Typéfi ®

*automated composition
for print & web*

NAVIGATING THE MAZE OF EPUB PUBLISHING

Chandi Perera

What is EPUB?

- **Platform, Vendor and Device Independent open file format.**

- **Developed by the International Digital Publishing Forum (IDPF) – a industry consortium.**

Reflowable

Abstracts in عربي, 中文,

Abstracts in عربي, 中文, Français, Русский and Español at the end of each article.

PDF → **EPUB**

Introduction

It is generally held that vertical transmission is the m̶ of hepatitis B virus (HBV) infection in regions wh̶ ease is endemic.[1–5] The neonatal immunization pr̶ using immunoglobulin and hepatitis B vaccinatio̶ been developed to prevent vertical transmission[6–10] been reported to be effective.[11–16] Neonatal immun̶ introduced to the Hong Kong Special Administra̶ (SAR), China, in 1983[1] and was selectively applied̶ born to mothers found to be carrying the hepatiti̶ antigen (HBsAg) on routine antenatal screening.[17] ber 1988, neonatal HBV vaccination has becom̶ irrespective of maternal HBsAg status.[18,19] Since the̶ tion has been readily available from general practi̶ nongovernmental organizations.[17]

In Hong Kong SAR, pregnant women receivin̶ care constitute the only social group that underg̶ HBsAg screening. We reviewed published rep̶ prevalence of maternal HBsAg carriage in the area̶ that, in the prevaccination era, it was 6.6% in 1976̶ between 1981 and 1983.[1] In 1996, it was 10.0% an̶ 1998 and 2001, it was 8.0%.[21] At our hospital, it wa̶ women who gave birth between 1998 and 2008.[22] I̶ survey in 2010, the prevalence was 9.1% overall a̶ women who had undergone HBV vaccination.[23] Si̶ stetric population is a low-risk group compared to̶
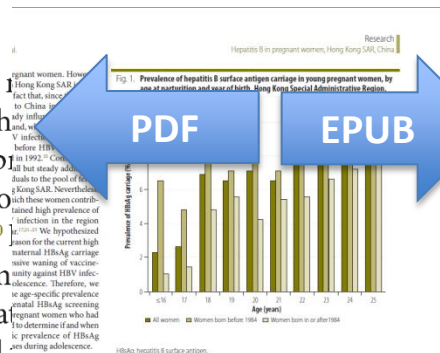
Introduction

It is generally held that vertical transmission is the major route of hepatitis B virus (HBV) infection in regions where the disease is endemic.[1–5] The neonatal immunization programmes using immunoglobulin and hepatitis B vaccination that have been developed to prevent vertical transmission[6–10] have widely been reported to be effective.[11–16] Neonatal immunization was introduced to the Hong Kong Special Administrative Region (SAR), China, in 1983[1] and was selectively applied to neonates born to mothers found to be carrying the hepatitis B surface antigen (HBsAg) on routine antenatal screening.[17] In November 1988, neonatal HBV vaccination has become universal irrespective of maternal HBsAg status.[18,19] Since then, vaccination has

