



iPad Digital Publishing Roundup

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Digital Publishing Today

- ❖ Focusing on the iPad, because:

- ❖ Reading on a general-purpose computer is not good
- ❖ Kindle/Kobo/etc are limited while iPad supports all the eBook stores
- ❖ The next-generation iPad is rumoured to have a double-resolution screen (~260dpi) for superb detail
- ❖ Competitors to-date have been poorly received, and Apple has 70-90% of the market
- ❖ Third-party solutions will eventually offer the same or similar options anyway

- ❖ Your options:

- ❖ Adobe's solution
- ❖ Apple's solution
- ❖ A third-party solution
- ❖ Publish independently



Two Strategies

- ❖ Layout-focused
 - ❖ Looks like (or is) a PDF
 - ❖ Designers get to do what they want
 - ❖ You'll be using InDesign for most of the work
- ❖ Content-focused
 - ❖ Layout controls are limited
 - ❖ Text can reflow and fonts may be changeable
 - ❖ You'll likely use a third-party tool at least for final touches
- ❖ The content will dictate your choice



The new InDesign CS5.5

- ❖ New features will help with most of the digital publishing strategies we will discuss here.
- ❖ Adobe recommend the Digital Publishing Suite, but all eBook formats are better supported in CS5.5
- ❖ New features:
 - ❖ Integrated Digital Publishing Suite support
 - ❖ Improved EPUB and XHTML export
 - ❖ Article-based ordering
 - ❖ Audio and video tag support
 - ❖ New anchored object handling



Adobe's Digital Publishing Suite: Good

- ❖ In-app purchasing allows direct sales to consumers with low friction
- ❖ Your design is maintained and extra interactivity (links, video, animation, panoramas) are possible with some effort
- ❖ The tools are (mostly) built-in to the software you already use
- ❖ An iPad app and apps on other platforms expected
- ❖ Interactivity and full design support as well as optional support for multiple orientations



Adobe's Digital Publishing Suite: Bad

- * InDesign CS5.5 is not a free upgrade
- * You have to repackage your publication especially for this solution, and it can take significant extra effort to support multiple orientations — i.e. you have to design it twice
- * Accessibility takes a serious dive — you can't enlarge the text or have it read out because everything has been converted into an image
- * Downloads are huge



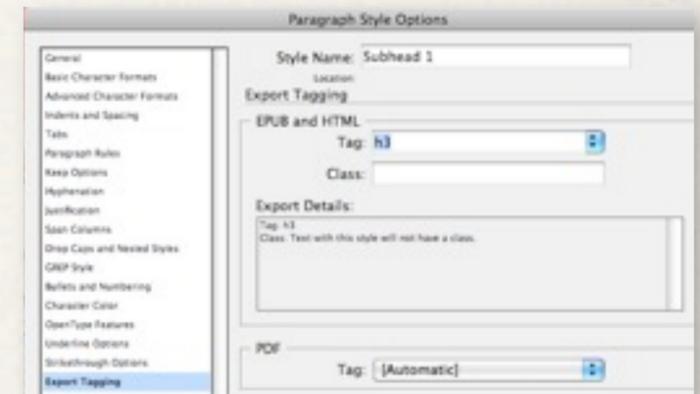
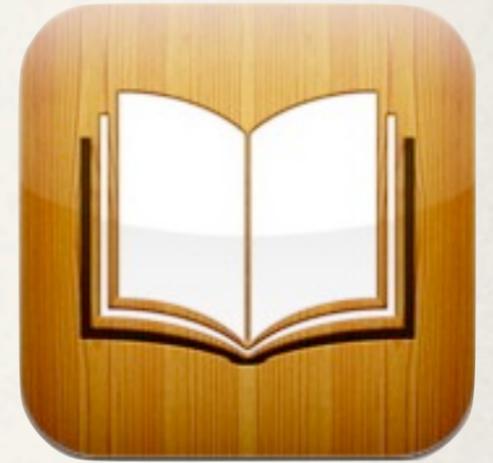
Adobe's Digital Publishing Suite: Worse

