Digital Publishing and Innovative Solutions for Federal Publications

Sponsored by US Government Publishing Office (GPO)

Publication & Information Sales Business Unit

June 17, 2015
DIGITAL PUBLISHING AND INNOVATIVE SOLUTIONS FOR FEDERAL PUBLICATIONS

AGENDA

• WELCOME & HOUSEKEEPING ITEMS
• INTRODUCTIONS
• THE TRANSITION FROM PRINT TO DIGITAL PUBLISHING – Ted Hill
• PRINT TO DIGITAL : HOW GPO CAN HELP – Jeff Turner
• QUESTIONS AND ANSWERS
The Transition from Print to Digital Publishing

GPO Digital Publishing Symposium
Washington, DC
June 17, 2015
PART ONE:

Signal & Noise
the signal and the noise

why so many predictions fail—but some don’t

nate silver
SIGNAL
SIGNAL
What to do?
Let’s start with the basics
We learn through experience
A regular and predictable environment
Until we gain experience, we can be fooled
Over time, we become experts
What happens when the world changes?
The illusion of the persistence of skill
What happens when the rate of change overtakes the rate of learning?
If the change is too great, we shut down
“We respond rationally to a world we understand and recognize, but which no longer exists”

-Eddie Obeng
“It is difficult to get a man to understand something, when his salary depends on his not understanding it.”

-Upton Sinclair
What to do?
Continue to learn
3 things to remember:
1) You can’t do it alone
2) It’s better to know when you’re wrong
3) It takes time
Questions?
PART TWO:

8 Key Industry Trends
Eight Industry Trends

1. Digitization of the Value Chain (int. P&D)
2. Consolidation & fragmentation
3. Mobile
4. Globalization
5. Effective digital marketing
6. New product types & formats
7. New content sources
8. New/more business models
Eight Industry Trends

1) Digitization of the Value Chain
Eight Industry Trends

2) Consolidation & Fragmentation
Eight Industry Trends

3) Mobile
Eight Industry Trends

4) Globalization
Eight Industry Trends

5) Digital Marketing
Eight Industry Trends

6) New Products & Formats
Eight Industry Trends

7) New Content Sources
Eight Industry Trends

8) New/More Business Models
Questions?
PART THREE:

From Transition to Transformation
The traditional print value chain

Author → Editor → Marketer → Retailer → Reader
Production

Multiple Formats

Make Books
Marketing

Develop Audiences

Influence Channels
Sales

Extend Reach

Fill Shelves
The traditional print value chain
The emerging digital virtuous circle

- Reader
- Author
- Editor
- Marketer
- Retailer
Questions?
PART FOUR:

A Roadmap for Digital Publishing
What to do?
Ask yourself: Do I...

✓ Know what it is?
✓ Understand it?
✓ Tested, experimented with it?
✓ Incorporated it into my practices?
The Learning Curve

Know

Understand

Experiment

Master
Editorial

Discover Curate & Transform Content

Sign Authors
Key Terms & Concepts for Editorial

New *Types* of Content
Key Terms & Concepts for Editorial

• Chapters
• Chunks
• Short form
• Serials
• Collections
• Enhanced books
• Video
• Apps
Key Terms & Concepts for Editorial

New Sources of Content
Key Terms & Concepts for Editors

• Self Published
• Translation
• User Generated
  – Wikipedia, Wattpad, Smashwords
Production

Multiple Reading Platforms

Make Books
Key Terms & Concepts for Production

Cross Platform/
Multi-Format Publishing
Key Terms & Concepts for Production

• InDesign
• PDF
• EPUB
• Mobi/KF8
• HTML
• XML
Key Terms & Concepts for Production

Fixed vs Reflowable Formats
Key Terms & Concepts for Production

MS Word Styles
Key Terms & Concepts for Production

XML Workflow
Key Terms & Concepts for Production

Core eBook Technologies
Key Terms & Concepts for Production

- EPUB 3.0
- HTML5
- CSS3
- XHTML
Key Terms & Concepts for Production

Display Optimization
Key Terms & Concepts for Production

• eReader
• Browser
• Phone
• Tablet
• Phablet
Key Terms & Concepts for Production

Digital Rights Management (DRM)
Key Terms & Concepts for Production

Accessibility
Marketing

Seek & Develop Audiences

Influence Retail Channels
Key Terms & Concepts for Marketing

Search Engine Optimization (SEO)
Key Terms & Concepts for Marketing

Search Engine Marketing (SEM)
Key Terms & Concepts for Marketing

Direct to Consumer (DTC)
Key Terms & Concepts for Marketing

Social Media Marketing
Key Terms & Concepts for Marketing

Sampling/Free
Sales

Extend Reach

Fill Store Shelves
Key Terms & Concepts for Sales

Bibliographic Metadata
(product information)
Key Terms & Concepts for Sales

ONIX
(ONline Information eXchange)
Key Terms & Concepts for Sales

Subject Codes
(BIC, BISAC, Thema)
Key Terms & Concepts for Sales

Digital Asset Distributor
Key Terms & Concepts for Sales

Digital Channel Management
Key Terms & Concepts for Sales

Business Intelligence/Analytics
The traditional print value chain

Author → Editor → Marketer → Retailer → Reader
The emerging digital value chain
Resources for Global Digital Publishing

