



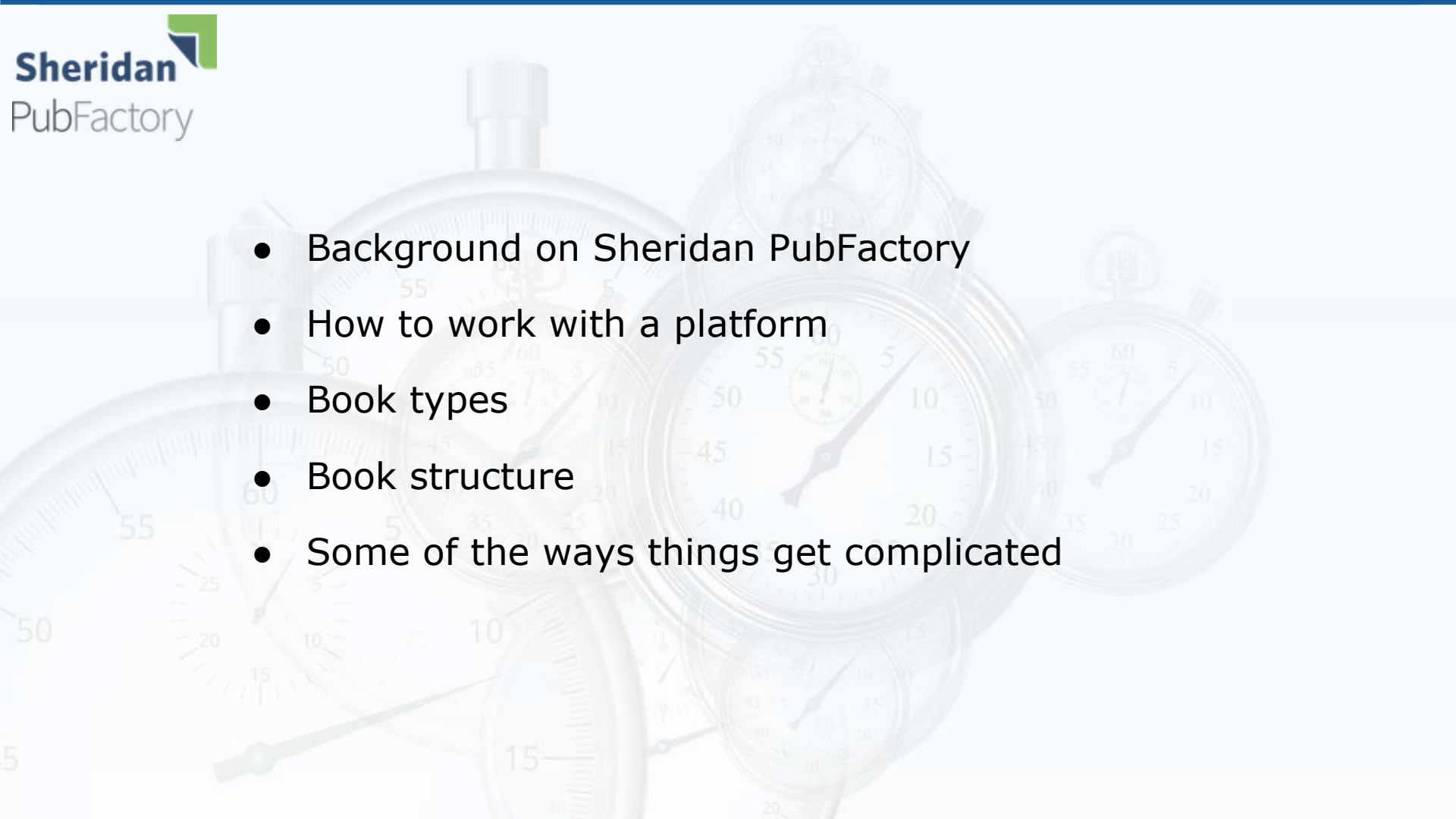
What exactly is between the covers?

Putting your books online

Tom Beyer, Platform Services Director, Sheridan PubFactory

November 8, 2018

Sheridan PubFactory. Solutions Delivered.

- 
- Background on Sheridan PubFactory
 - How to work with a platform
 - Book types
 - Book structure
 - Some of the ways things get complicated

Sheridan PubFactory Company Background



- Waterbury, Vermont
- Hanover, New Hampshire
- Chelsea, Michigan
- Hanover, Pennsylvania



Platform Background

- The PubFactory business was co-founded by Tom Beyer and José Fossi.
- The platform team has 20+ years of experience in online publishing and web design services.
- PubFactory launched as a platform in 2010
 - core platform + optional modules
- Headquarters: Boston, MA

Platform Characteristics

- Institutional / Organization / Membership clients
- Web-based Search / Browse / Content Readers
- Books are typically chunked at the chapter or subchapter level for better search and discoverability