- * You must pay a monthly access fee (US\$499) ~~as well as a per-issue fee in advance (US\$5,500 for 25000 issues, which is 22c each)~~
- * Cheaper per-issue fees are possible for larger numbers of issues (250000 or 500000) but nobody is doing anywhere near that yet — even Wired was less than 5000 issues/month at one point
- * No *easy* free publications
- * Conde Nast was one of the pioneers of this approach, and they're now slowing down due to poor sales
 - * Take a look at the Wired app (free in May)



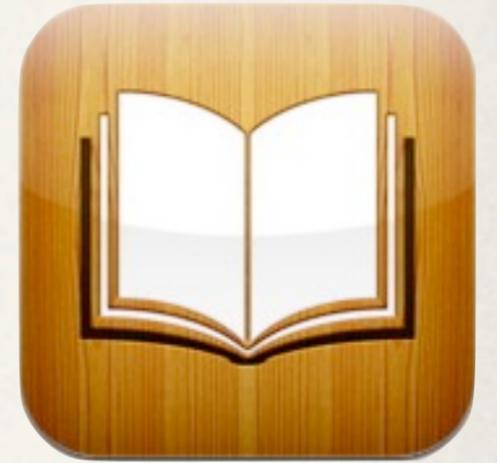
Apple's iBookstore: Good

- ❖ The Apple solution is going to be more widely distributed due to Apple's promotional push
- ❖ Fonts can be resized and formatting changed by the end-user
 - ❖ Alternatively, for picture books, a Fixed Layout EPUB option is available
- ❖ The format required is EPUB, which InDesign and Pages can both export
 - ❖ EPUB is a fancy form of HTML — [here's an advanced sample](#)
 - ❖ CS 5.5 does have some new features which help when exporting to HTML/EPUB



Apple's iBookstore: Bad

- ❖ The fixed layout EPUB option is iPad-only for now
- ❖ If you don't have a deal with a publisher, you have to do a fair bit of legwork yourself, such as obtaining an ISBN
- ❖ Due to intransigence of local publishers, it hasn't got enough local support
- ❖ DRM is mandated (as with most of these solutions)



Other Options: Amazon

- ❖ Good

- ❖ The installed base is huge
- ❖ Device support is comprehensive

- ❖ Bad

- ❖ EPUB and other supported formats have relatively limited control over the design compared to, for example, PDF — it's not suited to magazines
- ❖ If you don't have a deal with a publisher, you have to do a fair bit of legwork yourself, such as obtaining an ISBN
- ❖ Not specifically an Amazon issue, but they aren't doing much to combat spam eBooks — there's a risk of your content being lost in the flood
(See: <http://arstechnica.com/web/news/2011/06/kindle-e-book-store-slammed-by-spam-authors.ars>)



Other Options: Zinio

❖ Good

- ❖ Multi-platform apps supported
- ❖ Layout is maintained, but articles can also be accessed as a single page of text
- ❖ Interactivity, video etc. is possible
- ❖ Behind the scenes, each page is a separate PDF with additional HTML files
- ❖ Magazine subscriptions are cheap on sale

❖ Bad

- ❖ Invite-only — it's not a public platform
- ❖ No idea what the tools are like
- ❖ No idea what the pricing is like
- ❖ The Mac client is appalling

