# XML in Book Publishing

**June 24, 2003**

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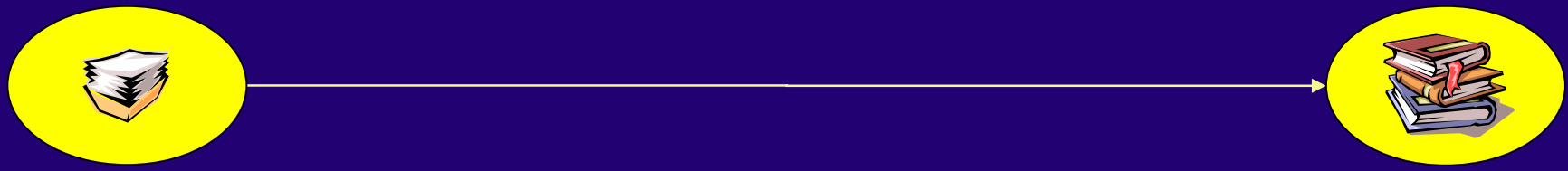
# The traditional book publishing problem…





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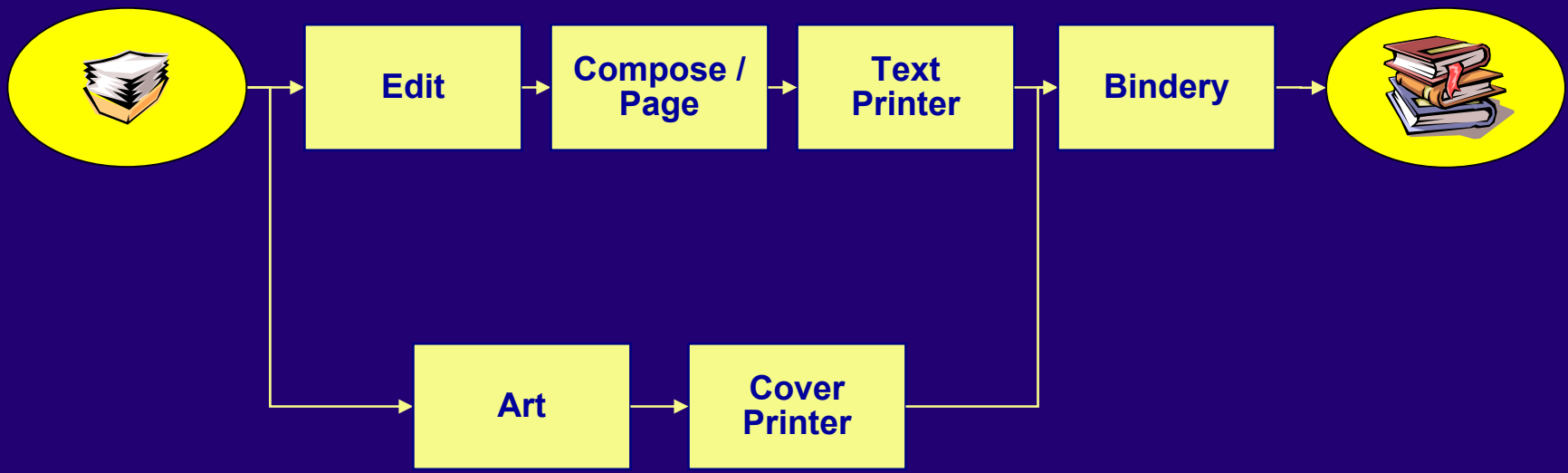
# A complex workflow (even when simplified)



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# The new challenges…

- Graceful transition among printing technologies
- Re-use of content
  - Galleys
  - Catalogs
  - Recombination and particle sales
- Multiple uses of content
  - Offline digital use
  - Online digital use
- Multiple platforms (hardware, operating systems, reading technology)
- Archival record



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# The need for single-source publishing is increasing…

## Distribution

**Content Channels**
- Format
- Platform
- Channel

**Metadata Catalogs**
- Library
- Wholesale
- Retail
- Other

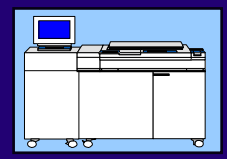
**Rights Exchanges**
- On-line
- Physical

**Customer Interface & Transaction Process**

"Pure" Content

"Pure" Rights

- pBooks
- Print-on-Demand
- eBooks
- On-line access
- Permissions
- Subrights



**Print On Demand**

**eBooks**

**On-line**



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# An integrated publishing infrastructure links content providers with content consumers…

Publisher Acquisition & Creation Process

Customer Interface & Transaction Process



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# ...integrating a content repository supported by common publishing function...




