Digital Publishing and the Open Web Platform

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Ebooks are now available on all kinds of devices.
XML
OR
HTML5
???
Three fundamental ways to deliver content experiences:

files, apps, and websites
Digital Book
'Curiouser and curiouser!' This seemed to be her idea of a good joke. 'now I'm opening out like a fairy!' (for when she had been a little girl, almost out of sight, they had to put on her feet, I wonder who will do it for her dears? I'm sure I shan't be able to trouble myself about you, but I must be kind to the Petty Officer. He's to walk the way I want to go, and he's to get my boots every Christmas.'

And she went on planning her journey. 'I must go by the carrier,' she thought, 'and how funny it'll seem, send...
Files
- ePUB
- HTML

Apps
- PhoneGap
- brightcove
- APP CLOUD
- Windows 8

Websites
- HTML5
Browser Usage (April 2004)

In 2004, Internet Explorer had up to 95% market share according to some sources.

Source: TheCounter.com
The Next Open Web Platform

- HTML 5
- CSS 2.1
- CSS 3 Selectors
- CSS 3 Media Queries
- CSS 3 Text
- CSS 3 Backgrounds and Borders
- CSS 3 Colors
- CSS 3 2D Transformations
- CSS 3 3D Transformations
- CSS 3 Transitions
- CSS 3 Animations
- CSS 3 Multi-Columns
- CSS Namespaces
- SVG 1.1
- WAI-ARIA 1.0
- MathML 2.0
- ECMAScript 5
- 2D Context
- WebGL
- Web Storage
- Indexed Database
- Web Workers
- Web Sockets Protocol/API
- Geolocation
- Server-Sent Events
- Element Traversal
- DOM Level 3 Events
- Media Fragments
- XMLHttpRequest
- Selectors API
- CSSOM View Module
- Cross-Origin Resource Sharing
- File API
- RDFa
- Microdata
- WOFF
- HTTP 1.1 part 1 to part 7
- TLS 1.2 (updated)
- IRI (updated)
- ...

[Image of a bullet-pointed list of web technologies and standards related to the W3C's next open web platform.]
<table>
<thead>
<tr>
<th>Feature</th>
<th>Chrome</th>
<th>Firefox</th>
<th>Safari</th>
<th>Opera</th>
</tr>
</thead>
<tbody>
<tr>
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<td>✔️</td>
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<td>✔️ (mobile)</td>
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<tr>
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<td>✔️</td>
<td>✔️</td>
<td>✔️ (mobile)</td>
</tr>
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<td>workers</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️ (mobile)</td>
</tr>
</tbody>
</table>
First Class Passengers
Publishing Industry Requirements

- Represent **high-design content**
- With **interactivity** and **rich media**
- And **semantic structure**
- Via **files, apps, and websites**
- Distributed **through multiple channels**, with **interoperability**
- Supporting **all global languages**
- Enabled for **all shapes and sizes of screens**
- Accessible to **people with print disabilities**
- Authored at scale that demands **designer-friendly tools**
Thank You!

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