

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

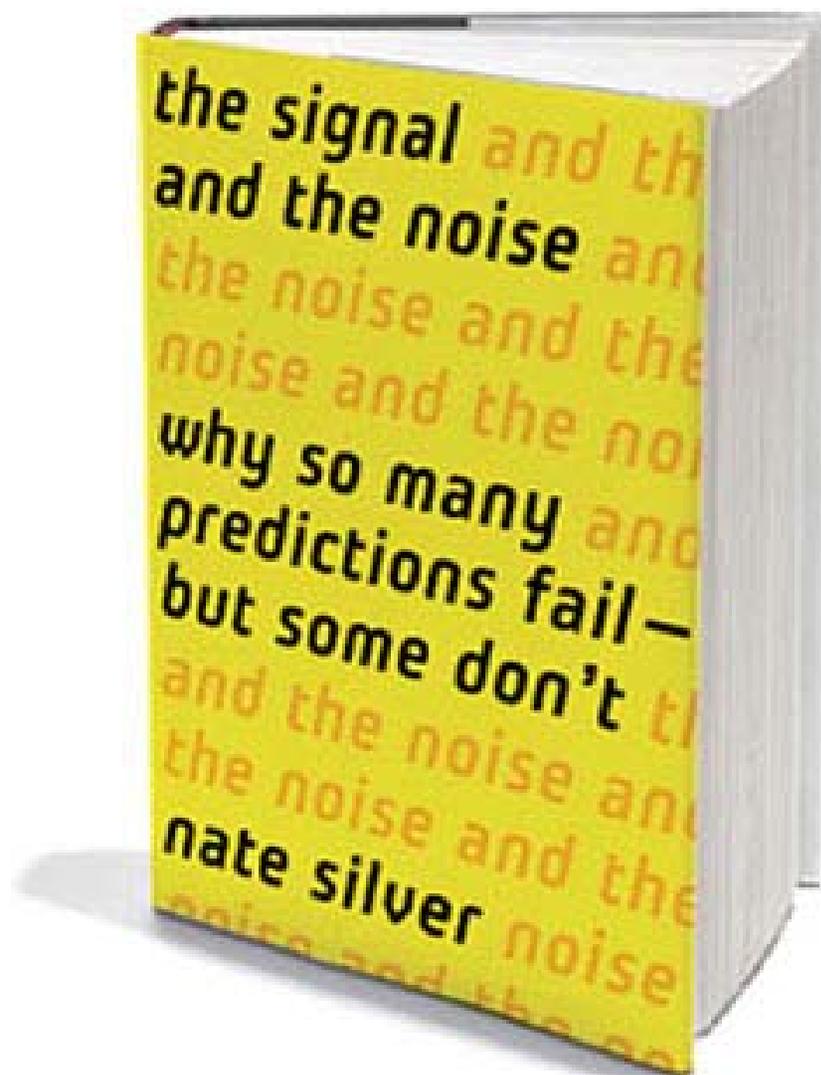
GPO Digital Publishing Symposium

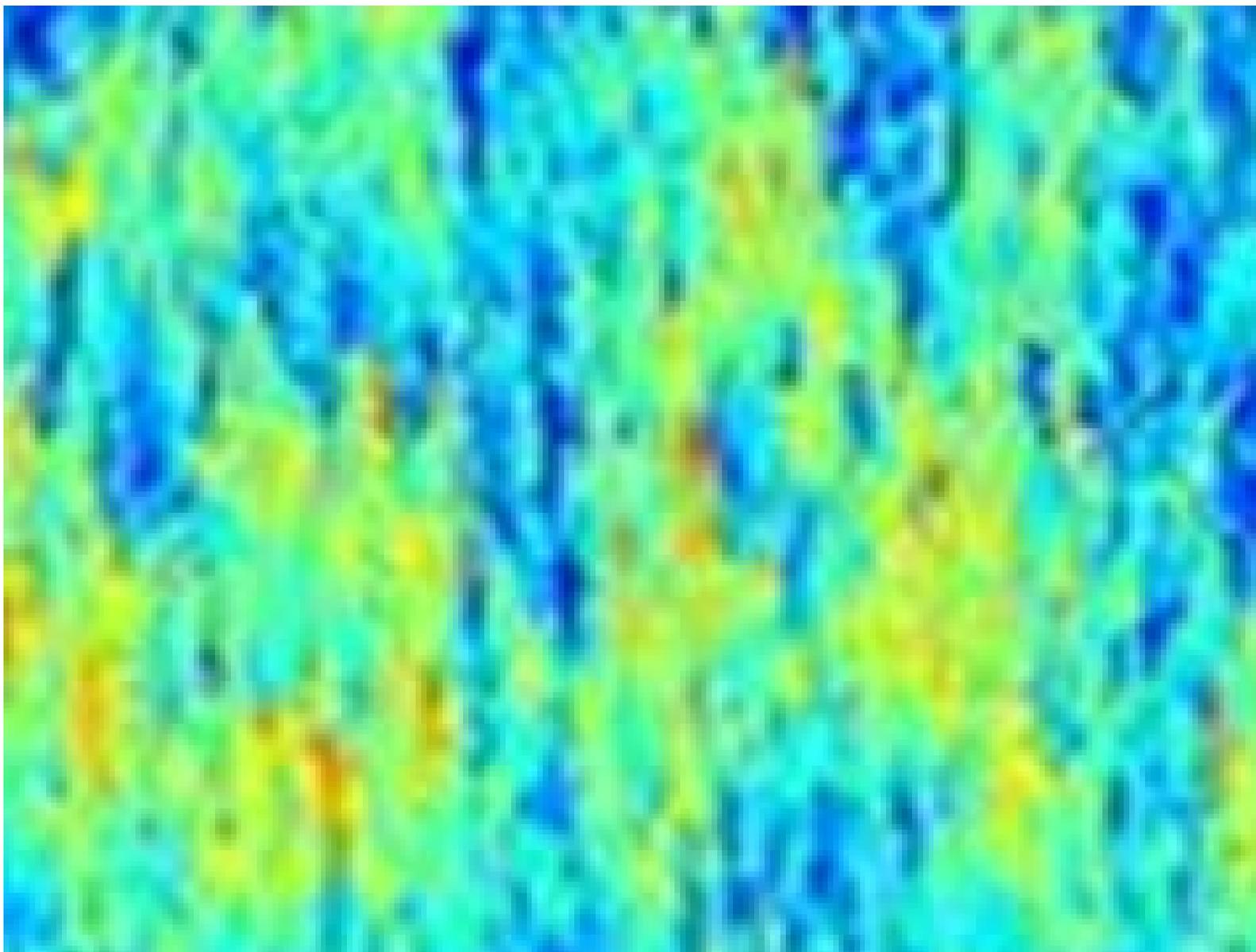
Washington, DC

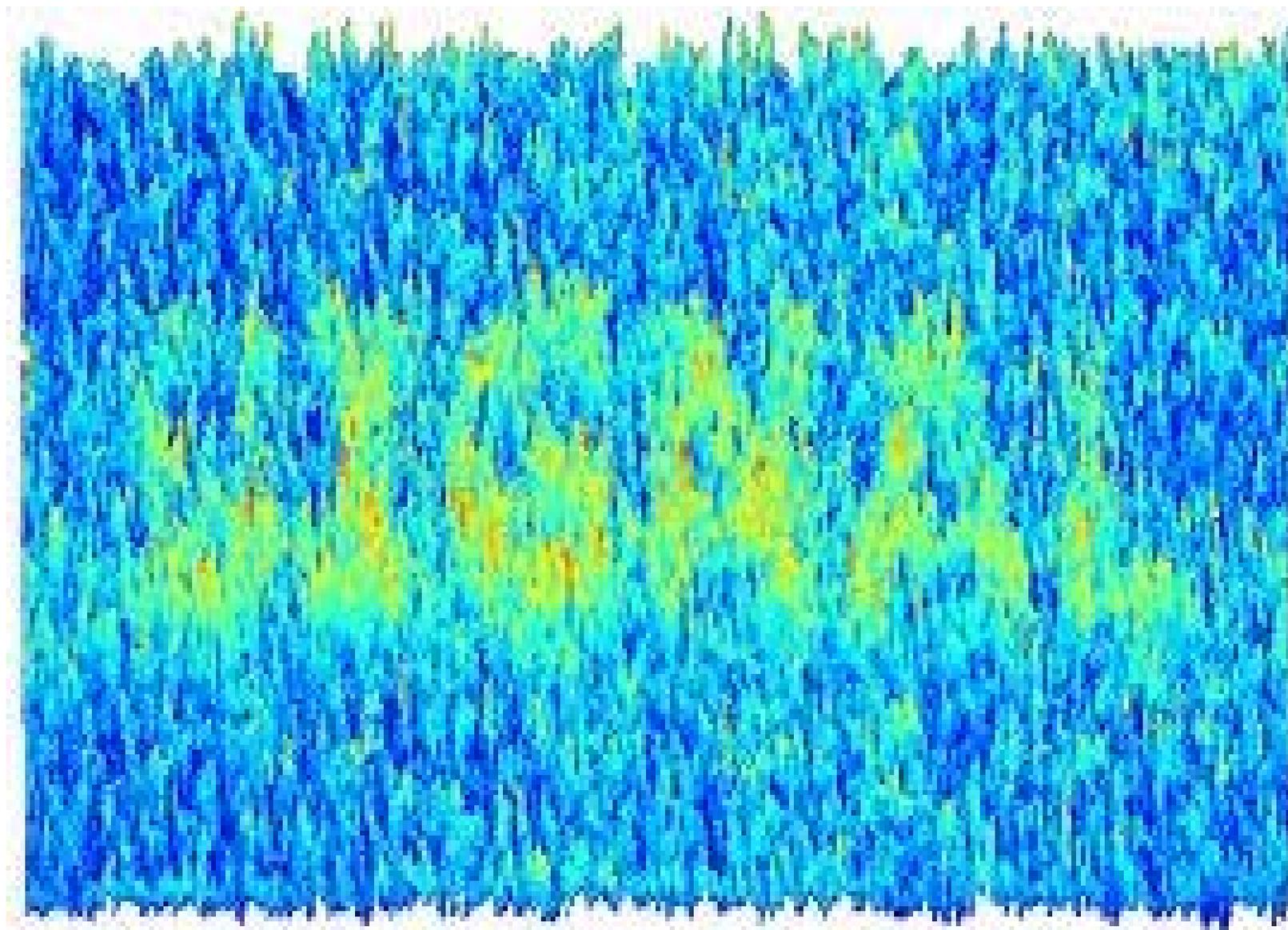
June 17, 2015

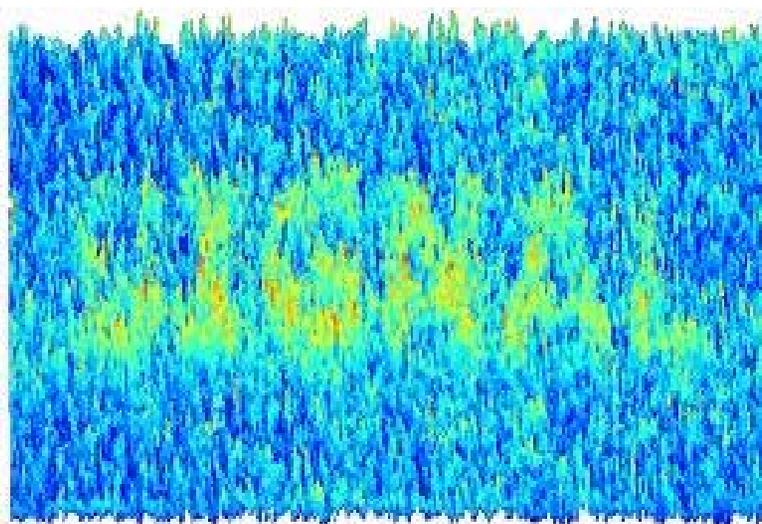
PART ONE:

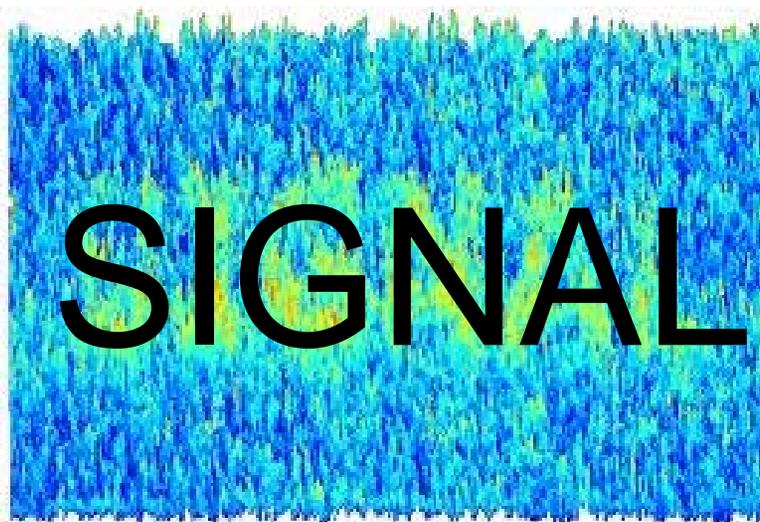
Signal & Noise



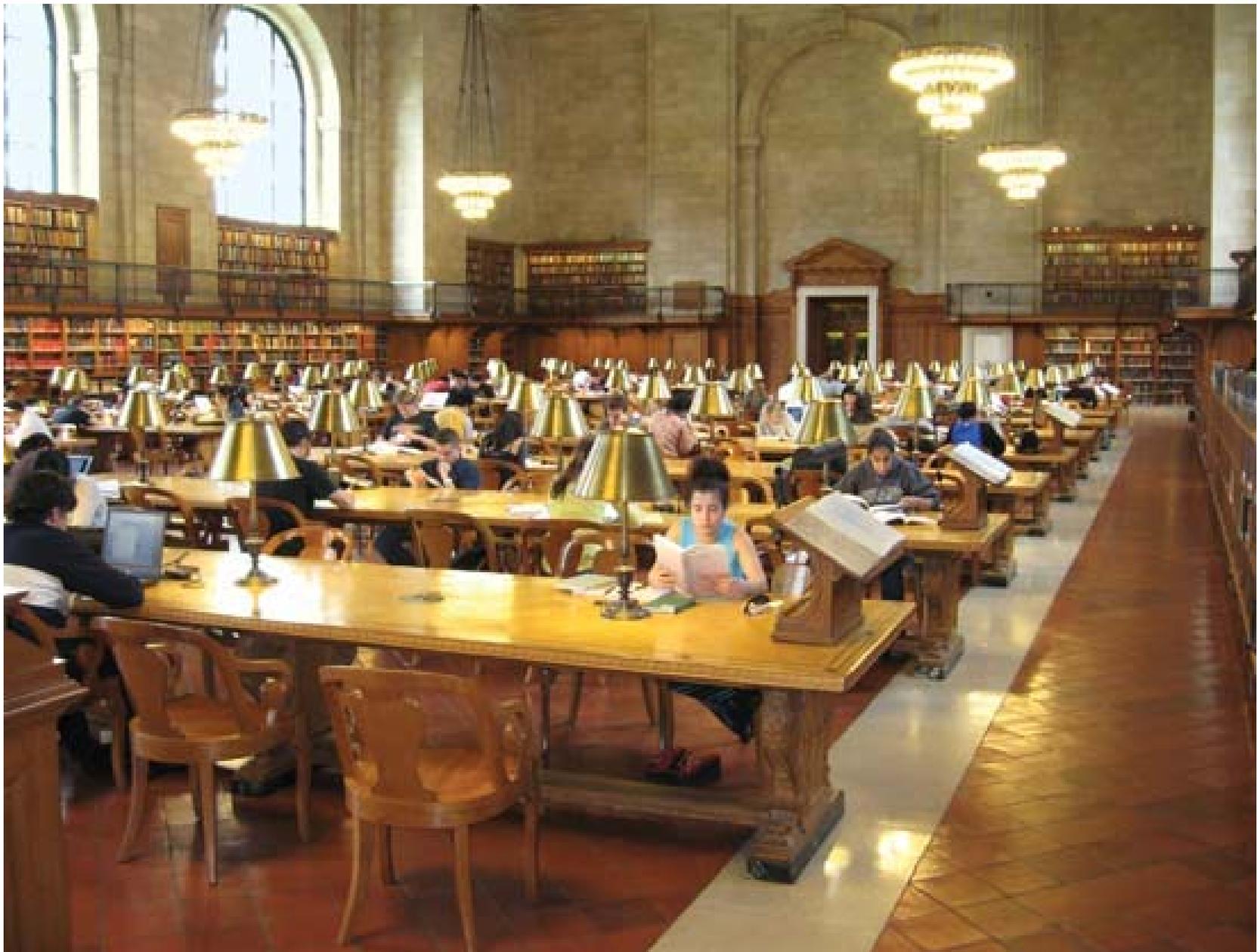








SIGNAL





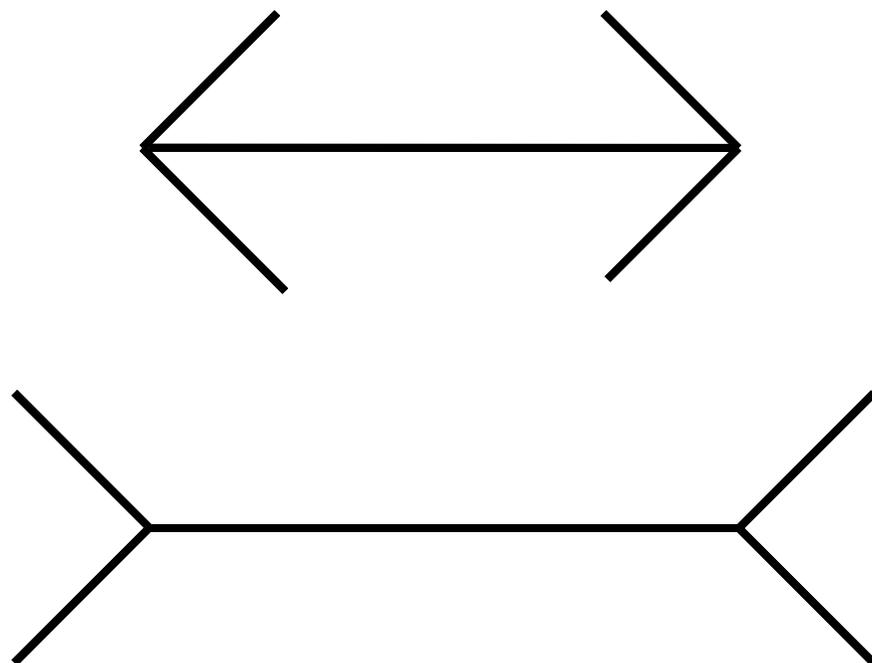


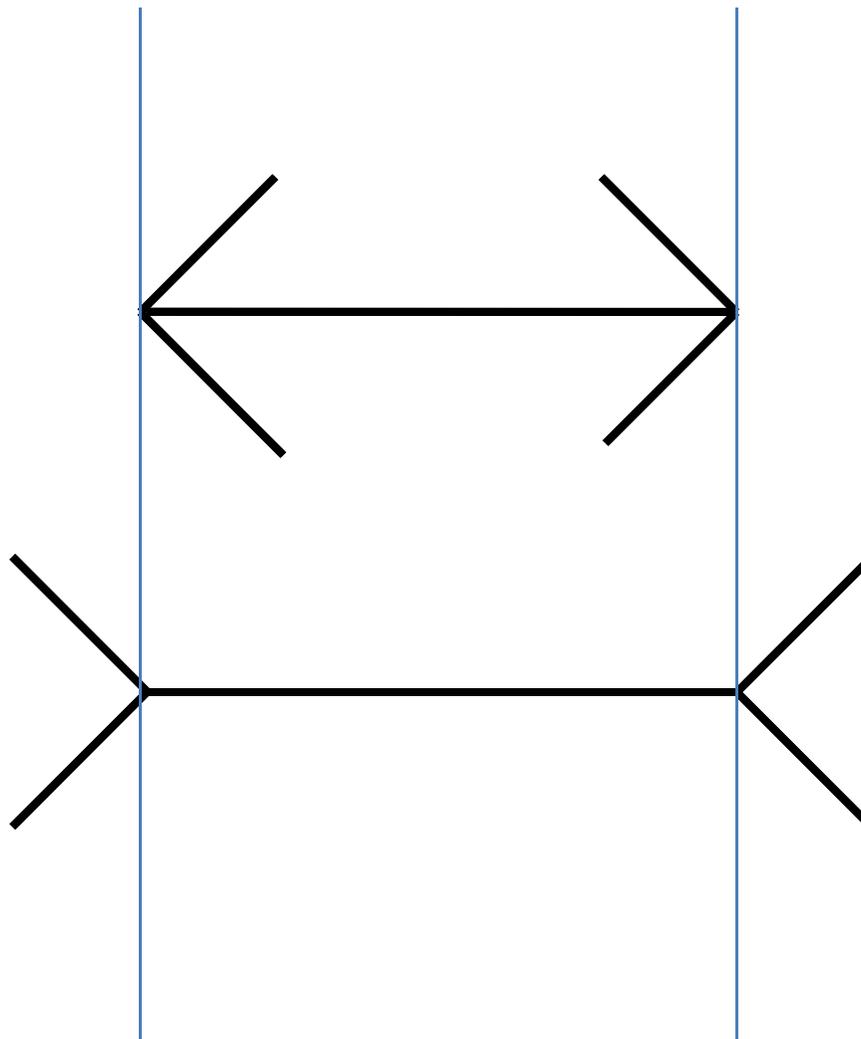


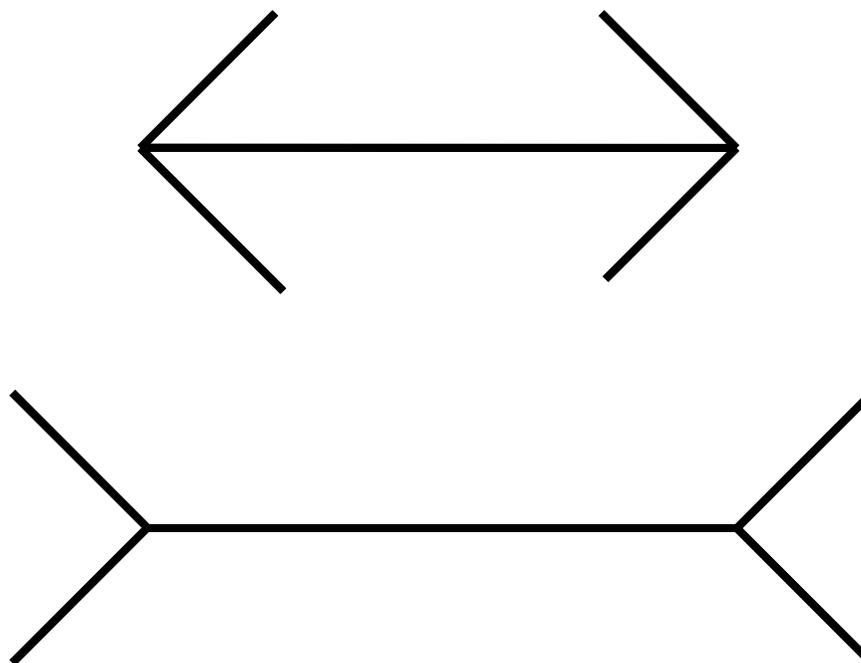
What to do?

Let's start with the basics

We learn through experience