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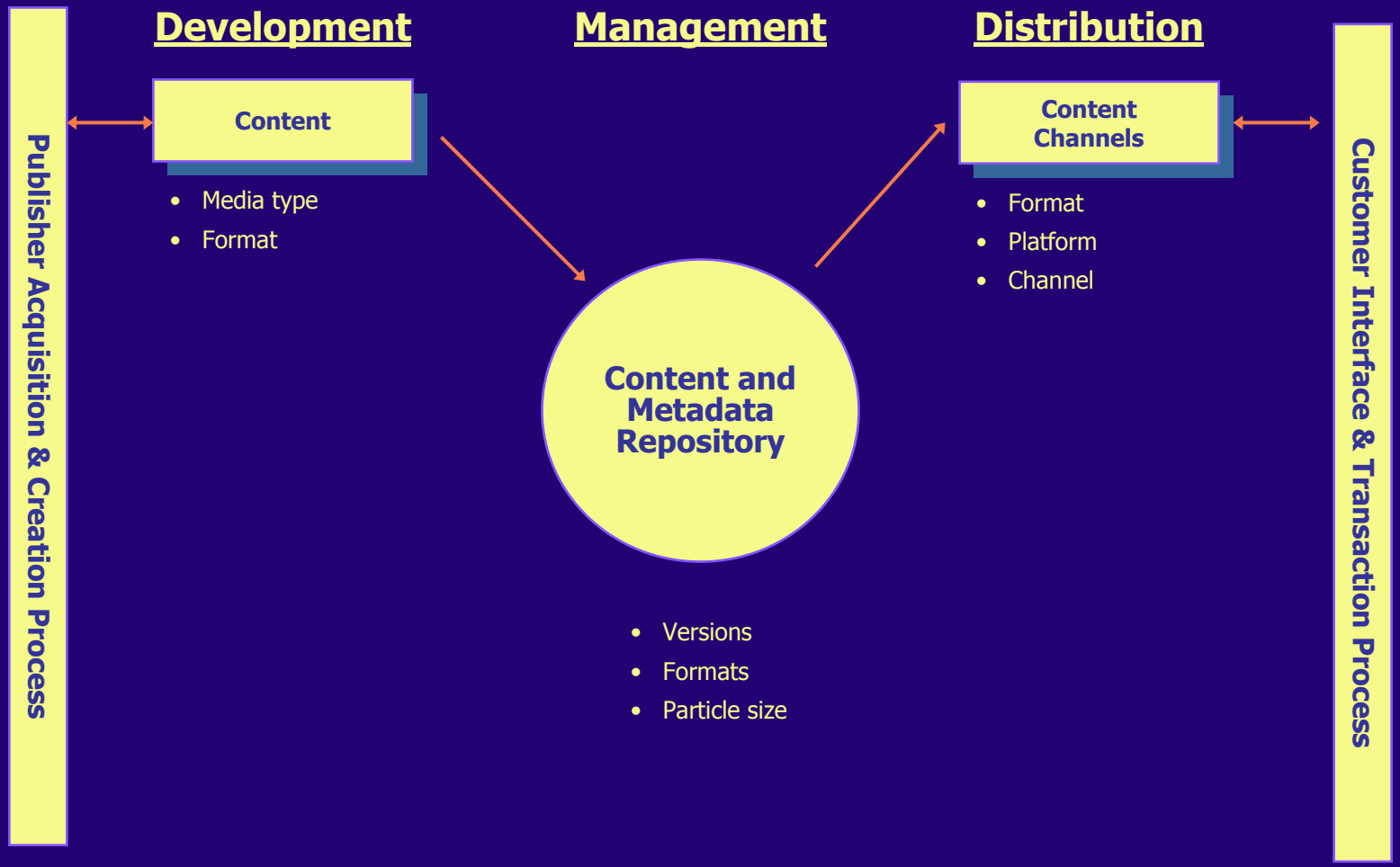
# …for content, whether print or electronic…



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# Aside: Content transformation requires effective handling of all components of a source document

## Content

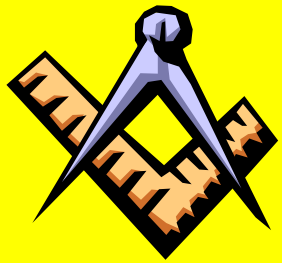
To be or not to be, that is the question. Whether 'tis nobler ...

