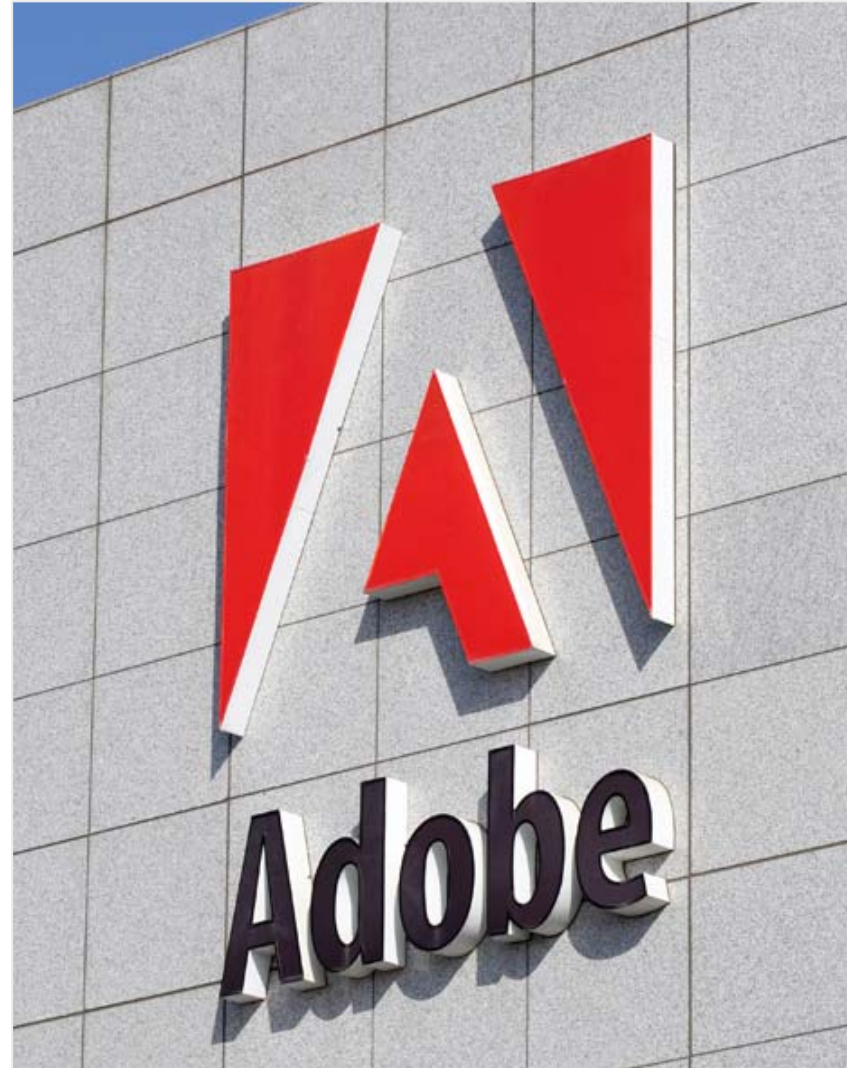


# Beyond the Page

O'Reilly Tools of Change

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Bill McCoy  
General Manager  
ePublishing Business  
Adobe Systems Incorporated



# Why is a Large Digital Publishing Market Inevitable?

- Devices will eventually provide an experience that surpasses paper? ?
- *NO – true; but if history is a guide, that will happen LONG after mass market adoption*
- A new platform is always inferior on many dimensions EXCEPT those that matter to the adopters of the new platform
  - The value proposition of new platforms typically “competes with non-consumption” (Clayton Christensen)
- *Horse to automobile*
- *Film to digital camera*
- *Traditional typesetting to desktop publishing*

# Where Does Digital Surpass Paper?

- Anywhere books are used in the aggregate
  - One book is cheap, convenient, portable, and affords decent random access
  - A bookshelf full of books is expensive, cumbersome, and difficult to search
- Anywhere a single book is no longer cheap or convenient
  - I already have a display in my pocket – a book may not fit
  - I want the book right now, at midnight, in my pink fluffy slippers
  - I want the book in a large-print typeface
  - I'm in a part of the world that does not have Barnes & Nobles stores, Ingram warehouses, or FedEx to deliver Amazon books
  - I want to minimize unnecessary resource consumption (“cheap” is being redefined)
- Anywhere the new capabilities of digital are compelling
  - Searching, annotating, organizing
  - Sharing with others
  - Rich media and interactivity

# Why Has Digital Publishing Now Reached a Tipping Point?

- Demand increasing
  - Significant growth in eBook adoption in library, education, professional markets
  - Consumers expect all forms of content will be available digitally, on-demand
- Supply increasing
  - Publishers increasingly committed to making their content available digitally
- Digital distribution alternatives multiplying
  - Laptops with improved ergonomics, now outselling desktop PCs
  - Mobiles & other mass-market devices becoming more suitable for reading
  - Web content & RSS rapidly evolving community-based social-network solutions enable new business models

# Issues Impeding Adoption of Digital Publishing

- Print is still driving the vast majority of revenue for most publishers
  - Thus print-centric workflows will continue to be a practical reality
- The internet is a compelling way to distribute digital content but the Web browser is a terrible place to do immersive reading
  - Many reading use cases around learning, entertainment, and to a lesser degree news and reference, can't assume "always online"
  - Storage is growing at Moore's Law – bandwidth is not
- Consumers and publishers still suffer from format confusion, client software and DRM hassles
  - Increasing cost and friction in the production, distribution and consumption of content