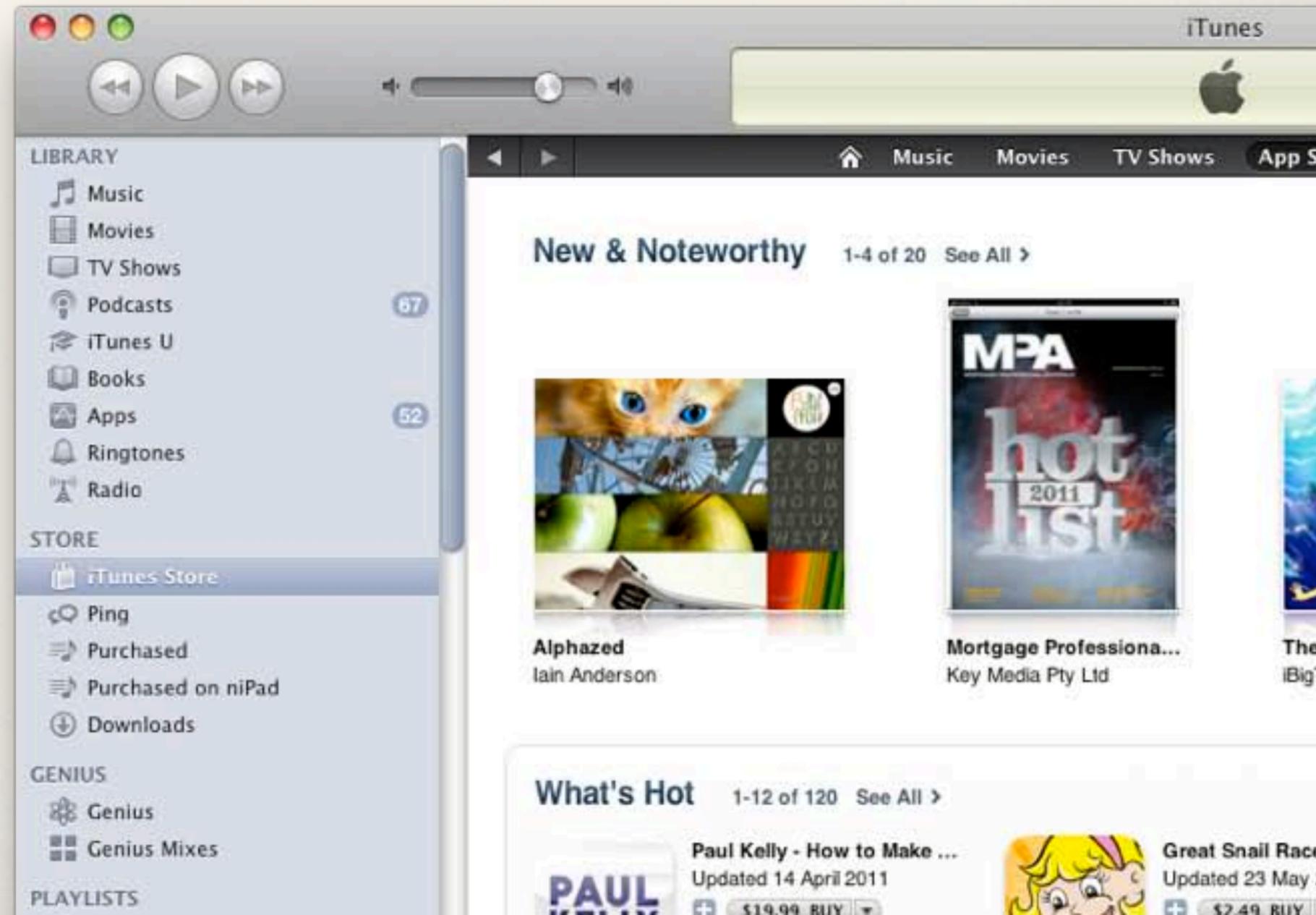


Independent Digital Publishing

- ❖ You gain independence, but also friction: it's harder for consumers to find you and your content
 - ❖ Publishers do actually introduce readers to books
 - ❖ Promotion becomes your major problem
- ❖ Format choices:
 - ❖ PDF: great for layout-heavy content but with limited interactivity
 - ❖ EPUB: poor for layout-heavy content but great for reading text
 - ❖ Web: the widest distribution, but making money is difficult
 - ❖ App: more work, more possibilities — good for a complex solution and not necessarily very difficult