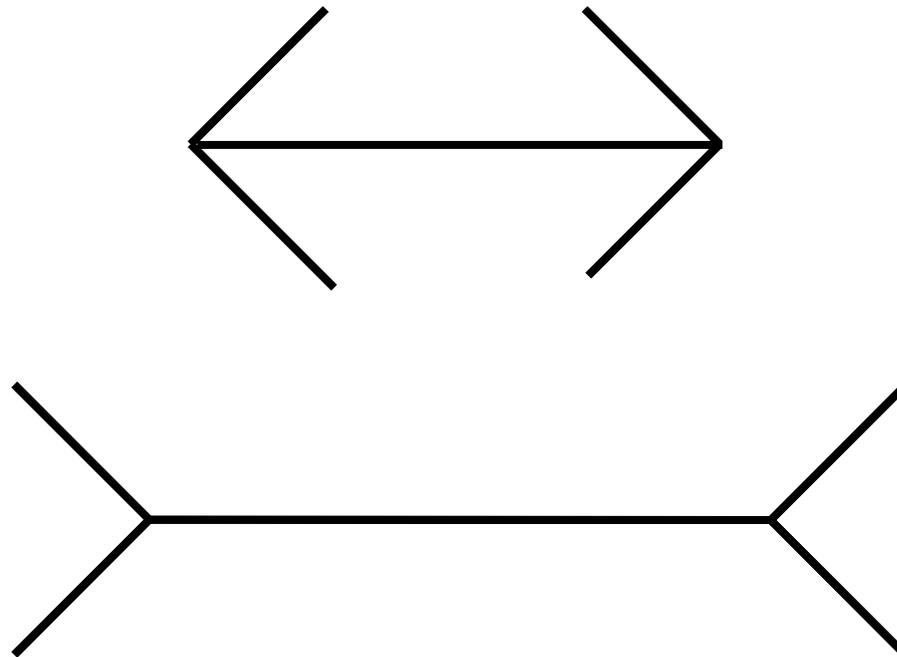
A regular and predictable environment

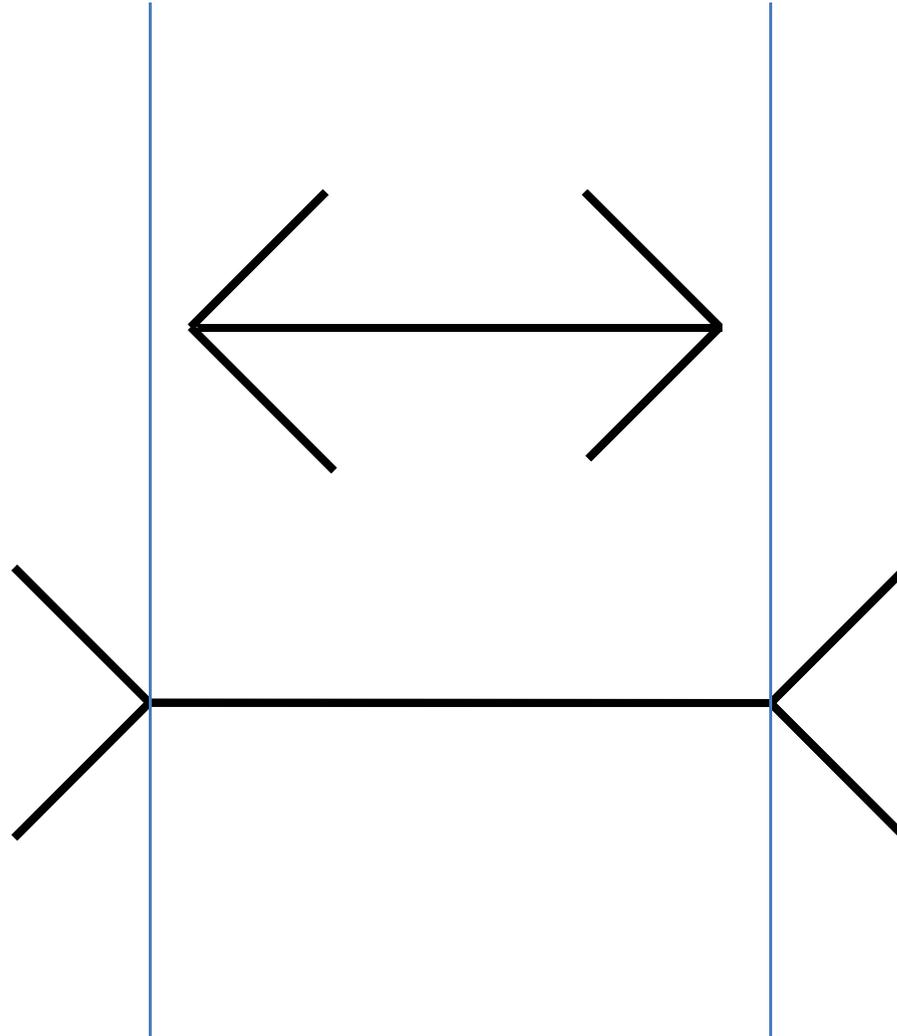
Until we gain experience,
we can be fooled

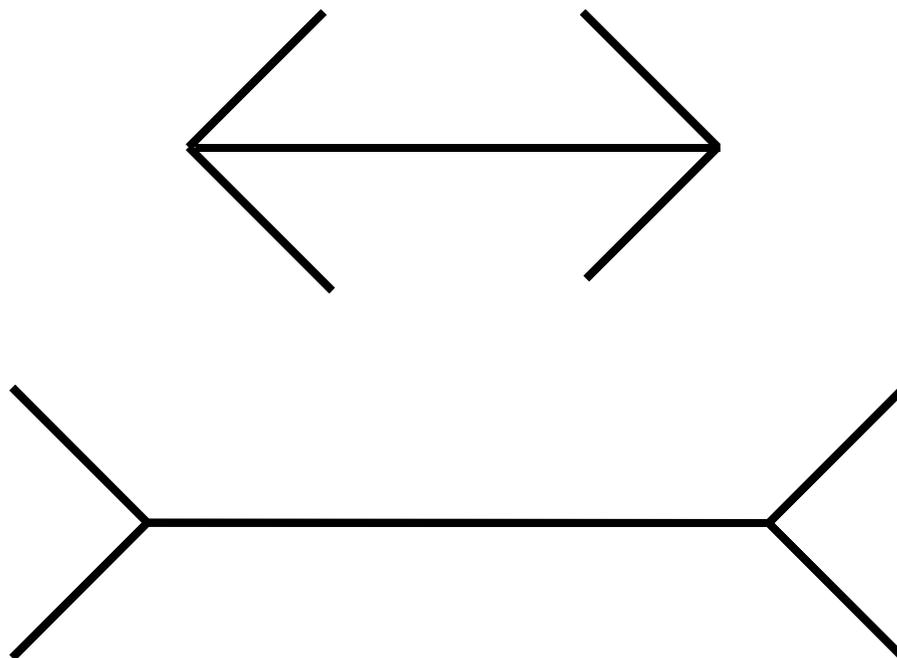
Over time, we become
experts

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

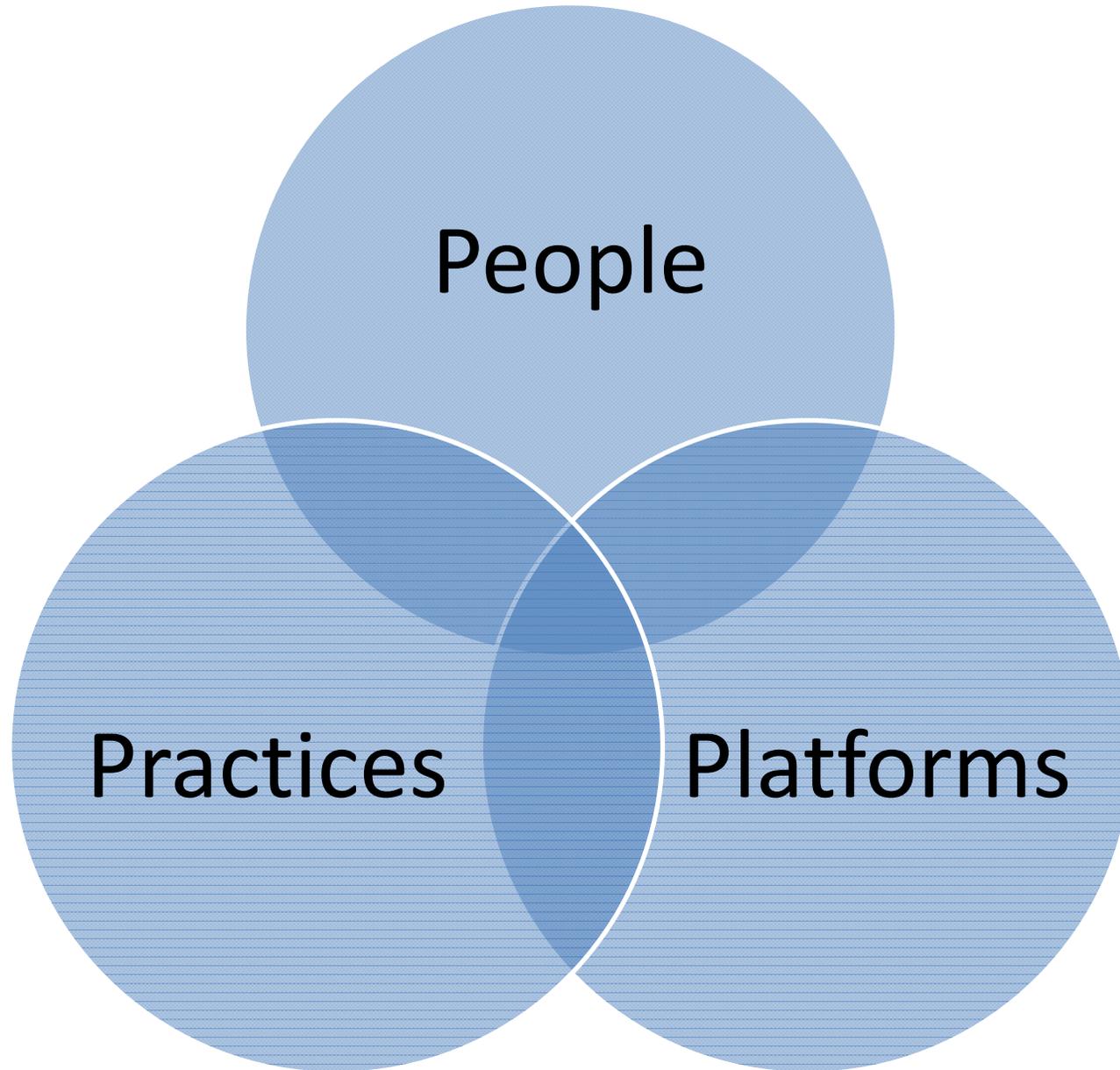
What to do?