Portable and Offline

Create personal collections
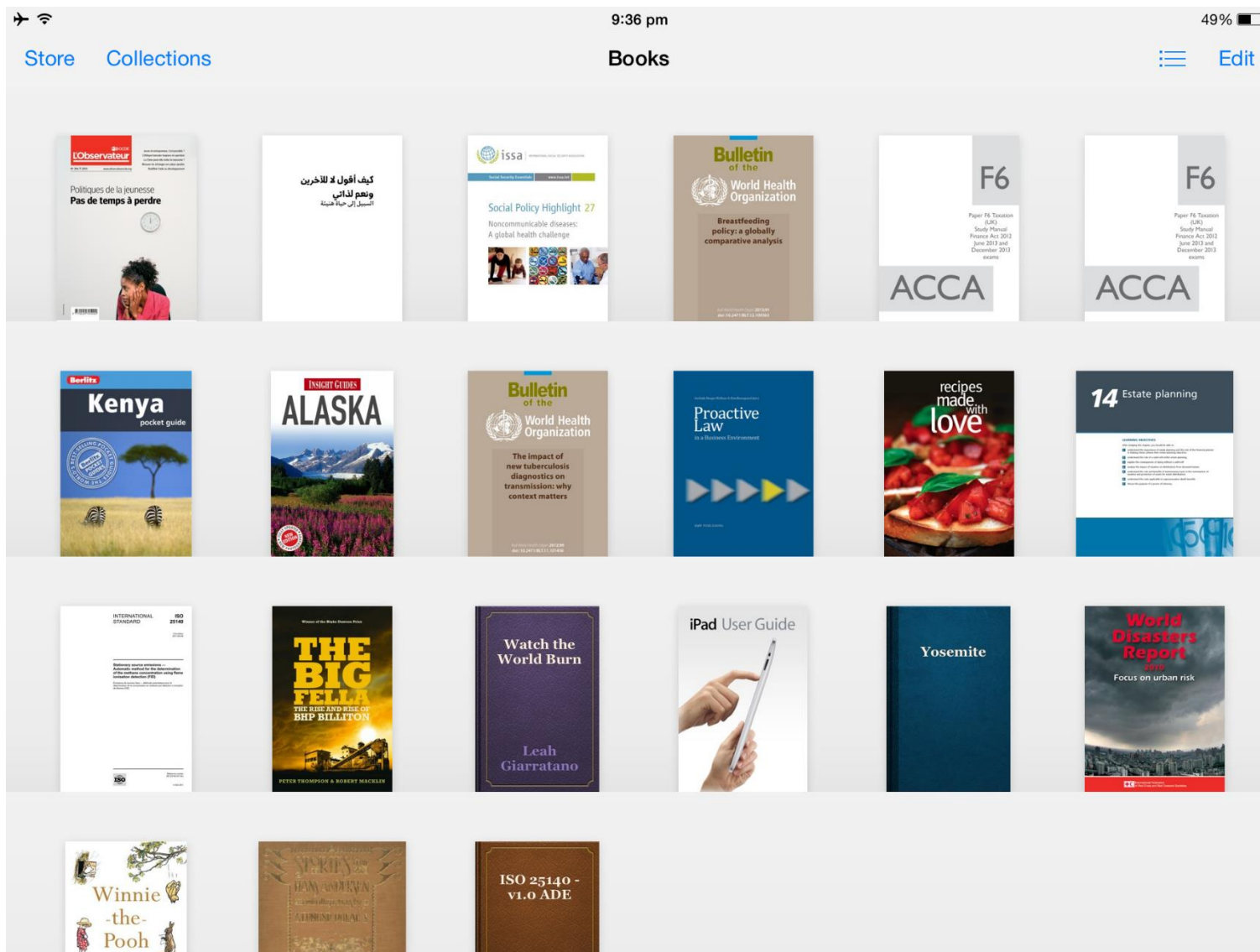
No fine grain layout control

But there are workarounds

8 Quality assurance and quality control procedures

8.1 General

QA/QC is important in order to ensure that the uncertainty of the measured values for methane is kept within the limits specified for the measurement task.

The following applications of the automatic measuring system have to be distinguished:

a) AMS for intermittent measurements (8.3);

b) permanently installed AMS for continuous monitoring (8.4).

8.2 Frequency of checks

Table 2 shows the minimum required frequency of checks. The user shall implement the relevant standards for determination of performance characteristics or procedures described in Annex B.