- Tagged "chunks"
- Text, images, tables, equations, etc.

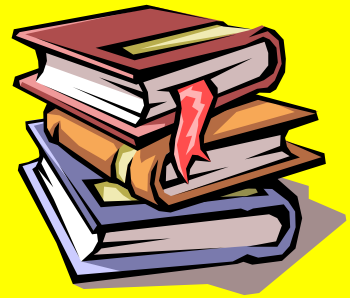
## Structure

- DTDs

## Design



- Master pages
- Styles
- Type specs.





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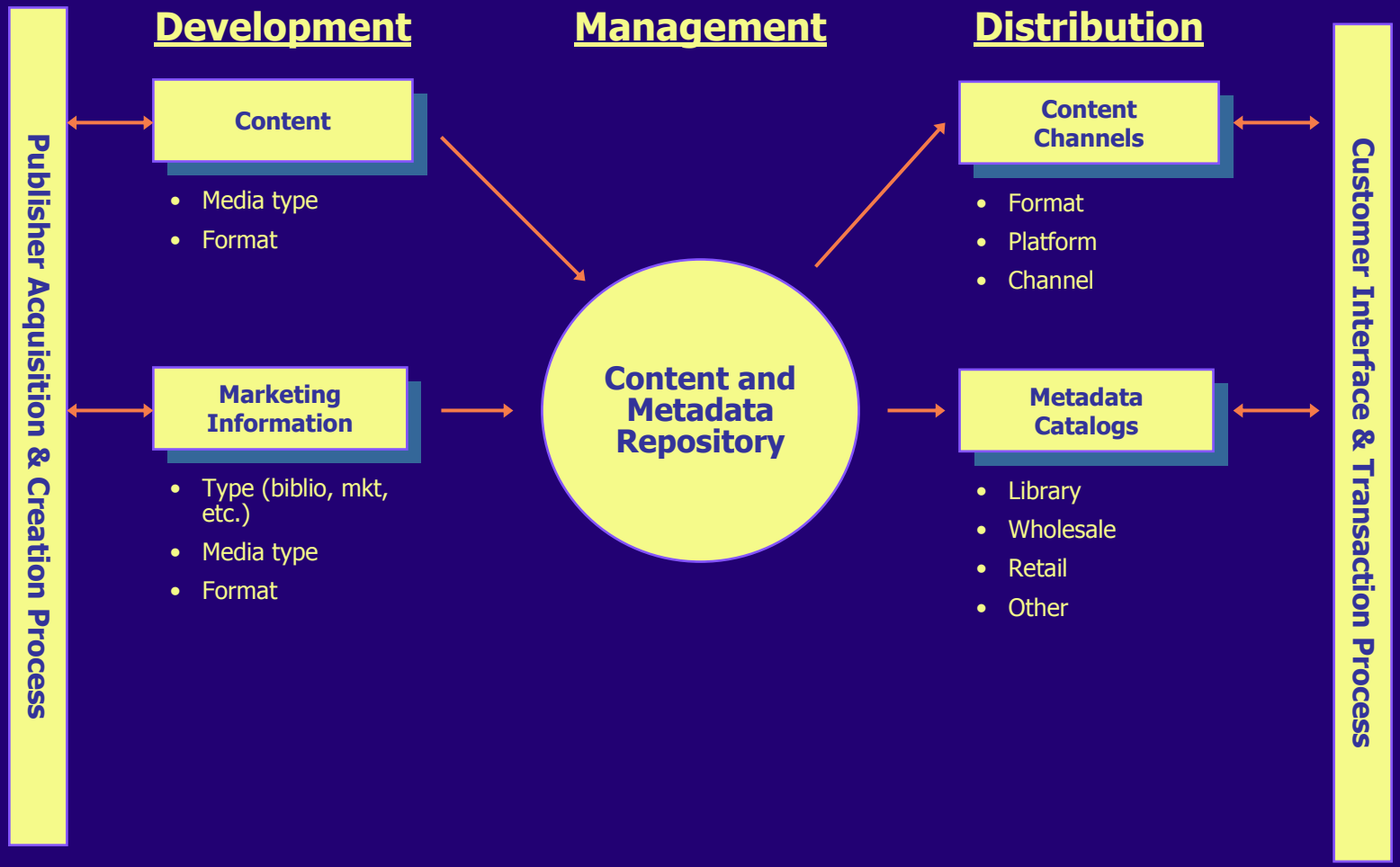
# ...marketing information and catalogs...