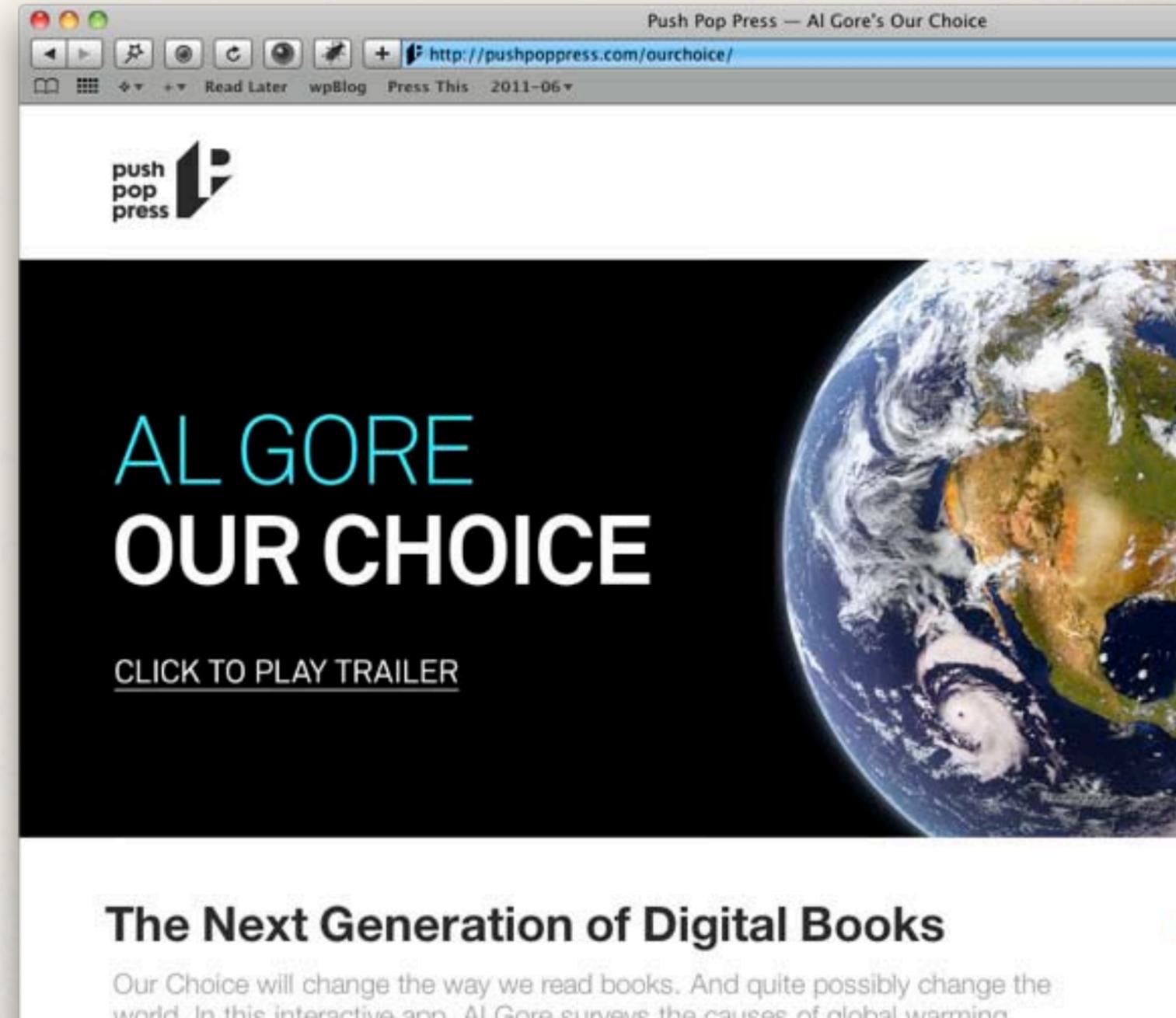
Build An App: Good

- ❖ Use an HTML bridging tool for a hybrid solution (PhoneGap, QuickConnect, Laker)
 - ❖ You're essentially packaging a web page or site as an app — I've done two already
 - ❖ Laker in particular looks like a fantastic solution for magazines, but you'll build in HTML and not InDesign
 - ❖ You could also build a Flash-based app, or use something like Hype, but watch for performance issues



Build An App: Good

- ❖ Use a more complex tool from Push Pop Press
 - ❖ Al Gore's recent Our Choice is a stunning example of what the platform can do with the right content
 - ❖ Still in beta, but will be released as an authoring tool soon
- ❖ Use a simple PDF-to-app converter like magappzine.com (or PixelMags?)
 - ❖ Send a PDF and \$3000/title + \$24-39/issue; they create and submit an app for you, they keep 25% of the profits