Table 2 — Minimum frequency of checks for QA/QC during the operation

Check	Minimum frequency	
	AMS for intermittent measurements	Permanently installed AMS
Response time	once a year	once a year
Repeatability standard deviation at zero point	once a year	once a year
Repeatability standard deviation at span point	once a year	once a year
Lack of fit	once a year and after repair of the AMS	once a year and after repair of the AMS
Calibration	—	at regular time intervals specified, for example, in legislation or applicable standards by comparison with an independent method of measurement
Interference check	once a year	once a year
Converter check	once for each measurement series	once a year
Sampling system and leakage check	once for each measurement series	once a year
Cleaning or changing of particulate filtersa at the sampling inlet and at the monitor inlet	once for each measurement series, if needed	once in the period of unattended operation
Zero drift	every 3 h and at the end of measuring period	once in the period of unattended operation
Span drift	every 3 h and at the end of measuring period	once in the period of unattended operation
Regular maintenance of the analyser	as required by the manufacturer	once in the period of unattended operation

a The particulate filter shall be changed periodically depending on the dust load at the sampling site. During this filter change, the filter housing shall be cleaned.

The user shall implement a procedure to ensure that the es and span gases used meet the uncertainty requireme fied in Annex A, e.g. by comparison with a reference gas quality.

8.3 AMS for intermittent measurements

Some Technical Detail

- **Really a ZIP file container (OPF - Open Container Format 2.0.1)**

Archive Browser

201405141702D.epub
- META-INF
  - com.apple.ibooks.display-opti
  - container.xml
- OEBPS
  - Fonts
  - Images
  - Styles
  - Text
  - content.opf
  - toc.ncx
- mimetype
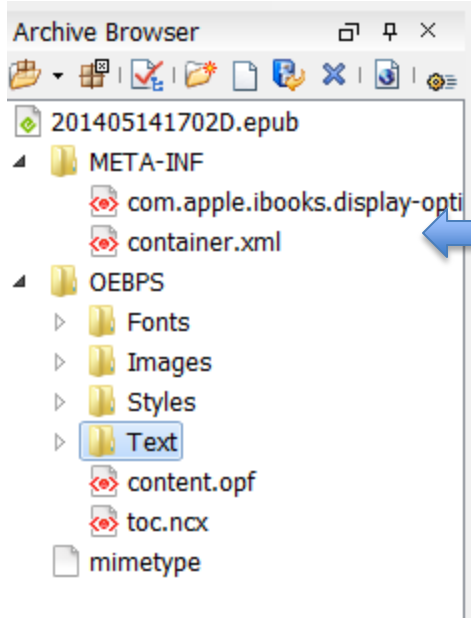
container.xml
This XML file points to the file defining the contents of the book.

<rootfile full-path="OEBPS/content.opf" media-type="application/oebps-package+xml"/>

Some Technical Detail

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  - toc.ncx
- mimetype
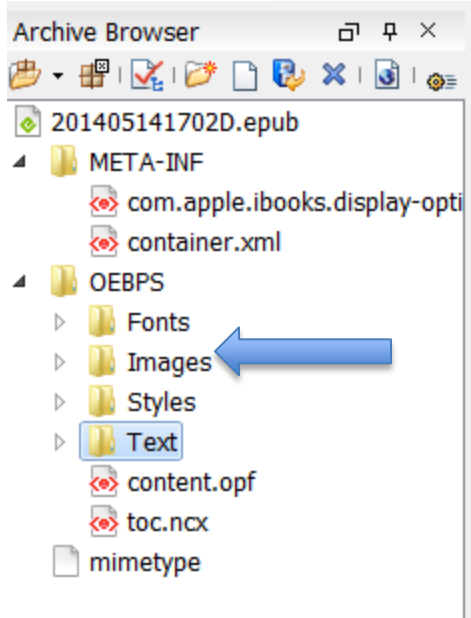
Fonts directory
Your licensed fonts

Images directory
Your images (jpeg, png, svg…)