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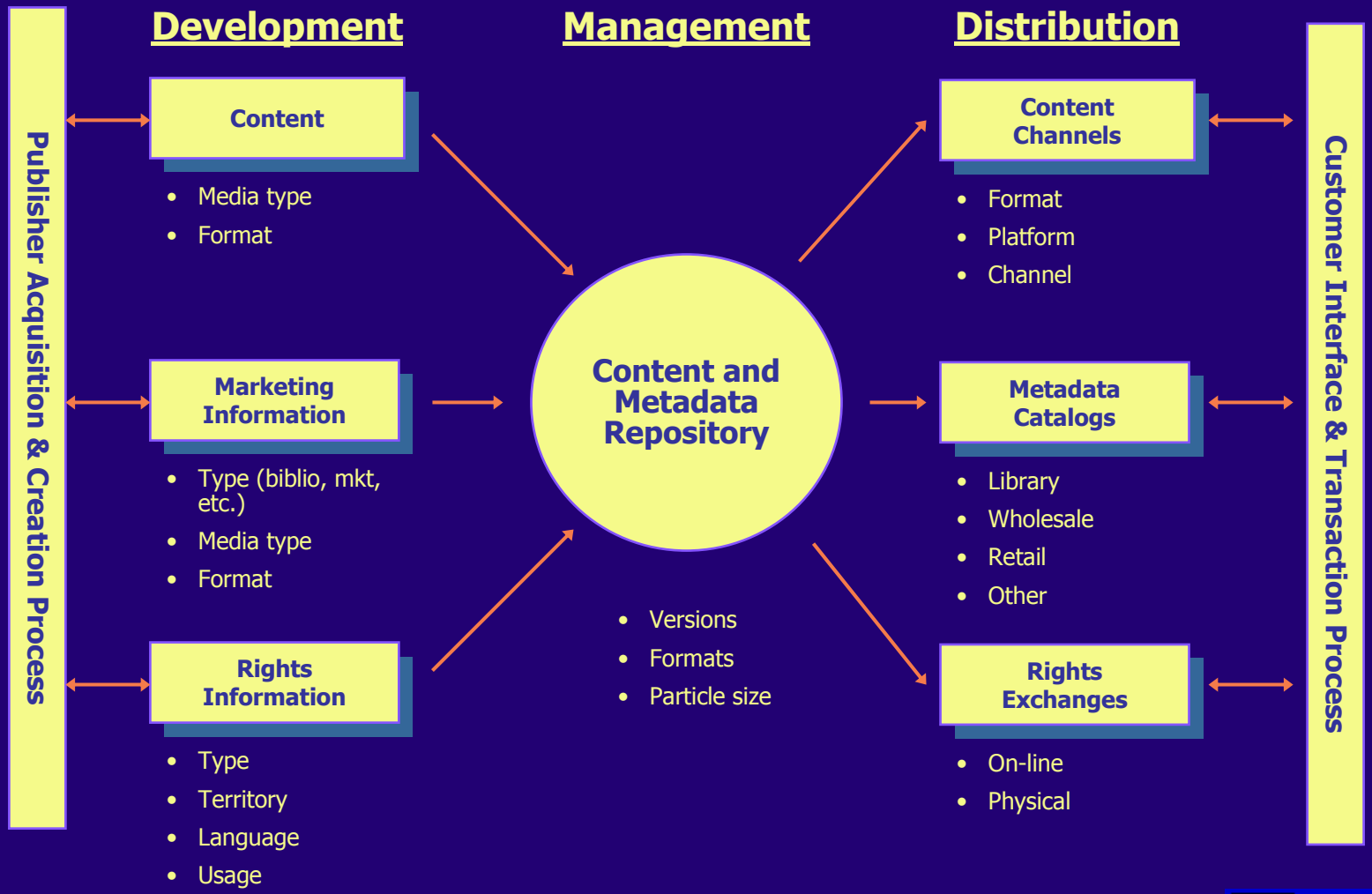
# ...and rights administration.