Build An App: Bad

- ❖ Note that Apple don't want plain books as apps, so you would need to add additional value somehow
- ❖ Magazines (subscriptions!) can suit the format well if they add some bells and whistles
 - ❖ There's an old rumour that Apple are preparing a tool for designers to make the process easier
 - ❖ They've done something similar with the iAd Producer to help with ad creation



Build An App: Flies in the Ointment



- ❖ Apple's new rules for subscription content from June
 - ❖ Apple will take 30% of the cost of subscription offerings
 - ❖ ~~Third parties must offer a deal through their iPad apps that's equivalent to any independent offering~~
 - ❖ A subscriber's personal details are only shared by opt-in
 - ❖ Publishers hated this, but many users did give their personal details in any case
 - ❖ They can also offer extra "incentive" content to those users who give their personal details
 - ❖ Plenty of publishers are now on board, including Hearst and Condé Nast

Digital Rights Management

- ❖ Pro-DRM

- ❖ Without any protection, people can share your book freely

- ❖ Anti-DRM

- ❖ All third-party solutions currently lock their media into their private system
- ❖ Consumers are reluctant to buy media for just one app — look at the Microsoft Plays For Sure™ debacle for clues

- ❖ Compromise?

- ❖ Peachpit sells custom-built DRM-free PDFs with the purchaser's details watermarked throughout

Why Publish Digitally At All?

- ❖ Print is becoming an ever smaller niche
 - ❖ It's not going to completely disappear, but it won't be the only way information is distributed
- ❖ You can re-use your existing print design skills, at least in part
 - ❖ Design isn't going away, but the applications and techniques will change
- ❖ Digital publishing of all kinds is the future
 - ❖ A blend of web technology with more traditional output sources
- ❖ Independent publishing can serve niches that aren't currently served

Print Publishing is Broken

- ❖ Retail is dead
 - ❖ Backlist is a huge problem — there's not enough retail space
 - ❖ On-demand printing is still too expensive
- ❖ Why would you want to be an author?
 - ❖ If you're not a hit (99.9%) you won't be on shelves the next year
 - ❖ Even if you can stay in print, you are unlikely to ever make any money (5-10% of cover price to author)
 - ❖ Yet my mother can sell knitting patterns as PDFs on Etsy and keep the vast majority of the cover price
 - ❖ And I can sell my books as apps on the App Store and keep 70% — the only problem is promotion
 - ❖ Some might say that the Australian publishing industry has their head in the sand — but I couldn't possibly comment



Convenience *Always Wins*

- ❖ People love having every song they own on their iPod, always with them
- ❖ The iPad lets everyone keep every book and magazine they own:
 - ❖ always with them
 - ❖ always searchable
 - ❖ shared throughout a household, for free
 - ❖ never lost, dirty or rare
- ❖ But I like the smell and feel of books!
 - ❖ People like the smell and feel of vinyl too — it's three formats old
 - ❖ It survives as a niche, as will printed material
 - ❖ Many who say they prefer paper haven't tried reading on an iPad or Kindle



A Substitute for a “Real” Book?



<http://smellofbooks.com/>

http://twelvesouth.com/products/bookbook_ipad/

Inevitability

- ❖ **John Siracusa's argument:** (<http://arstechnica.com/gadgets/news/2009/02/the-once-and-future-e-book.ars/3>)
 - ❖ Take all of your arguments against the inevitability of e-books and substitute the word "horse" for "book" and the word "car" for "e-book."
 - ❖ *"Books will never go away."*
True! Horses have not gone away either.
 - ❖ *"Books have advantages over e-books that will never be overcome."*
True! Horses can travel over rough terrain that no car can navigate. Paved roads don't go everywhere, nor should they.
 - ❖ *"Books provide sensory/sentimental/sensual experiences that e-books can't match."*
True! Cars just can't match the experience of caring for and riding a horse: the smells, the textures, the sensations, the companionship with another living being.
 - ❖ Lather, rinse, repeat. Did you ride a horse to work today? I didn't. I'm sure plenty of people swore they would never ride in or operate a "horseless carriage" — and they never did! **And then they died.**

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