Some Technical Detail

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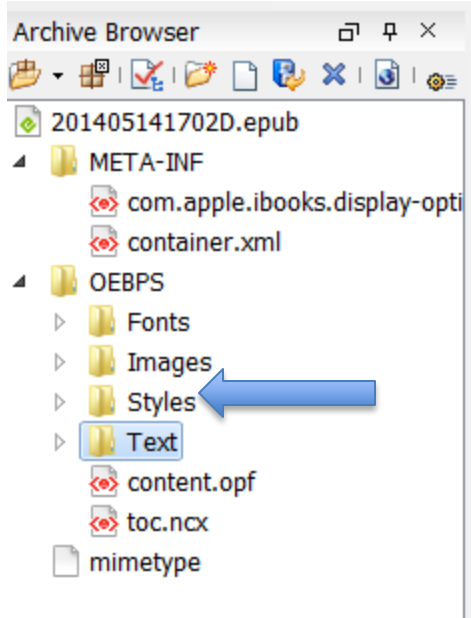
Styles Direcotry
CSS style sheets

Some Technical Detail

- **Really a ZIP file container (OPF - Open Container Format 2.0.1)**
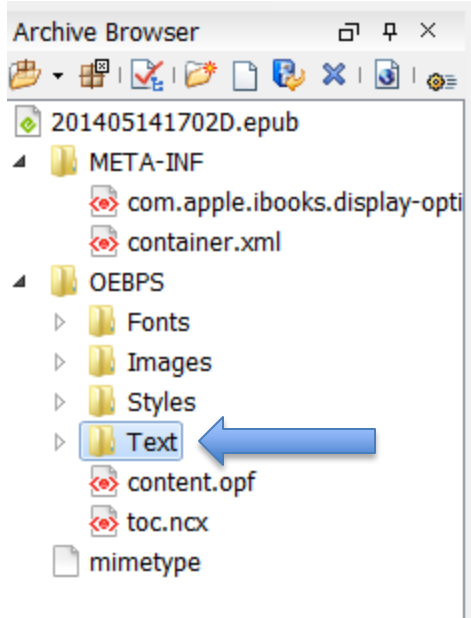
Text Directory
Actual Content in HTML file(s).
For speed it is recommended that each chapter is
a single HTML file

Some Technical Detail

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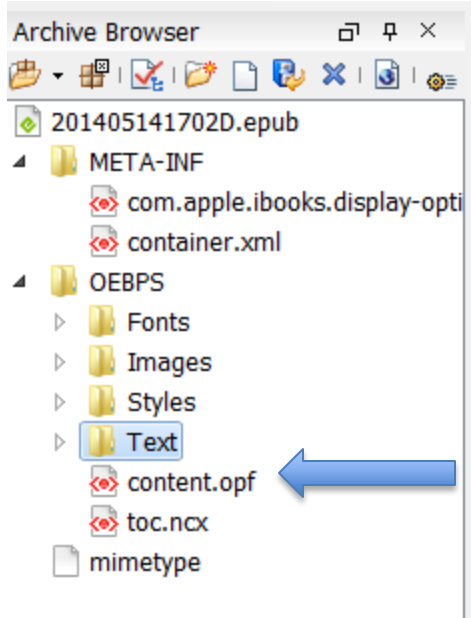
content.opf
1. **EPUB book's metadata,**
2. **File manifest,**
3. **Linear reading order.**

```
1 <?xml version="1.0" encoding="utf-8" standalone="yes"?>
2▽<package xmlns="http://www.idpf.org/2007/opf"
3    prefix="ibooks: http://vocabulary.itunes.apple.com/rdf/ibooks/vocab
4    unique-identifier="ISBN" version="3.0" xml:lang="en">
5    <!--prefix='ibooks' above necessary for iBooks versioning-->
6▽   <metadata xmlns:dc="http://purl.org/dc/elements/1.1/">
7        <dc:title>GCSE Maths - Pythagoras Foundation</dc:title>
8        <dc:source id="src-id">urn:isbn:97803PRINTversion</dc:source>
9        <dc:identifier id="ISBN">201405141702D</dc:identifier>
0        <dc:identifier id="isbn-id">urn:isbn:201405141702D</dc:identifi
1        <dc:creator>Cambridge University Press</dc:creator>
2        <dc:publisher>Cambridge University</dc:publisher>
3        <dc:language>en</dc:language>
4        <meta name="cover" content="cover_image"/>
5        <meta property="ibooks:specified-fonts">true</meta>
6        <meta property="dcterms:modified">2014-04-10T11:41:00Z</meta>
7        <meta content="0.7.4" name="Sigil version"/>
8    </metadata>
9▸   <manifest> [108 lines]
8▸   <spine toc="ncx"> [3 lines]
2 </package>
```

