U.S. vs. Germany
5. Brazil vs. Argentina
6. Spain vs. Ghana
7. U.S. vs. Argentina
8. Brazil vs. Spain
9. U.S. vs. Brazil
10. Germany vs. Argentina
**Photo Interactivity**

*Water World*

*An Oceanic Ecosystem in Textile Form.*

“They’re incredible beasts. They’re from Australia. And they’re going to teach the visitors what coral reefs look like.”

When scientists from the Wildscreen Environmental Training Project attend IDEA by invitation, they’ll be showing the project’s water world exhibit, which was designed for use in Australia and will be making its American debut at IDEA. A few years ago, a team from the project’s managing organization, the BBC Natural History Unit, went on assignment to Guadalcanal, a remote island in the South Pacific, which is located near the water where many of the world’s most important reefs are found. While they were there, the researchers discovered that their conditions—colorful, beautiful, turbulent yet chaotic—began to resemble a coral reef. 

“By the time they were going through their exhibit, the coral reef started to really come alive,” said the team’s project coordinator, Susan Bartlett, who is visiting IDEA by invitation. The scientists will also talk about plans to sponsor volunteers to work with the exhibit as a way to get the public involved in the management and conservation efforts of the reef. 

“Photo/Text Swap”

*Scorecard*

**Faces in the Crowd**

Kirsten Verdun, Ajay Wilson, Andrew Burt

HIGH SCHOOL VIDEO FACE

Kirsten Verdun

Kirsten, a senior pitcher at Coolidge High, struck out nine and allowed one hit in a 5-0 win over Miracle City in the state Class 2A title game to finish the season with an .886 strikeout ratio. In 2010 she tossed 6 no-hitters, including four perfect games. Kirsten was an all-state selection three years in a row and got a hit in 12 straight games.
Who Creates iPad Editions

- I thought it would be the web team
- NOT SO!!
- Usually the print production team also creates the iPad edition
- Why?
  - Design based on print
  - Print has disciplined scheduling, closing times, etc
  - Only 80 days to implement!

Impact on Workflows

- Most of us have a print-production workflow!
- So how can we get to tablets???
Workflow for Tablets

Content Creation

InDesign
Illustrator
Photoshop
Word
Etc.

Images

HTML

Content Enhancement

InDesign
Illustrator
Photoshop
Woodwing
Zinio

Images

Images

Print / PDF Pages

Print Publication

PreRendered Pages

Layered Content
Hotspots & Navigation

Tablet Publication

Future Requirements

More tablet versions
## The New Challenge: Scale!

<table>
<thead>
<tr>
<th>Write</th>
<th>Edit</th>
<th>Design</th>
<th>Print</th>
<th>Deliver to USPS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Pkg for iPad</td>
<td>Deliver to iTunes</td>
</tr>
<tr>
<td>Edit 2</td>
<td>Design 2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Edit 3</td>
<td>Design 3</td>
<td></td>
<td></td>
<td>Deliver to Windows Market</td>
</tr>
<tr>
<td>Edit 4</td>
<td>Design 4</td>
<td></td>
<td></td>
<td>Deliver to Chrome store</td>
</tr>
<tr>
<td>Edit 5</td>
<td>Design 5</td>
<td></td>
<td></td>
<td>Deliver to Android Market</td>
</tr>
<tr>
<td>Edit 6</td>
<td>Design 6</td>
<td></td>
<td></td>
<td>Deliver to……………………</td>
</tr>
</tbody>
</table>

Complexities increase with multiple screen sizes, resolutions, and aspect ratios.

What’s the Answer??
Where Do We Go from Here?

- We cannot afford the level of effort to create the iPad edition for each new tablet that comes to market
- So establishing standards for the future is critical
Introducing nextPub™

- nextPub is the industry’s technology incubator!
- nextPub™ is defining best practices and recommendations that publishers can use to deliver magazines and other rich content across platforms and devices efficiently
- nextPub™ is a new family of IDEAlliance specifications designed to simplify the production of multi-channel content
Our Partners

- Magazine Media Association (MPA)
- AAAA (Advertising Association)
- IDPF / EPUB (Collaborative eBook Partnership)
- JMPA (Japanese Magazine Publishing Association)

Today’s New Publishing Challenge

- Publishers want to create and maintain one master source file from which they can generate specific files for specific purposes and for specific devices!

- Limitations of today’s linear media workflows
- Lack of a robust, standardized, “media agnostic” publishing models
- Limitation of today’s tools
Because XML enables us to manage content / structure separately from the layout / format, XML enables us to reuse the same content across media channels.

<article>
  <section>Scoreboard</section>
  <title>Who’s Hot; Who’s Not</title>
  <div><h1>Bears</h1>
  </div>
  <p>After entering the AP for the first time in 17 years, Number 25 Baylor earned its first win in Austin since 91 behind the arm of QB Robert Griffin III.</p>
</article>

Principle #1: Build on Today’s Standards
Principle #2: Employ Emerging Technologies

Principle #3: Seek Broad Industry Collaboration
The Solution is in the Source!

Rich Content Source expressed as PRISM metadata plus HTML5 encoded content

IDEAlliance

nextPub
nextPub Transforms to Any Device

One Article
One XML File
Different Style Sheets
Multiple Outputs
Draft Publications: December 1, 2011

- First Public Drafts will be published by December 2011
- [http://www.nextPub.org](http://www.nextPub.org)
- nextPub XML Source Content Specification
- PRISM 3.0 Metadata and Controlled Vocabulary Specifications

**Coming in 2012**
- nextPub to EPUB3 Transformation Guide
- nextPub to HTML5 Transformation Guide
- nextPub to PRISM Aggregator Message Guide