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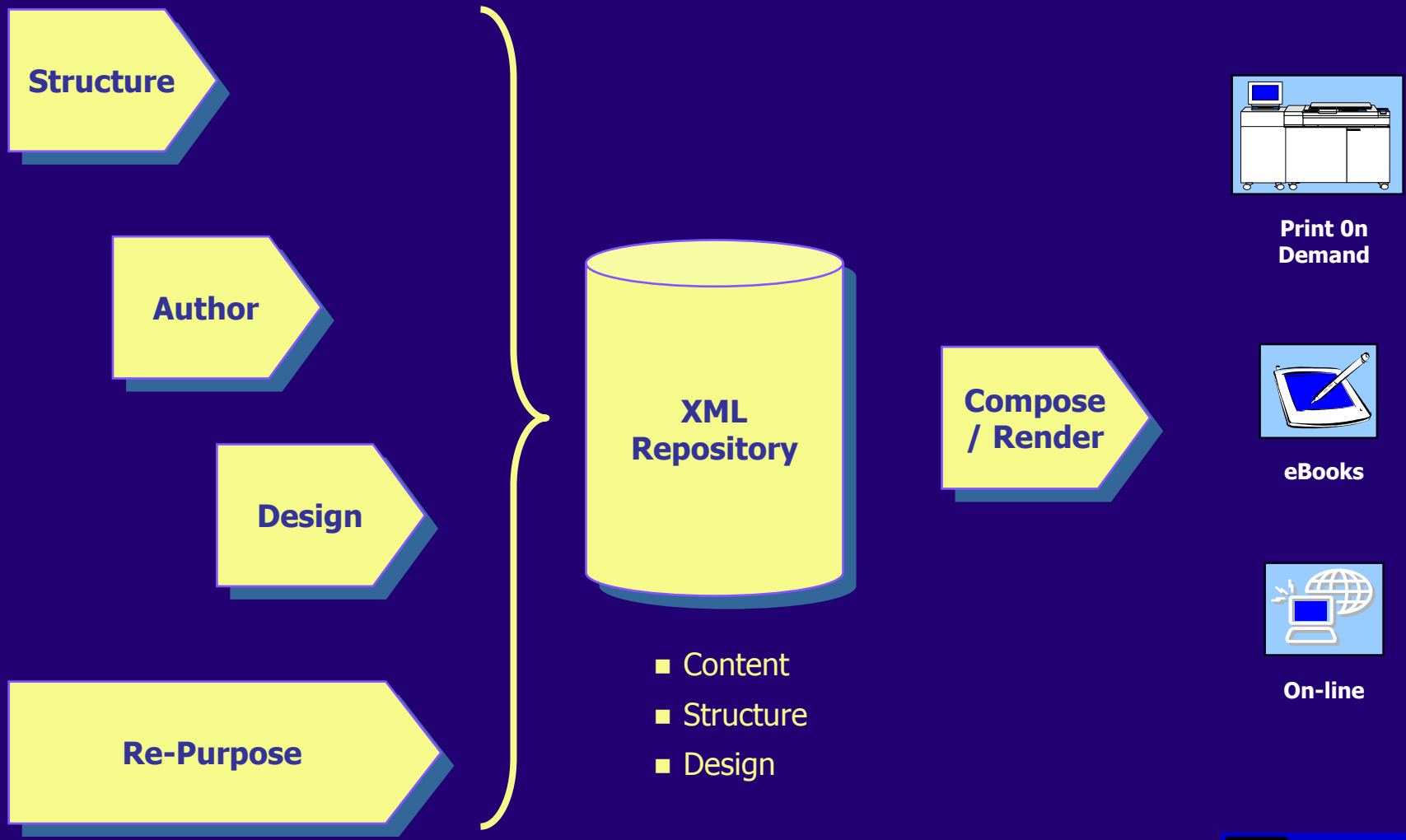
# Production processes begin to look different