This file has a root element package and four child elements: <metadata>, <manifest>, <spine>, and <guide>. All of these except guide are required. Furthermore, the package node must have the unique-identifier attribute.

Some Technical Detail

- **Really a ZIP file container (OPF - Open Container Format 2.0.1)**

Archive Browser

```
201405141702D.epub
  META-INF
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    container.xml
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    Images
    Styles
    Text
    content.opf
    toc.ncx  ◄
  mimetype
```
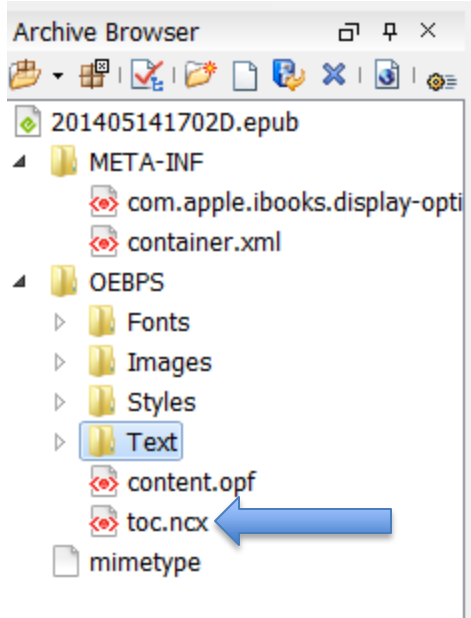
Text Directory
The NCX file (Navigation Control file for XML), traditionally named *toc.ncx*, contains the hierarchical table of contents for the EPUB file. Actual name is specified in OPF file

<item href="toc.ncx" id="ncx" media-type="application/x-dtbncx+xml"/>

Some Technical Detail

- **Really a ZIP file container (OPF - Open Container Format 2.0.1)**

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    - toc.ncx
  - mimetype ⬅
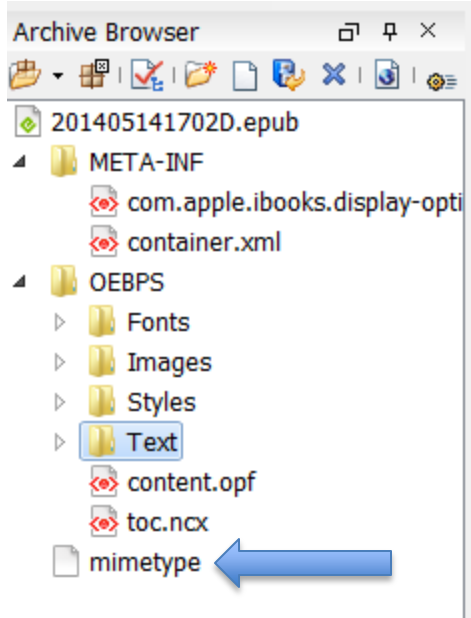
mimetype
The *mimetype* file must be a text document in ASCII that contains the string *application/epub+zip*

How to produce an EPUB

- **Manually create the EPUB file (like an old school website)**

- **Number of Word to EPUB conversion tools**

- **Use XML/XSLT – Many JATS to EPUB tools around**
  - Laura Kelly http://www.ncbi.nlm.nih.gov/books/NBK47314/

- **Adobe InDesign**

- **Outsource**

Digital Rights Management
(DRM)