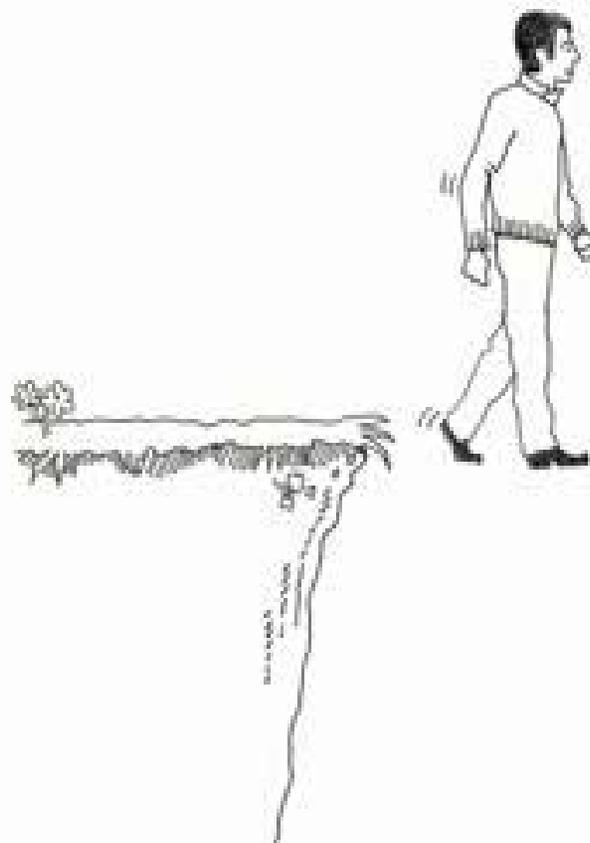
Continue to learn

3 things to remember:

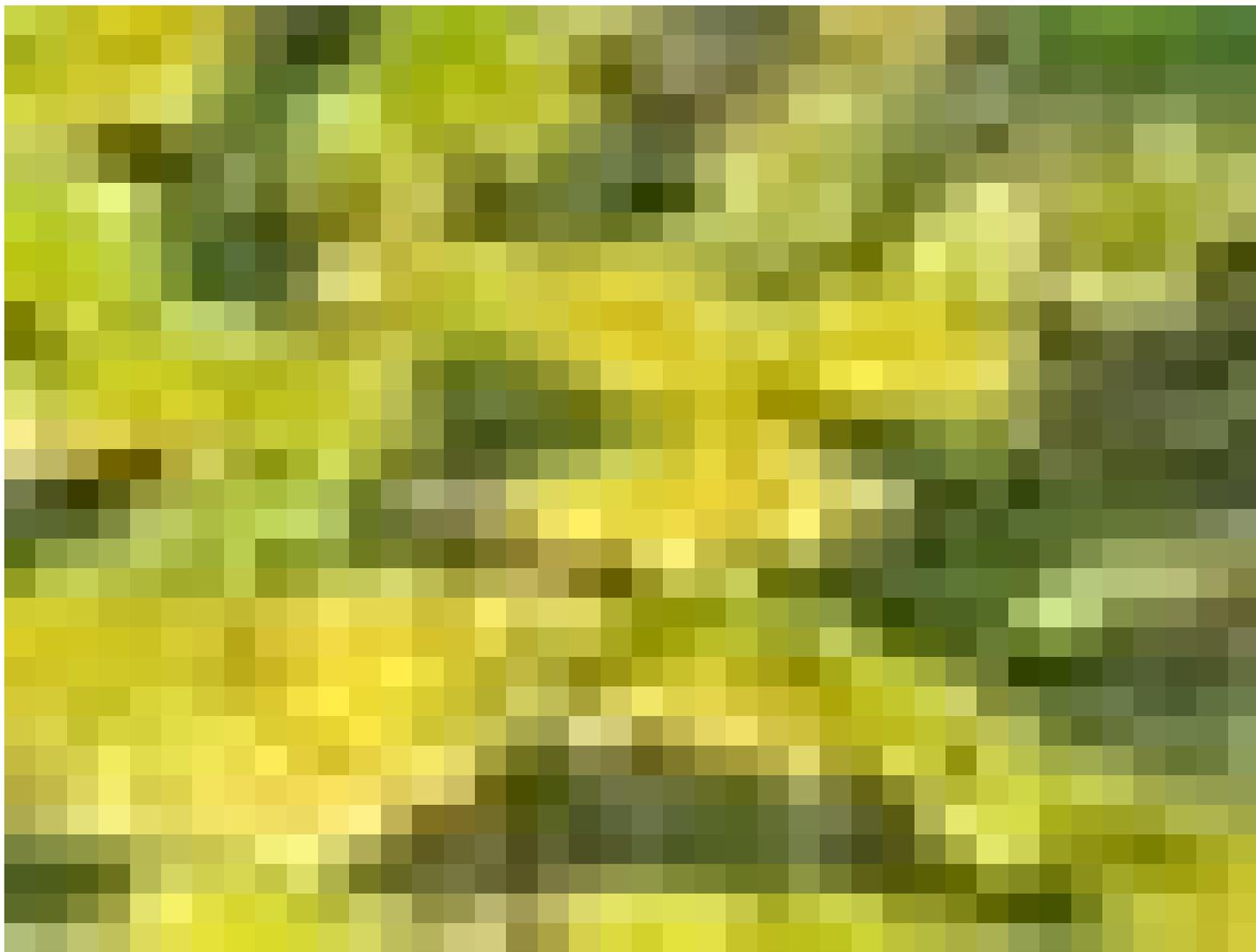
1) You can't do it alone



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?

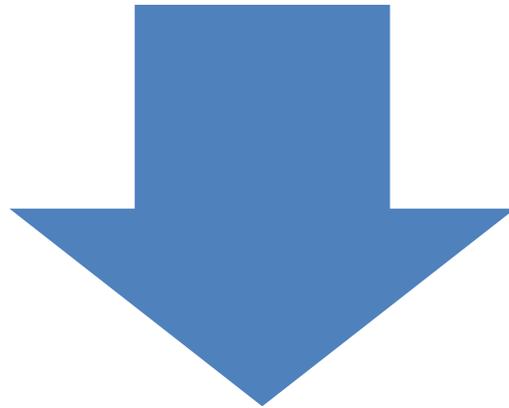
PART THREE:

From Transition to Transformation

The traditional print value chain



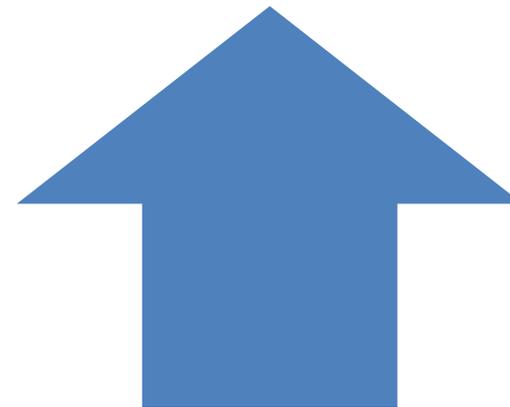
Editorial



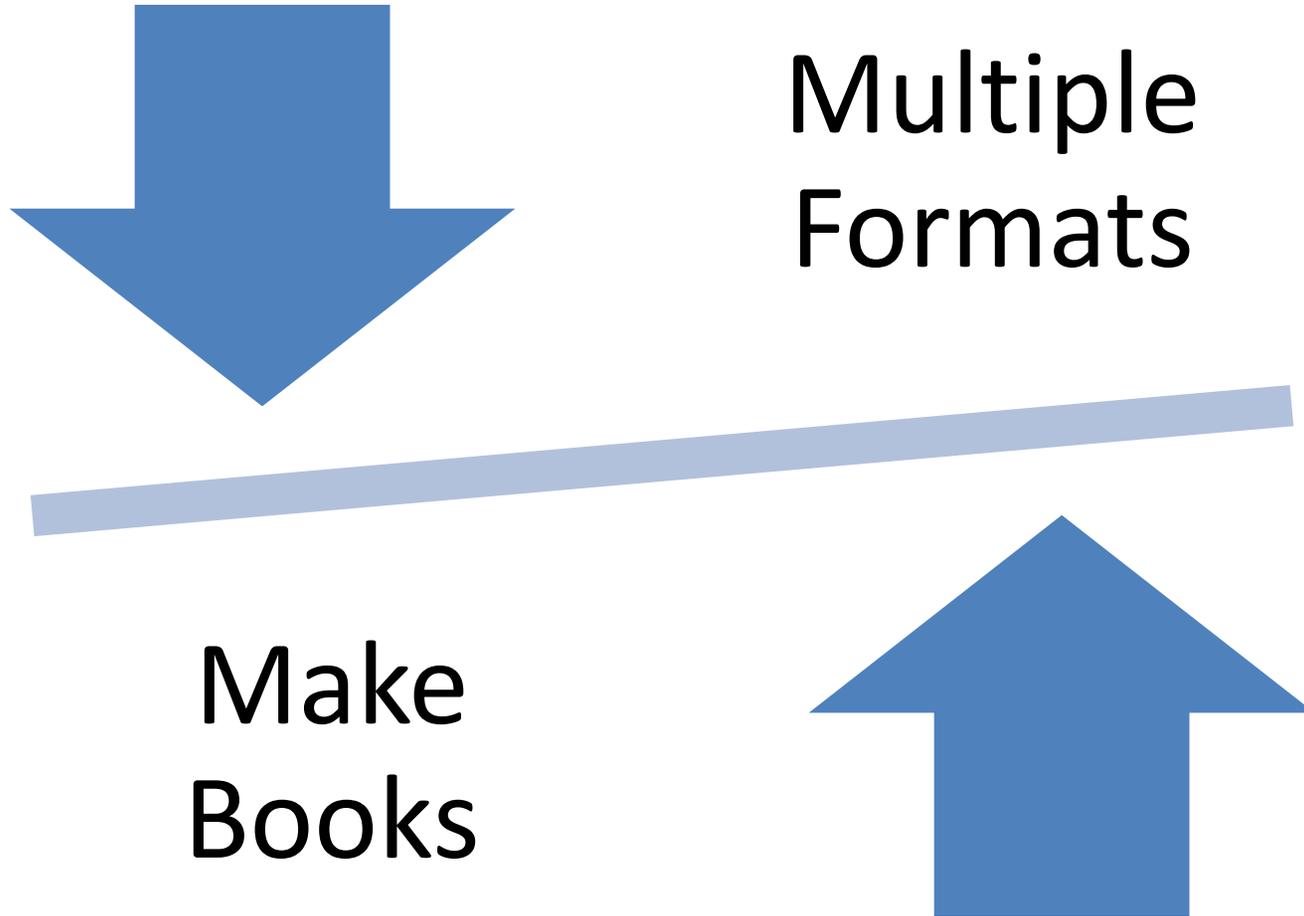
Discover
Curate &
Transform



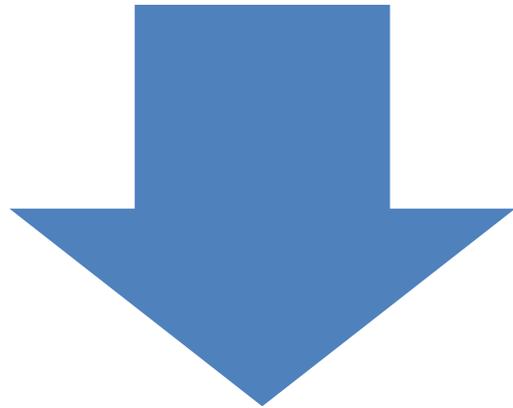
Sign
Authors



Production



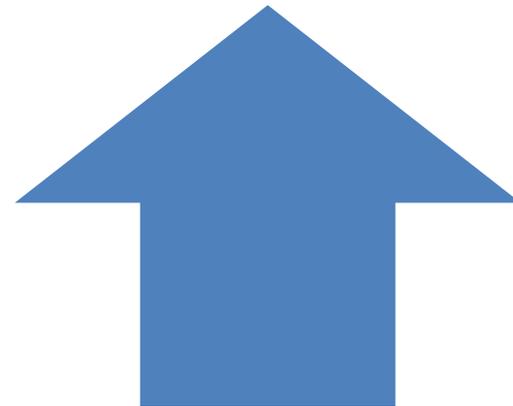
Marketing



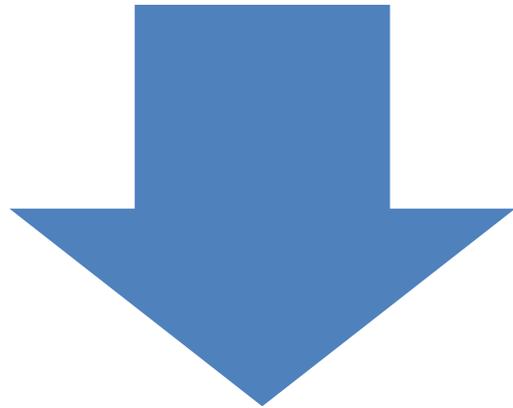
Develop
Audiences



Influence
Channels



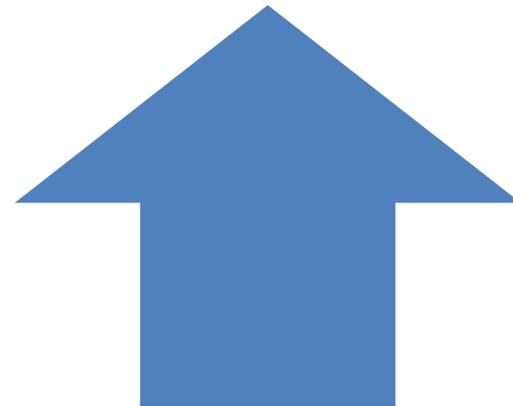
Sales



Extend
Reach



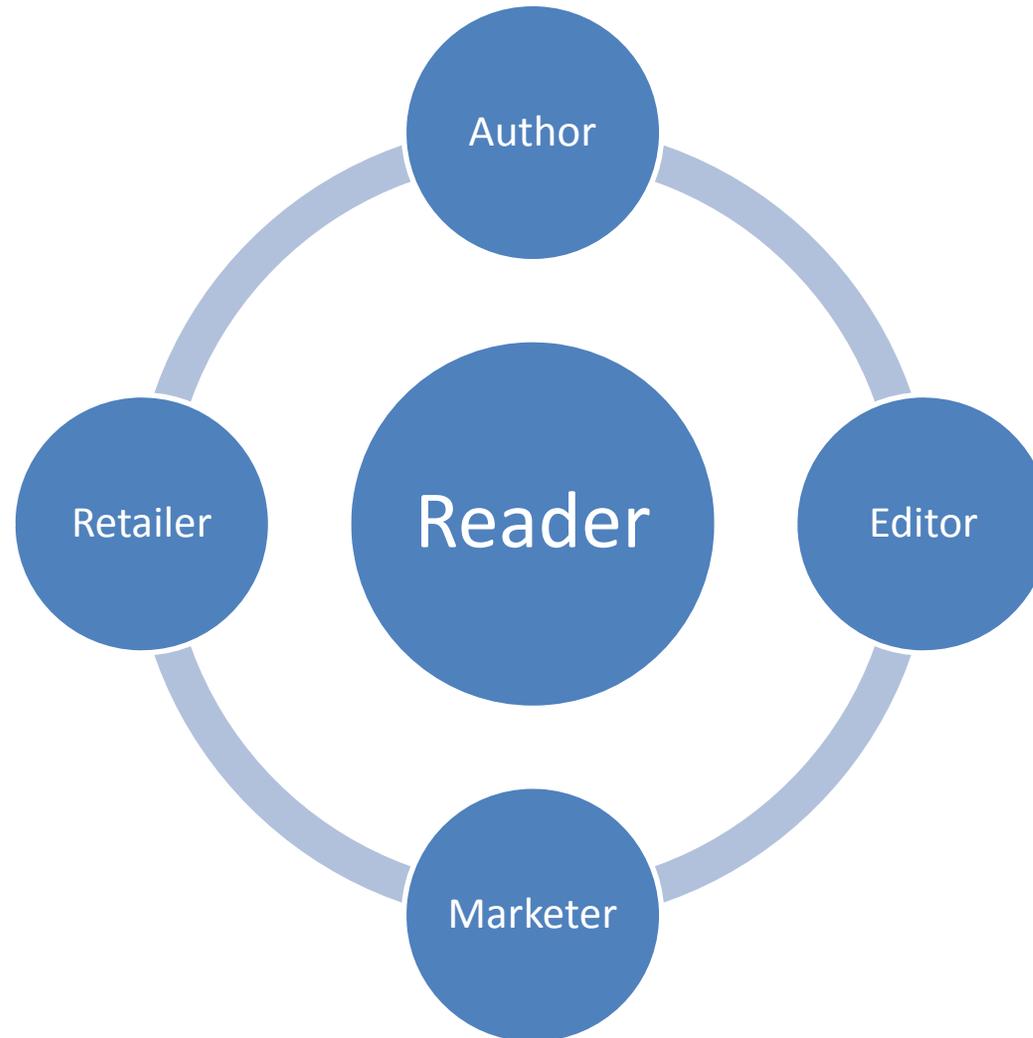
Fill
Shelves



The traditional print value chain



The emerging digital virtuous circle



Questions?

PART FOUR:

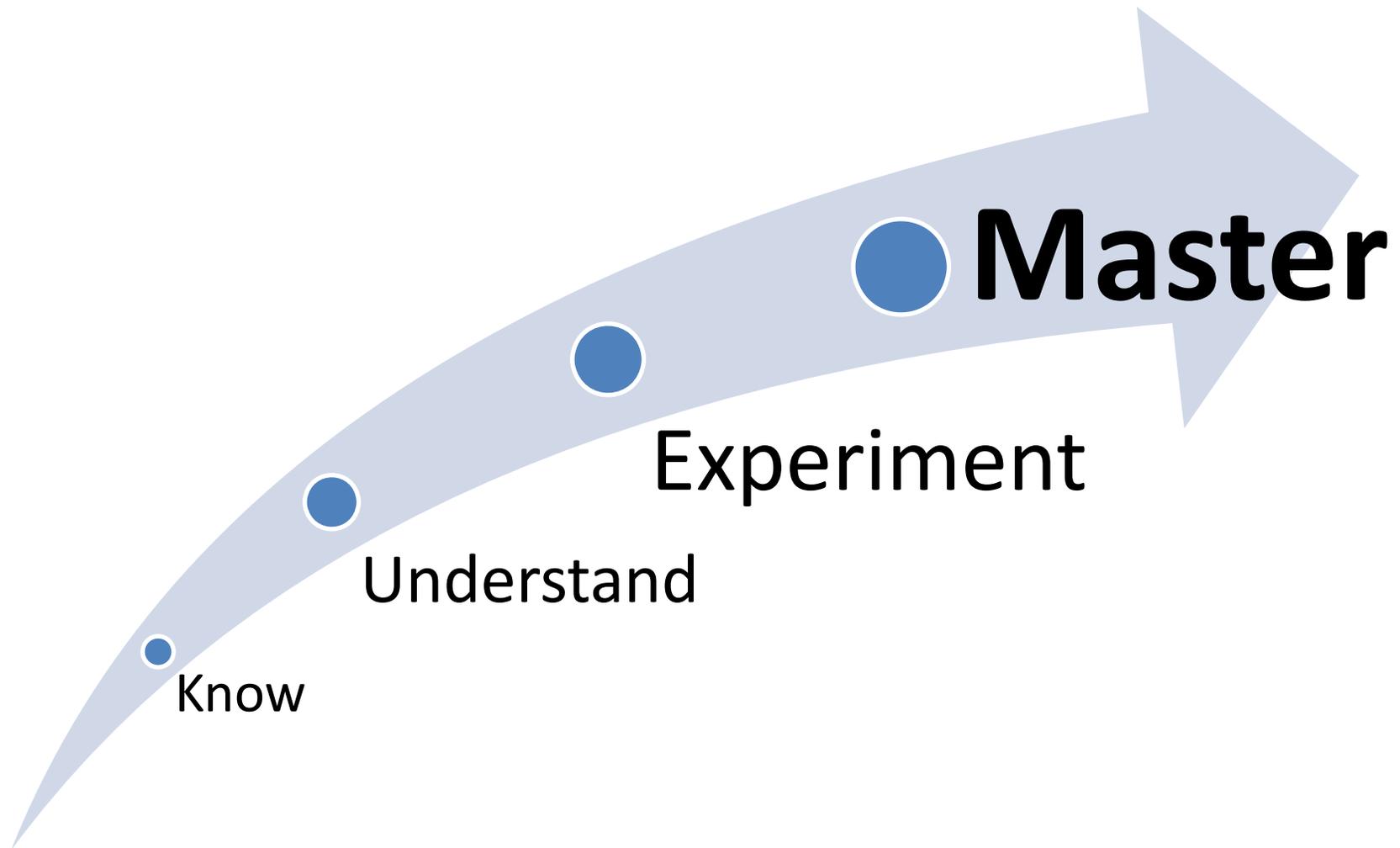
A Roadmap for Digital Publishing

What to do?