OXFORD
UNIVERSITY PRESS

 **Harvard University Press**

MANCHESTER
1824

ASHS American Society for
Horticultural Science

JNS JOURNAL OF
NEUROSURGERY
OFFICIAL JOURNALS OF THE AANS SINCE 1944


HARBORSIDE
The nexus of knowledge

 **bioscientifica**

DE GRUYTER

BRILL

Working with platforms

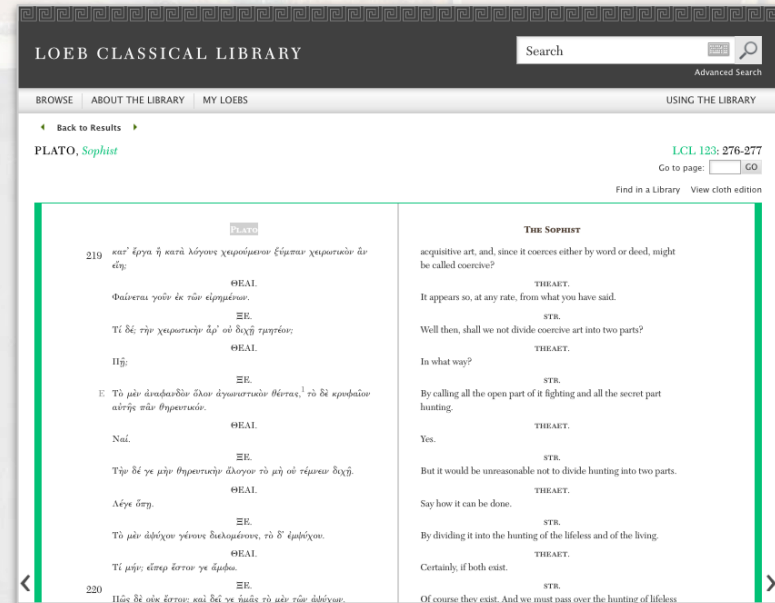
Collaboration is key

- **Understand** your content
- Produce **clear** conversion specifications
- If necessary get **help** producing the specifications
- Get **feedback** from the hosting platform vendor
- **Review** content samples on the platform

Book types and how they affect metadata requirements

- What kind of books are you dealing with?
 - Monographs
 - Edited collections
 - Standards
 - Encyclopedias
 - Dictionaries
 - Handbooks
 - Text books
 - Trade books
 - ...

Does the collection span multiple types of books?



Book types and how they affect metadata requirements

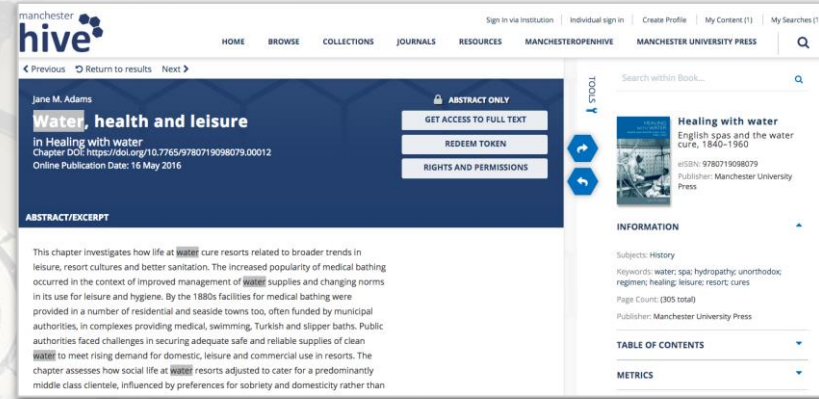
- How will the books be encoded?
 - PDF & ONIX
 - ePub / HTML & ?
 - BITS
 - DocBook / TEI / STS / DITA / Custom

*Chunk level metadata is **required** for **some** types of books and will **improve** the platform performance for **all** types*

The screenshot shows the Oxford English Dictionary (OED) website. The main content area displays the entry for 'make, n.1'. The entry includes pronunciation information (Brit /meɪk/, U.S. /mek/, Scottish /mek/), forms (ME mac, ME mak, ME (18-Eng. regional (northern)) nak, ME-15 maik, ME- make ... (Show More)), frequency (in current use: ****), origin (A variant or alteration of another lexical item. Etymon: 1-MAKE PL), etymology (Aphetic < 1-MAKE PL... (Show More)), and a definition (a. A person's husband or wife, a spouse; (also) a person's lover or mistress). The right sidebar shows the entry's history, previous version (OED2 (1989)), and a list of related words (make, the; makatane, n.; makatane, n.; makatane, n.; makatane, n.; makatane, n.).