- **Ensures EPUB files can only be opened by authorized devices**

- **There is no single way. Each vendor uses their own**
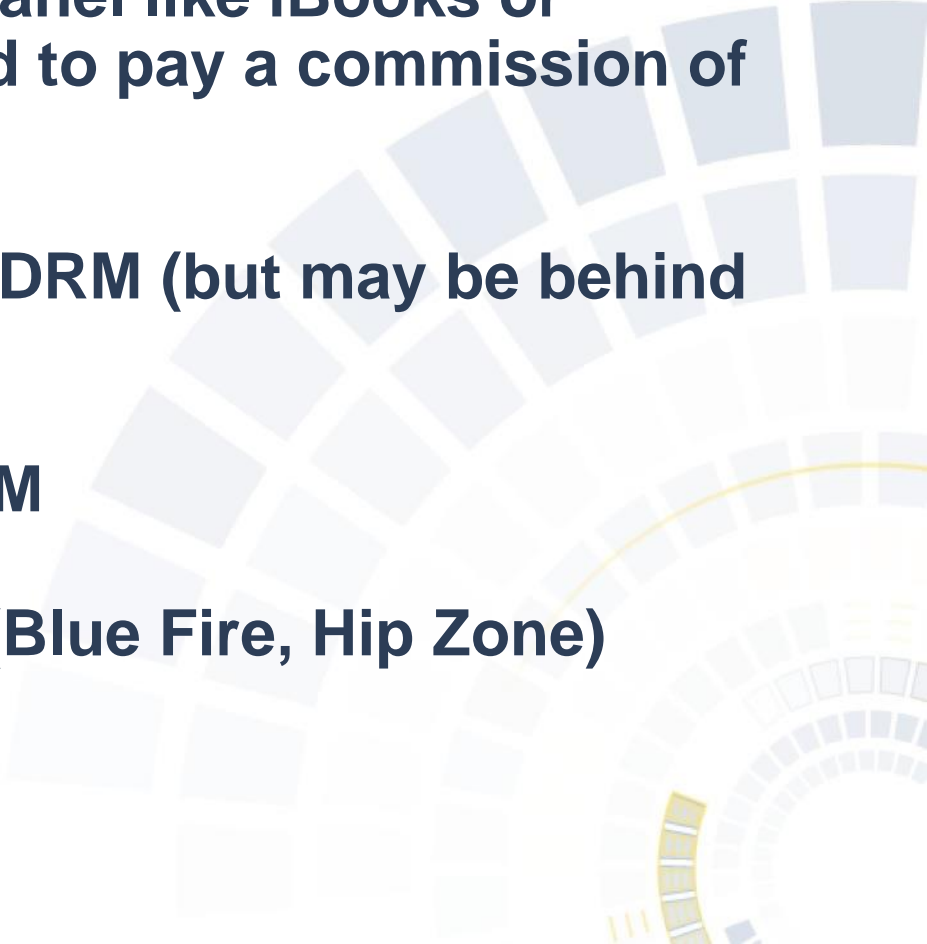
- **You do not have to use DRM**

The author and publisher have provided this e-book to you without Digital Rights Management software (DRM) applied so that you can enjoy reading it on your personal devices. This e-book is for your personal use only. You may not print or post this e-book, or make this e-book publicly available in any way. You may not copy, reproduce or upload this e-book, other than to read it on one of your personal devices.