Ask yourself: Do I...

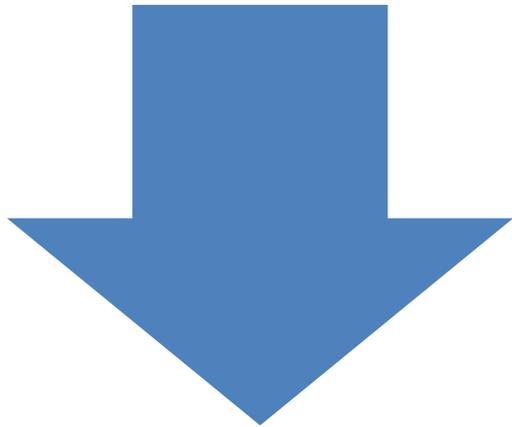
- ✓ Know what it is?
- ✓ Understand it?
- ✓ Tested, experimented with it?
- ✓ Incorporated it into my practices?

The Learning Curve

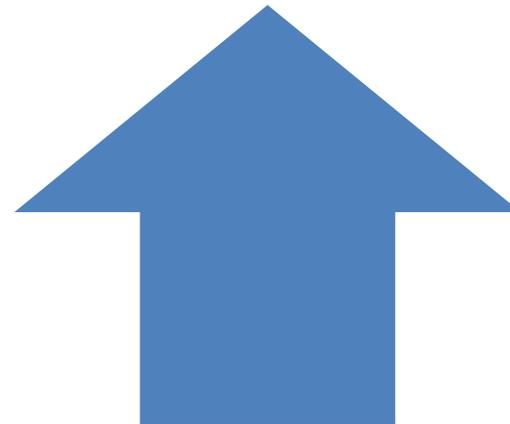


Editorial

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

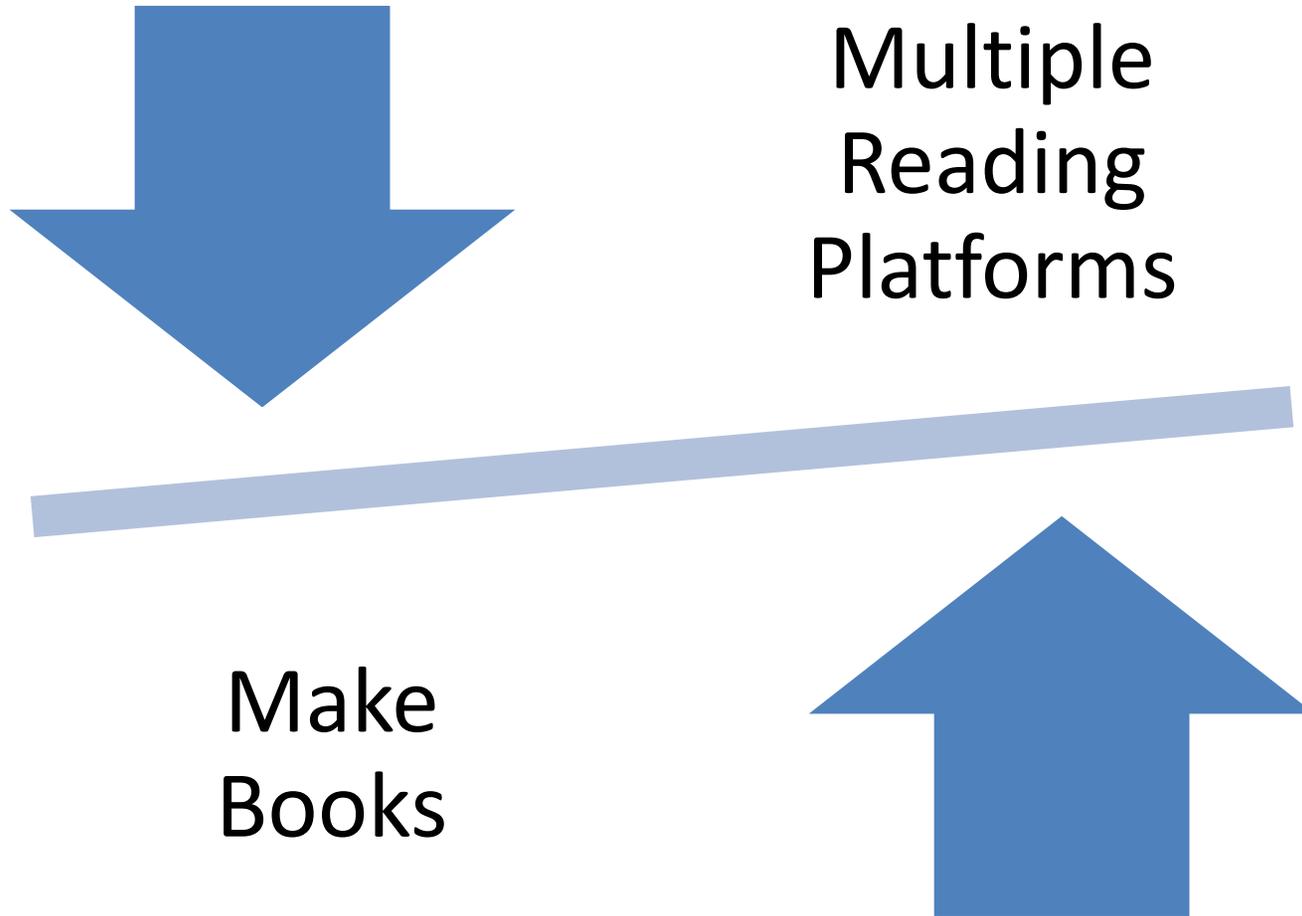
Key Terms & Concepts for Editorial

New *Sources* of Content

Key Terms & Concepts for Editors

- Self Published
- Translation
- User Generated
 - Wikipedia, Wattpad, Smashwords

Production



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

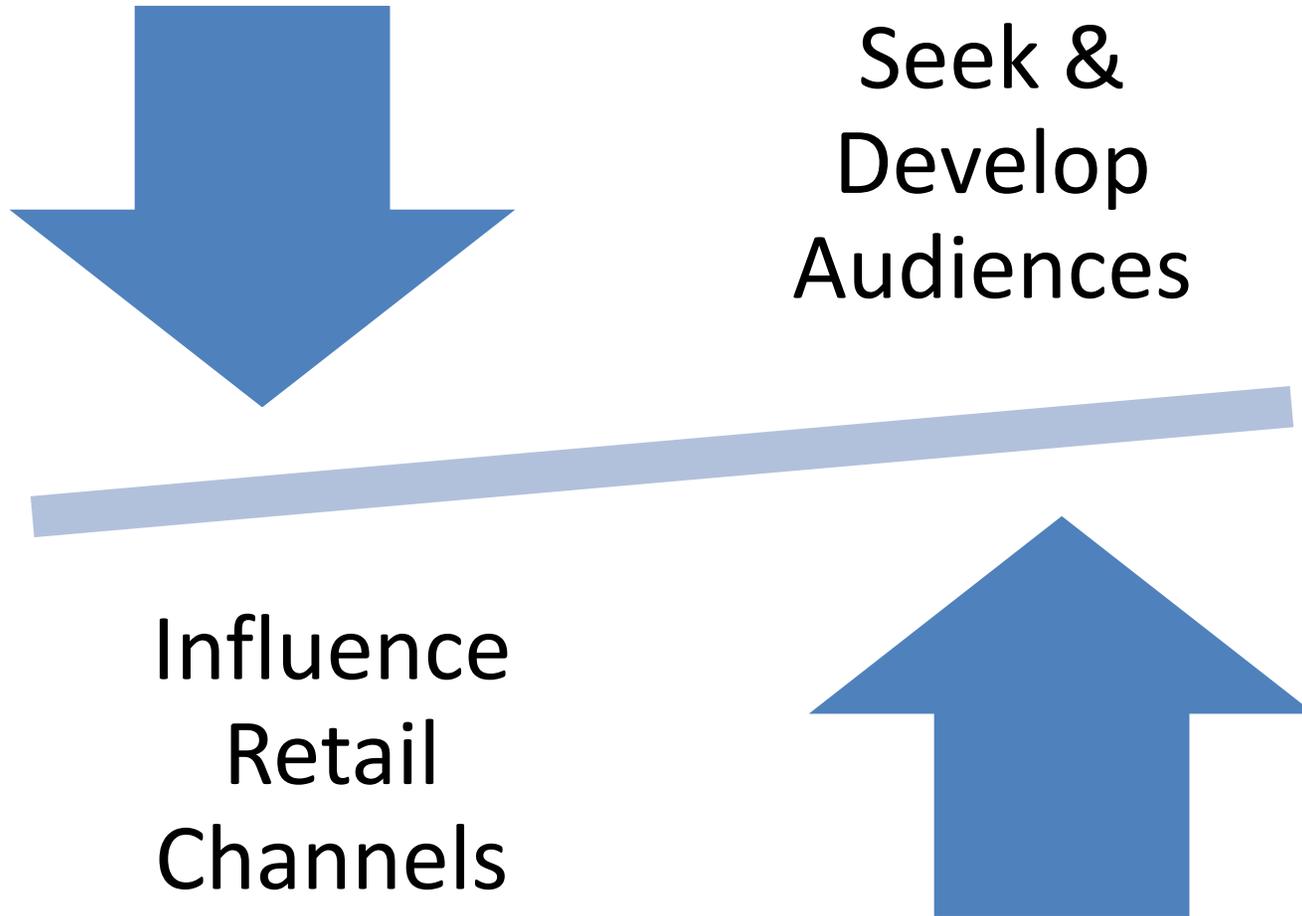
Key Terms & Concepts for Production

Digital Rights Management (DRM)

Key Terms & Concepts for Production

Accessibility

Marketing



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)