Digital Book World

A commercial platform offering educational resources for consumer publishers and their partners. Stages the annual Digital Book World conference in NYC.

www.digitalbookworld.com
Resources for Global Digital Publishing

Book Industry Study Group

A not-for-profit trade association that develops industry-wide standards, best practices and research. Develops and maintains the ONIX and BISAC standards.

www.bisg.org
Resources for Global Digital Publishing

International Digital Publishing Forum

A global trade and standards organization dedicated to the development of electronic publishing. Develops and maintains the EPUB standard.

<idpf>

www.idpf.org
Resources for Global Digital Publishing

BIC-Book Industry Communications

An independent organization committed to improving the book supply chain. Creates and maintains the BIC Basic standards.

www.bic.org.uk
Resources for Global Digital Publishing

EDItEUR

The trade standards body for the global book and serials supply chain. Provides research, standards and guidance for EDI, metadata and rights management.

EDItEUR
www.bic.org.uk
Questions?
Thank you!

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Print to Digital

How GPO Can Help
GPO Can Help:

Design your content

- In-house Creative Services Department
- Top talent from around the country
- Both print and digital design experience
- Design once, publish often
- Can assume much of the project management responsibilities
GPO Can Help:

Produce your content

– In-house printing capabilities
– In-house eBook conversion capabilities
– In-house eMagazine conversion capabilities
– Nation–wide network of print vendors
– Nation–wide network of eBook conversion vendors
– Print On Demand/Just-in-Time Printing
GPO Can Help:

Disseminate your content

Through Trade Channels:

- US Government Online Bookstore
- Google Books and Google Play
- Barnes and Noble.com
- Apple iTunes Store
- Ingram Digital Distribution
- Firebrand
- Zinio (Digital Magazines)
GPO Can Help:

Disseminate your content

Through Academic Channels:

— Overdrive (Public Libraries)

— EBSCO (Academic Libraries)

— MyiLibrary (Academic Libraries)

— AcademicPub (College Professors)

— Federal Depository Library System

— Federal Digital System (FDSys)
GPO Can Help:

Disseminate your content

Through Print on Demand:

—Amazon Print on Demand

—OnDemand Books/Espresso Book Machine
GPO Can Help:

Disseminate your content

Through Print Storage and Shipping:

– Laurel Warehouse
– Pueblo Warehouse
– Federal Citizen Information Center
eBook Dissemination Options

– If eBooks sold to the public, agency pays no setup or promotion charges
– If eBooks free to the public, agency pays setup and promotion charges
Dissemination Channels – Value to Federal Agencies

- Increase public awareness of Federal titles
- Place your content where readers normally are looking for it
- Give more exposure to your Federal agency’s mission
- Some channels (Google, Amazon) permit readers to browse your content before purchasing
- It’s FREE in most cases
GPO Can Help:

Promote your content

– US Government Online Bookstore
– Government Book Talk Blog
– New Titles by Topic Email Service
– ONIX Feeds
– Metadata/Search Engine Optimization
– Product Releases
– Print Catalogs and Fliers
Work Flow – Google Play

1. Book printed through GPO
2. Google Book Partner Program
   - Book scanned by Google Books
3. Google Play
   - Google creates eBook
4. Customer previews Content online
5. Customer purchases printed book from GPO
   - Online Bookstore
6. Customer purchases eBook from Google

1. PDF or InDesign file supplied to GPO
2. GPO has file converted to eBook
3. eBook sold through E-distributors
4. Public Libraries
5. Customer borrows eBook from library
6. Academic Libraries
7. E-tailers
8. Customer purchases eBook
Zinio eMagazine Work Flow

1. PDF or In Design file supplied to GPO
2. GPO has file converted to Zinio Format
3. File tested and sent to Zinio
4. Zinio sells eMagazine on their online news stand
AcademicPub Work Flow

PDF or Print Publication supplied to GPO → Publication sent to AcademicPub → Publication “chunked” and added to database

Professor selects content from database for course materials → Course materials compiled into an eBook and POD book → Student purchases eBook or print book
Amazon Work Flow

1. PDF or inDesign File Supplied to GPO
2. GPO Separates Book Block and Cover Image
3. Files Added to Amazon Database and GPO Repository
4. Customer Orders Book from Amazon
5. Amazon Prints Book And Delivers it To Customer
Best of All:

- No RFP is required
  - Government-to-government source
  - One simple form to get started
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