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1 hr 8 mins left in book   1%

Digital Rights Management

Device/Application	DRM Scheme
Adobe Digital Editions	Adobe Content Server
Google Books	Lektz DRM
iBooks	FairPlay
Kindle	ZAW/TPZ & File Format
Sony	Adobe Content Server
Kobo	Adobe Content Server
Nook	Modified Adobe Content Server

Channels

- **Go with a commercial Chanel like iBooks or Amazon. You would need to pay a commission of around 30%-50%**

- **Off your website without DRM (but may be behind a pay wall)**

- **Off your website with DRM**

- **Use a white label reader (Blue Fire, Hip Zone)**

- **Build your own reader**
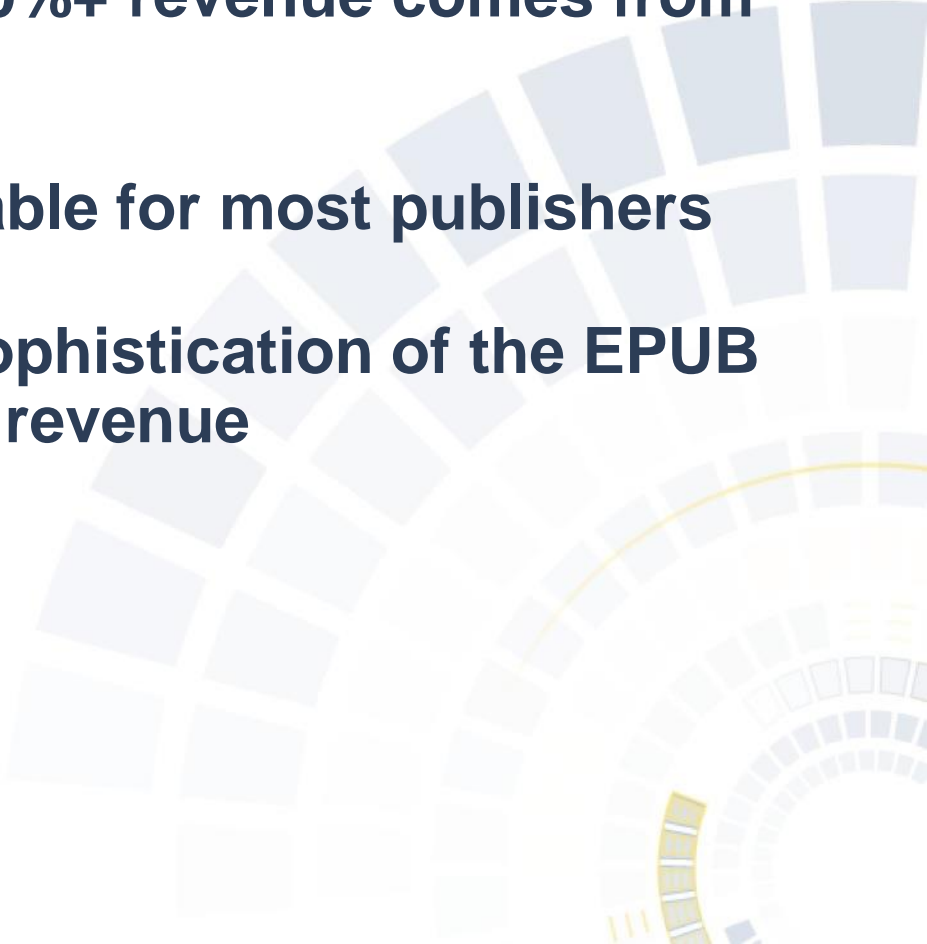
Each device is different

- **Each device and application renders content slightly differently (think browser wars)**

  - Eg. Formatting, Keeps, Lists, Boxes

- **Need to optimize content for devices, device classes or use the lowest common denominator**

- **More devices you support more accessible your content will be… but!!!**

Device specific content

- **Each device renders (or does not render) content differently e.g. MathML, Video**

- **Subset your content to different formats/devices or use lowest common denominator**

- **Keep content cut due to page budget**

Revenue

- **Most publishers report 80%+ revenue comes from print**

- **EPUBs are not yet profitable for most publishers**

- **Time/Money spent and sophistication of the EPUB has little correlation with revenue**

Competing platforms

- **Adobe Digital Editions**

- **Inkling**

- **Blue Fire / Hip Zone**

- **Large number of HTML5 apps**

I can only proof in the final layout!!!!!!

THANK YOU

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