# Don't Wait For The "iPod of eBooks"

- Technology constraints dictate significant compromises
  - Display capabilities vs. battery life vs. price = no single "good enough" solution
  - More similarities to digital camera market than MP3 player market
- Digital reading is gaining adoption in multiple contexts
  - Notebook PCs
  - Mobile phones
  - Portable media players & PDAs
  - Dedicated reading devices
- Text-based content is marketed and distributed in a wide variety of forms via a wide variety of channels
- Rather than iPod/iTunes/iTunes Store think DVDs, digital cameras

# Standards Are Essential to a Successful Ecosystem

- PDF – the universal distribution format for paginated final-form content
  - PDF/A an ISO standard; full PDF submitted to AIIM/ISO
  - XML-based version of PDF now under development (“Mars”)
- IDPF EPUB – the future universal distribution format for reflow-centric content
  - Focused on high-quality dynamic, adaptive layout
  - Optimized for small-screen mobile devices and structure/accessibility
  - Built on widely adopted open standards: XHTML, CSS, SVG, OpenType,
  - Incorporates IDPF OCF – universal packaging for aggregating content and data

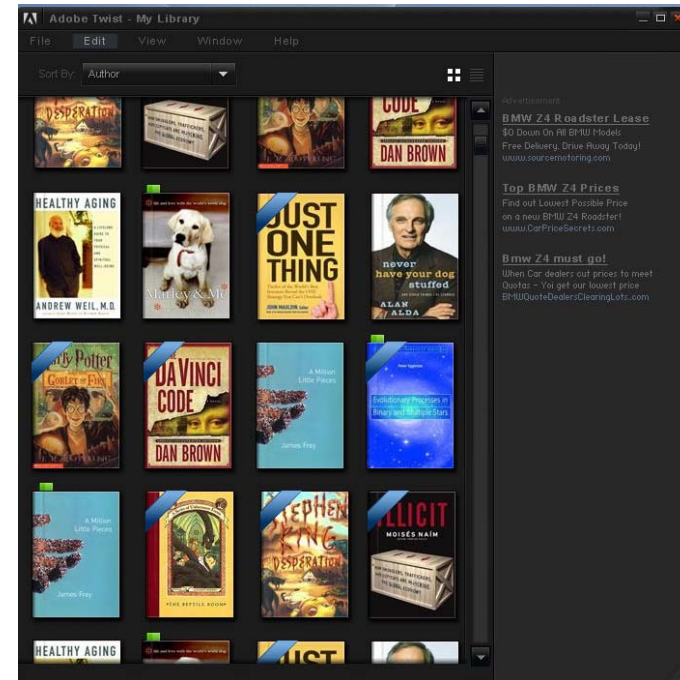
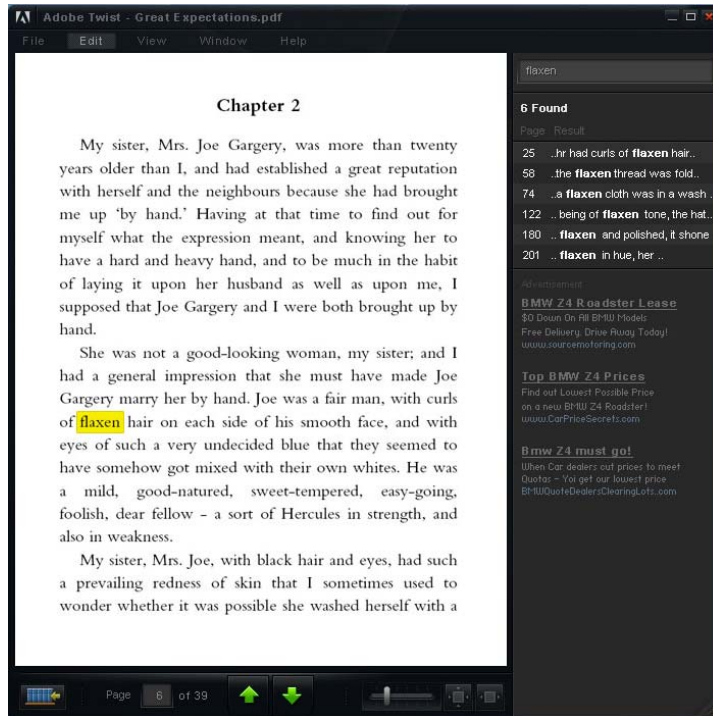
# Adobe ePublishing Solution

- New application - Adobe Digital Editions
  - Lightweight, consumer-optimized software for reading and organizing eBooks and other digital publications
  - **Native** client-side support for PDF & EPUB w/ optional DRM protection
- New authoring tool support
  - InDesign CS3 can export EPUB as well as PDF
- New hosted content protection service - ADEPT
- New business model support
  - Facilitating contextual advertising, subscriptions, membership-based access
- Broad approach
  - Cross-platform PC support, mass-market mobile/handheld devices, dedicated devices

# Adobe Digital Editions

- Lightweight solution
  - Under 3MB free download; seamless installation, automatic updates
  - <http://www.adobe.com/products/digitaleditions>
- Streamlined, consumer-optimized user experience built on Flash platform
  - Supports offline consumption
  - Cross-platform: Windows and Mac OS/X; Linux coming soon
- Comprehensive content format and protection support
  - PDF, reflowable EPUB content
  - Option to use Flash SWF for rich media & interactivity
  - Option to use Adobe Content Server DRM or ADEPT hosted content protection service

# DEMO – Digital Editions Software



# Digital Editions Futures Roadmap

- Additional mobile & device versions
- Reskinning & browser-based widget support to facilitate integration with custom user experiences
- Social networking –shared annotations and reading lists
- “Push” delivery of content subscriptions