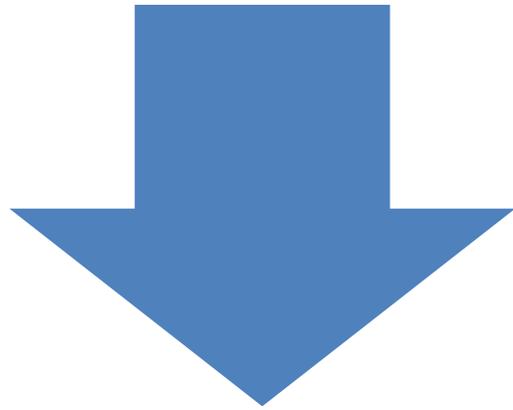
Key Terms & Concepts for Marketing

Social Media Marketing

Key Terms & Concepts for Marketing

Sampling/Free

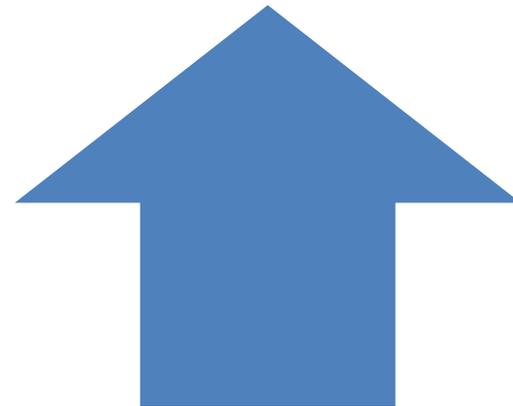
Sales



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

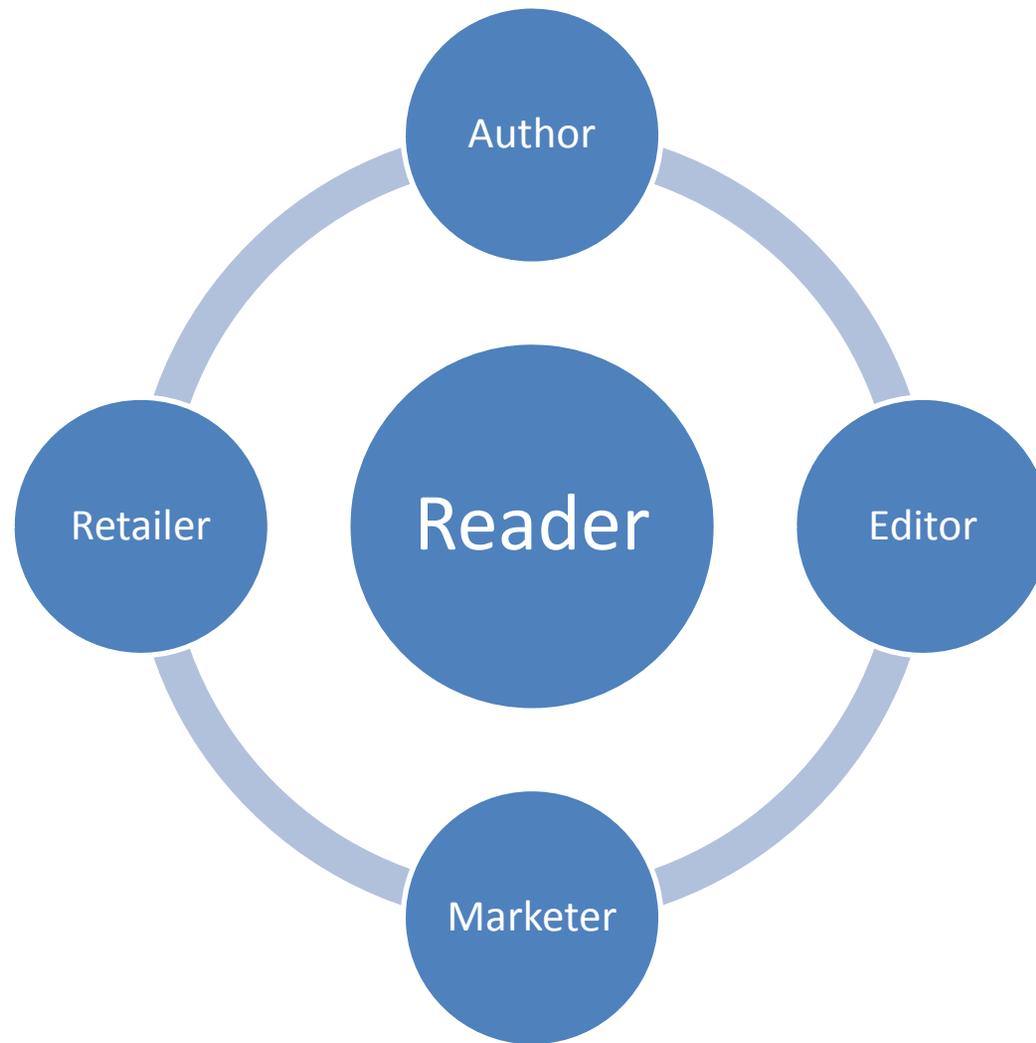
Key Terms & Concepts for Sales

Business Intelligence/Analytics

The traditional print value chain



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.



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.



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.



Questions?

Thank you!

ted@thaconsulting.com



EXPERIENCE ■ PRESENCE ■ RESULTS

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

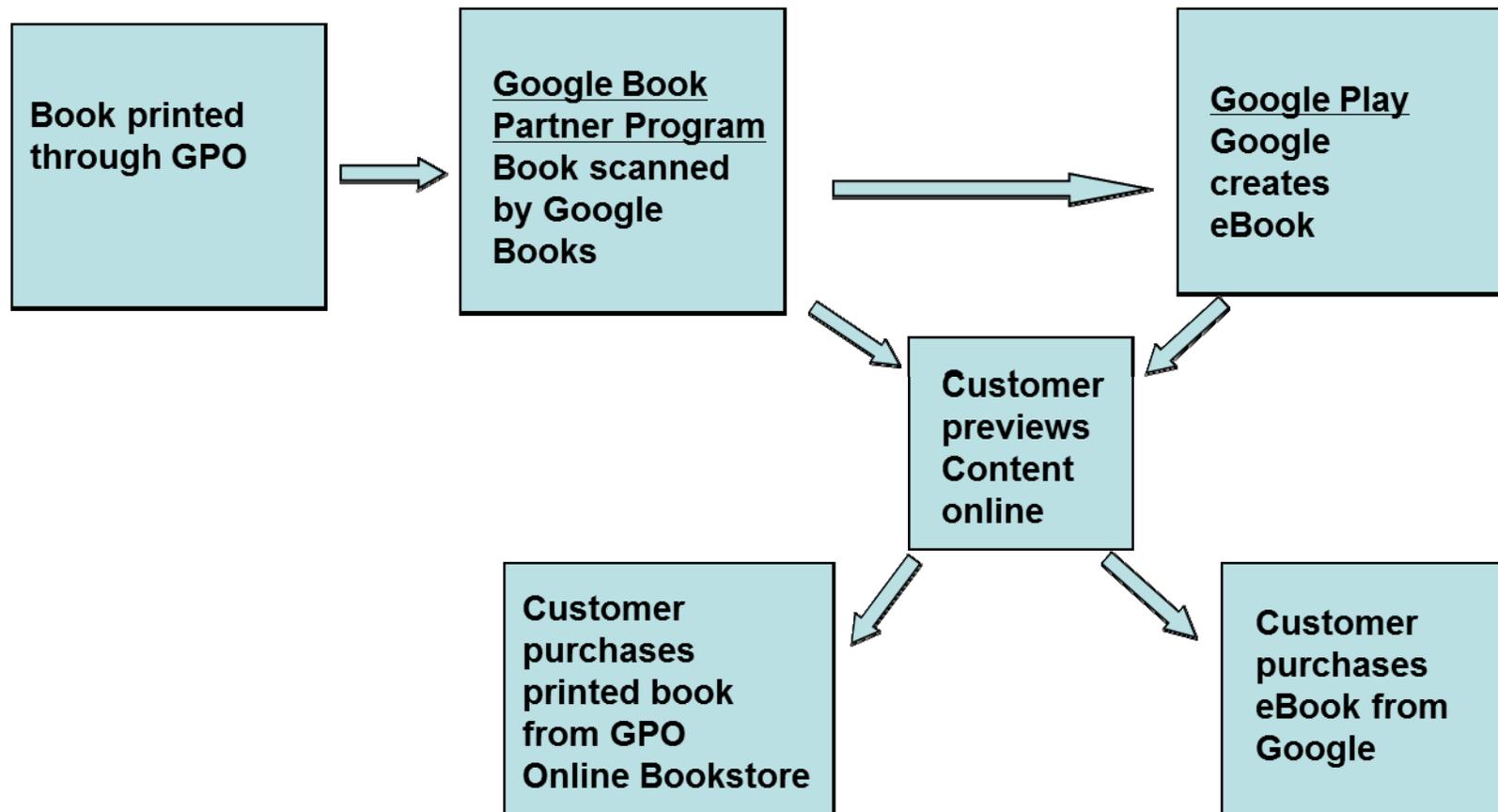
- Increase public awareness of Federal titles
- Place your content where readers normally are looking for it
- Give more exposure to your Federal agency's mission
- Some channels (Google, Amazon) permit readers to browse your content before purchasing
- It's FREE in most cases

GPO Can Help:

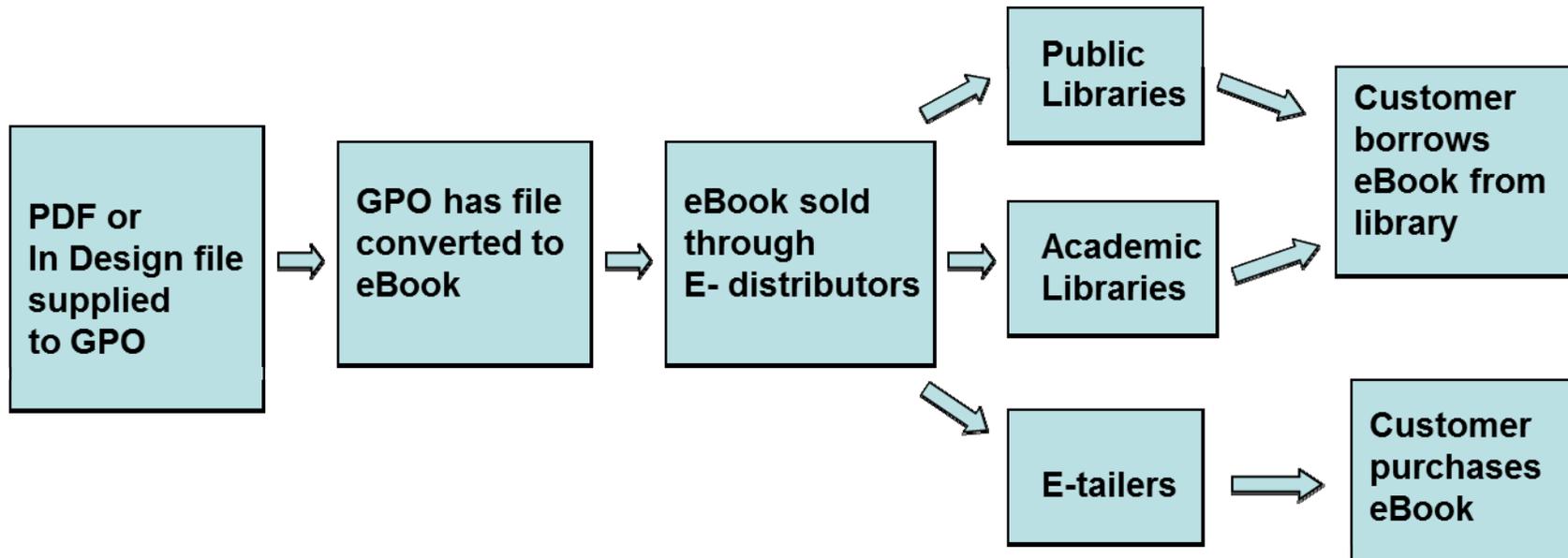
Promote your content

- 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



Work Flow – Public Libraries, Academic Libraries, eRetailers



Maryland's Digital eLibrary Consortium

Powered by OverDrive

Menu

Account

Help

Search...
Advanced Search

Featured Collections
In Theaters and Coming Soon
New Audiobooks
Recently Returned
Hidden Gems
All Collections...

eBook Fiction
All Fiction
Classic Literature
Comic and Graphic Books
Historical Fiction
View more...

eBook Nonfiction
All Nonfiction
Biography & Autobiography
Business & Careers
Computer Technology
View more...

