

File Formats for Digital Distribution

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Digital publishing has three output channels

- **eBooks (off-line access)**
 - Dedicated devices (Gemstar)
 - General purpose devices (Palm Digital Media, Microsoft Reader, Adobe eBook Reader, Franklin)
- **On-line Access**
 - Books24x7
 - netLibrary
 - eBrary
- **Print-on-Demand**
 - Central, warehouse-based (Lightning Source)
 - Distributed, point-of-sale based (Sprout)

Distribution formats fall into two broad families

<i>Primary Format</i>	<i>Supporting Platform</i>
Adaptive (XML/OEB)	Web Browsers (HTML)
	Microsoft Reader
	Gemstar eBook(s)
	Palm Digital Media Reader
	Franklin eBookMan
Fixed Page (PDF)	Acrobat Reader
	Adobe eBook Reader
	Print-on-Demand

There are advantages to each

Adaptive Formats

- Access to Palm, Microsoft Reader and Gemstar revenue
- Portability across PC, PDA and telephone platforms
- Significant display flexibility
- Allows on-the-fly resizing of text and layout
- Significant base of web developers familiar with use and design

Fixed-Page Formats

- Access to POD and fixed page reader revenue
- Portability across many PC and printer platforms
- Handles complex pages
- Handles high-quality typography
- Industry standard in the graphic arts
- Pages stay as designed by publisher
- Designer and prepress familiarity

Both families are entrenched and growing more so

- **Adaptive formats**
 - HTML dominates web publishing
 - Penetration of Microsoft Reader is growing daily
 - Many new devices are being introduced that support OEB
- **Fixed Page formats**
 - PDF and PostScript dominate printing – still the largest source of publishing revenue
 - Huge amount of content is in PDF and PostScript (but not yet available for consumer purchase)

...and neither are going away.

And there are interesting developments...

- **Sales continue to steadily grow**
- **Conversion and initial preparation are becoming increasingly well-understood and common**
 - Multi-format publishing is common
 - Publishers creating standard designs and specifications
- **Microsoft continues to improve the capabilities of their reader**
 - Reader 2.0 for PDAs
 - Increasing support of linking
 - Increasing support of complex layouts
- **Adobe continues to introduce tools to make PDF more adaptive and adaptive formats easier to turn into pages**
 - Acrobat 5.0
 - PDF now has reflow capability and allows structural markup
 - InDesign 2.0 has table and other critical feature support
- **Technology continues to develop**
 - Screen resolution
 - Device cost (Franklin, Gemstar)

The moral of the story is...

...publishers need to do both!

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