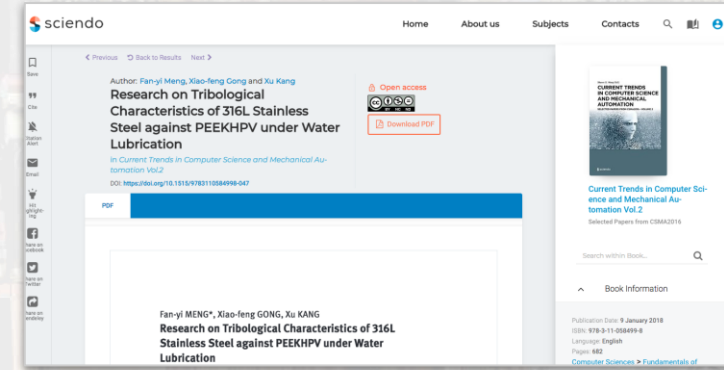
Book Structure - what are the important bits?

- Front / Back Matter
 - Search handling
 - TOC
- Chunking
 - Chunk level metadata
 - Abstracts / Extracts
- TOC handling
- Indexes
 - Turn page references into links
 - Ingest index terms as keywords



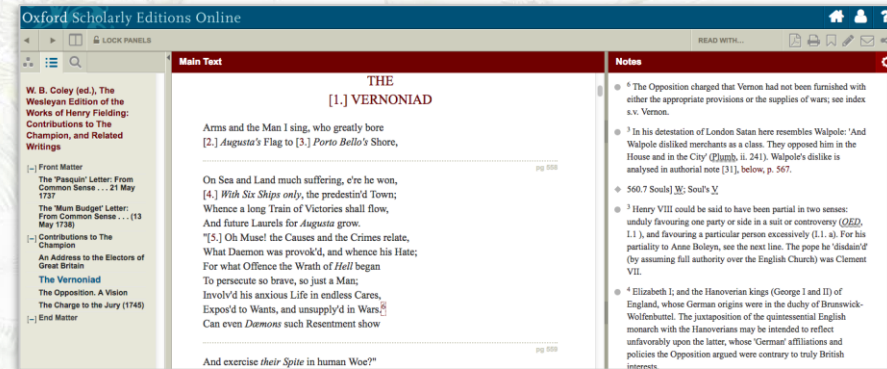
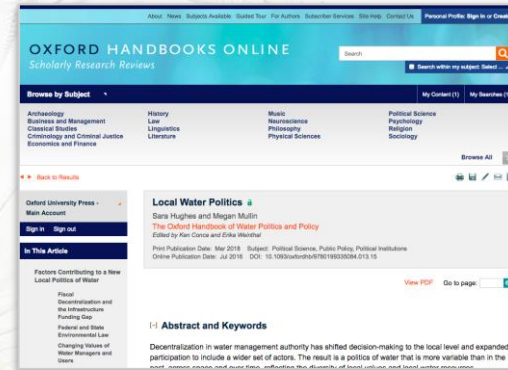
Complications: Lots of nitty gritty details

- Print Page numbers
- Related Product Links
- Taxonomies
- Series / Multi-volume Works
 - Series/MVW level metadata
 - Hierarchies
- Rights Issues (*you do have world-wide online image rights don't you?*)
- MARC records
 - Generate or provide?



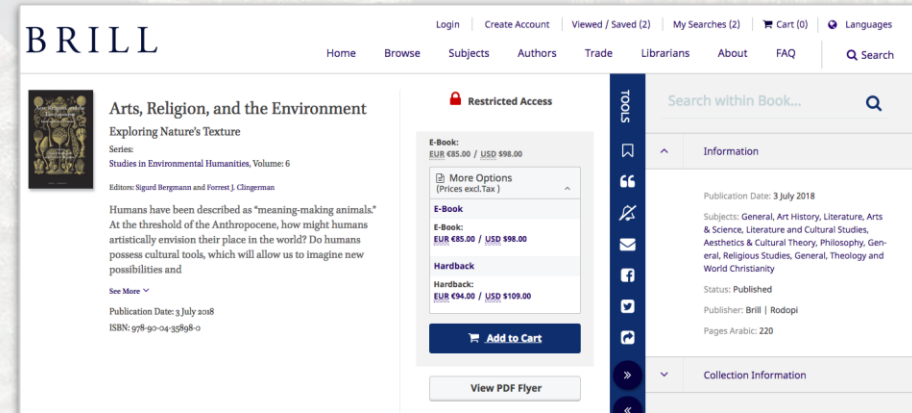
Complications: is it really still a book?

- Disaggregation
 - Image / Tables / Figures
 - Volume / Work / Editorial
- Multiple copies of similar things
 - Editions
 - Versions
- Continuous Publication



Complications: how to sell the thing

- Business Models
 - Perpetual Access
 - Subscriptions
 - Collections
 - Usage-based models - PDA / DDA / EBA /
 - Pricing
- Concurrency
 - Account level
 - Title level





Thanks!

@tombeyer / tom.beyer@sheridan.com