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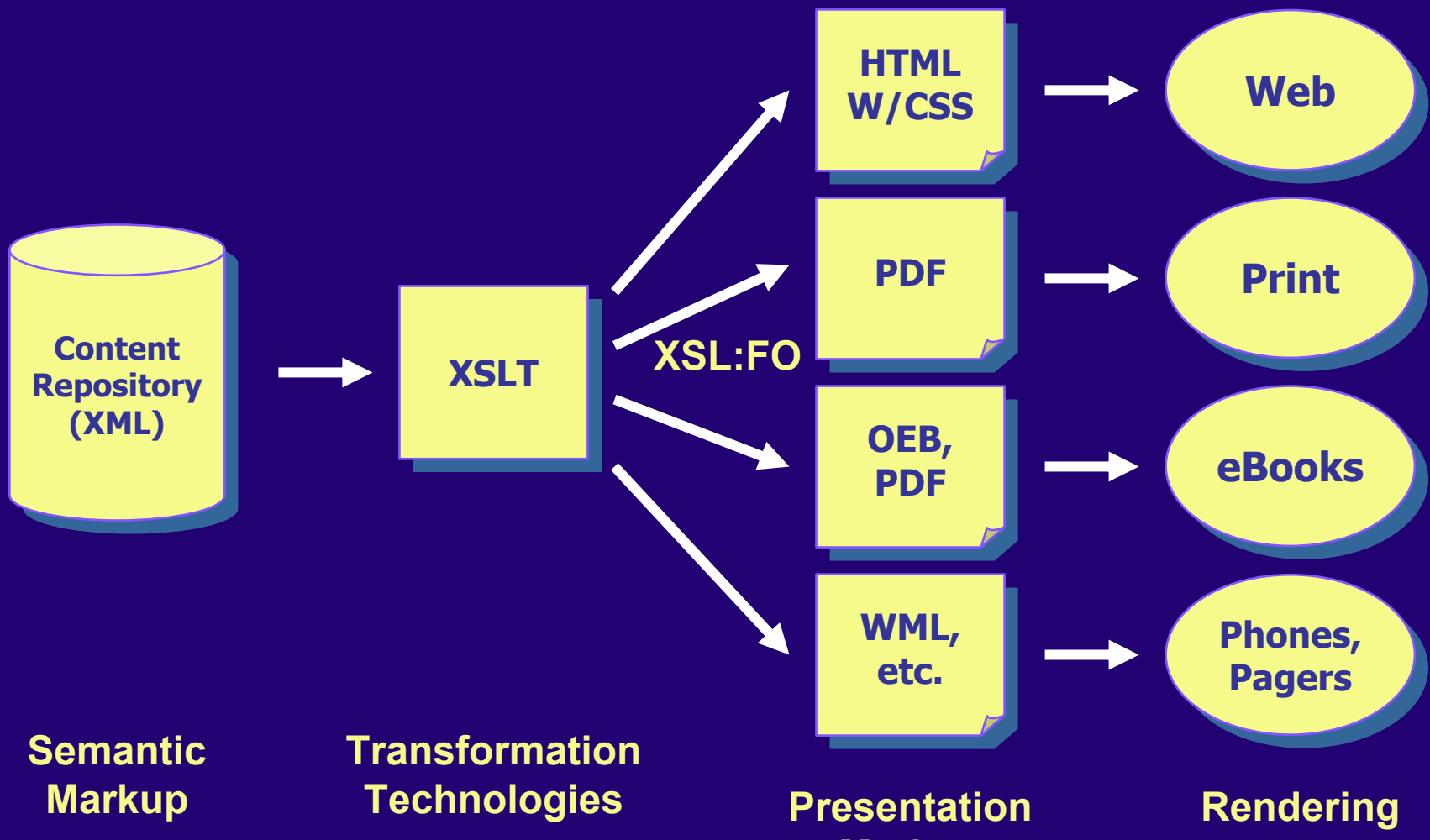
# XML and related technologies are key to implementing this vision



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# PDF in Book Publishing

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