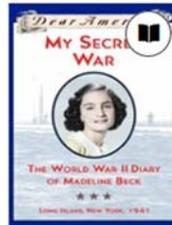
Children & Teen
Children Fiction
Children Nonfiction
Teen Fiction
Teen Nonfiction
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Audiobook Fiction
All Fiction
Classic Literature
Drama
Historical Fiction
View more...

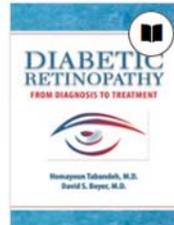
Audiobook Nonfiction
All Nonfiction
Biography & Autobiography
Business & Careers
Current Events & Politics
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New eBooks

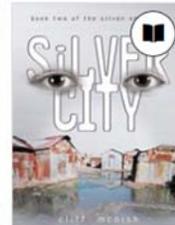
[View more...](#)



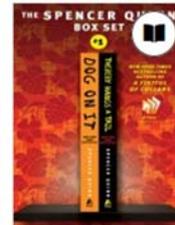
My Secret War
Mary Pope Osborne



Diabetic Retinopathy
David S. Boyer



Silver City
Cliff McNish



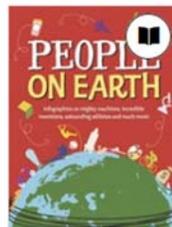
The Spencer Quinn
Spencer Quinn



Furniture Makeovers
Barbara Blair



Welcome to Dead House
R. L. Stine



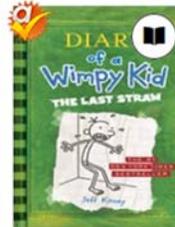
People on Earth
Jon Richards



More Than This
Patrick Ness



The Wild One
Danelle Harmon



The Last Straw
Jeff Kinney

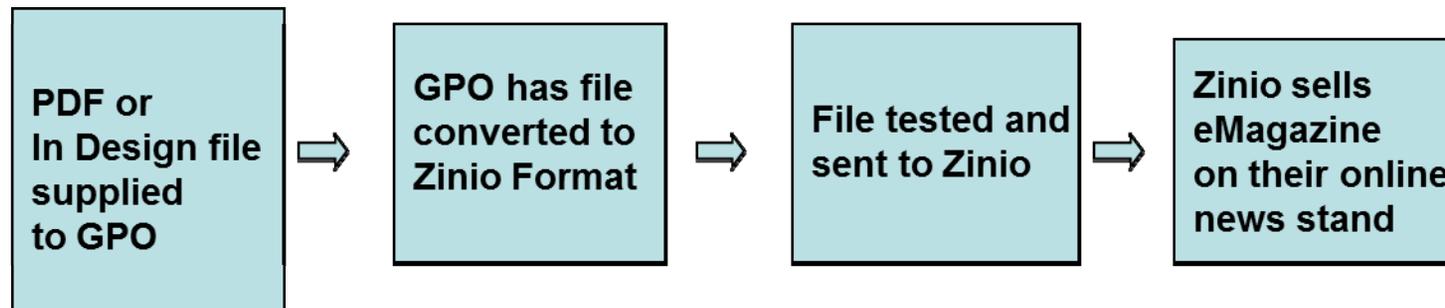


The Tunnel of Hugsy Go
Eleanor Estes

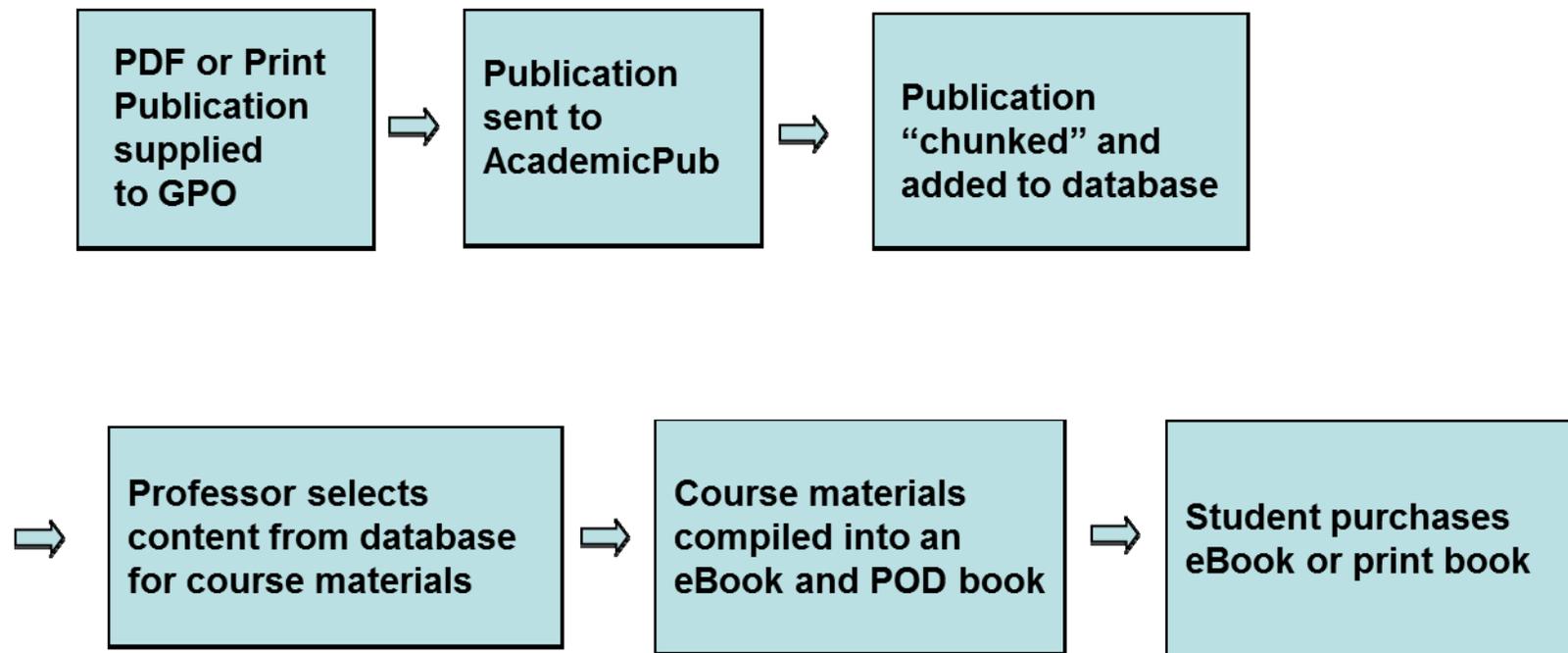


Hunted Guardian
M.D. Grimm

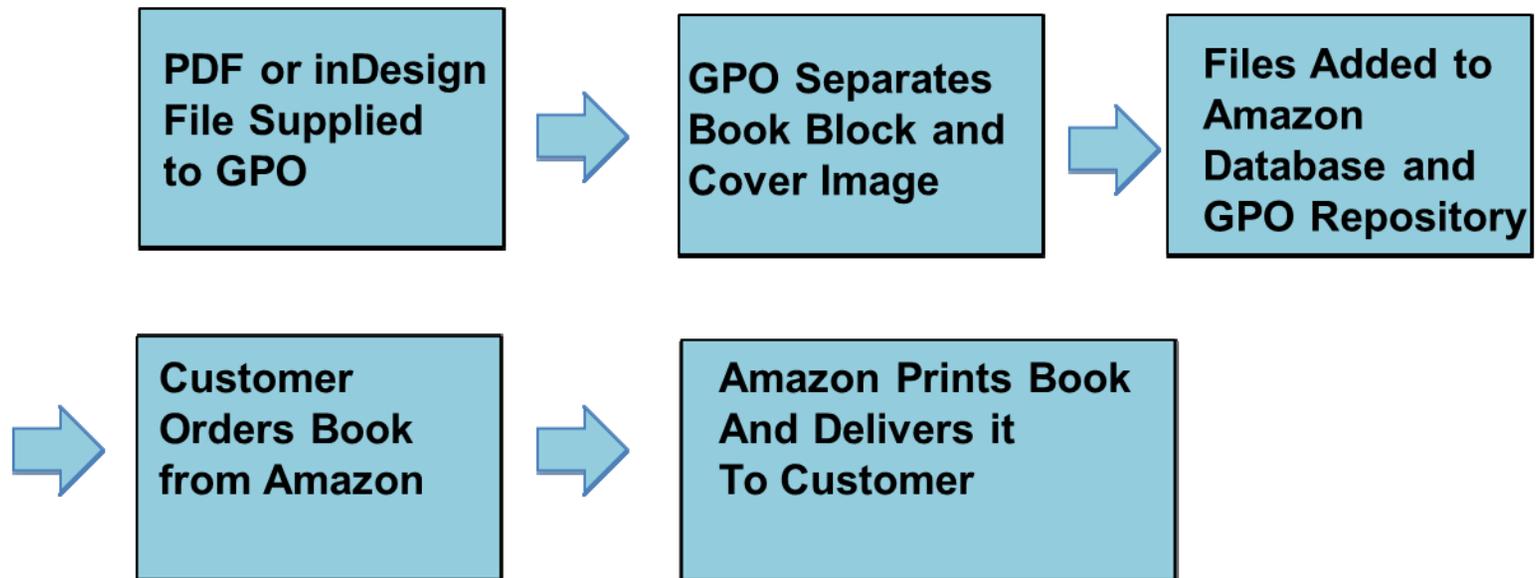
Zinio eMagazine Work Flow



AcademicPub Work Flow



Amazon Work Flow



Best of All:

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

For More Information Contact:

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GPO Publications and Information Sales
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jturner@gpo.gov