

# Position Paper: Bringing Magazines to the eBook Channel with EPUB 3.0 and PSV

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## Introduction

While EUPB 2 focused on the delivery of trade books to the eBook channel, EPUB 3.0 has specifically broken that model and according the EPUB 3.0 Overview, “was designed to be utilized for a broad range of content, including books, magazines and educational, professional and scientific publications.” Beginning with a leadership meeting held at Time, Inc. in April 2010, IDEAlliance and IDPF agreed to collaborate to assure that magazine content would be accounted for as the new EPUB 3.0 Specification was developed. Not only did IDEAlliance participate and contribute to the EPUB 3.0 development effort but the collaboration continues to this day to assure that the IDEAlliance specifications for digital magazine media fit seamlessly with the delivery of content to eBook platforms.

## Two Families of Specifications

The IDPF EPUB 3.0 effort focused directly on the problem of encoding, assembling, delivering “a wide range of publications as a bundled collection of resources that can be reliably and predictably ingested by an EPUB Reading System in order to render its contents to a User.” The IDEAlliance specifications, known collectively as the PRISM Source Vocabulary, or PSV, differ as their focus is on providing specifications for a dynamic content source that can be delivered and packaged as an eBook, as well as being automatically and simultaneously delivered to other platforms including the Web, tablets and smart phones and even in print.

PSV 1.0 Specifications were released by the IDEAlliance nextPub Working Group in September 2012. See <http://www.nextPub.org>. At that time Bill McCoy, Executive Director of IDPF, commented “The IDPF welcomes the PRISM Source Vocabulary (PSV) as a major new resource for digital publishers. The IDPF is particularly pleased that PSV, a rich source vocabulary for managed content, was explicitly designed to complement and align with EPUB 3, the interchange and distribution format for digital publications based on HTML5 and Web Standards. PSV and EPUB 3 working together will enable publishers to future-proof their content as well as disseminate digital publications through today’s rapidly expanding EPUB-enabled ecosystem of digital technologies and devices, including tablets and other eReading systems. PSV and EPUB are examples of what can be accomplished by open industry collaboration to develop standards that work and play well together.”

## IDEAlliance Position

Implementing a dynamic publishing architecture based on PRISM / PSV means that the “Source is the Solution” for automating cross channel publishing, including delivery of content to the eBook channel. While PSV was designed to bring magazine content to the eBook channel, it is also a powerful tool for

automating content delivery for bookazines, display books, textbooks, journals, and other publications as eBooks.

## **Demonstration**

A demonstration of delivering a sample magazine issue, coded in PSV as an EPUB 3.0 eBook file during the presentation.

## **About PSV**

PSV is all about the source content. It is not about packaging, delivery or rendering content. PSV already employs the widely-adopted PRISM metadata vocabularies, built on RDF and XML, to make individual content assets “smarter” and thereby easier to use in a multi-channel production environment. Integrating PSV into publishing workflows creates efficiencies, lowers production costs and provides new opportunities to monetize media assets. PSV is designed to support issue-based publications as well as to enable publishers to aggregate their content and deliver through new digital channels. The tagline, *The Source is the Solution*, means that publishing to any platform should start with PSV.

PSV defines a framework of robust PRISM 3.0 metadata elements that can be used to configure federated source content and rich media repositories to support the publication of books, blogs and websites as well as issue-based publications such as magazines, journals and newspapers. Simply put, the more semantically rich content is, the more useful it will be and the more adaptive it will become as we continue to re-imagine and re-vision business opportunities our content offers.” As Karen McGrane, content evangelist and Managing Director at Bond Art +Science observes, “Publishers don’t get to decide which device their customers use to read their content—readers do. Getting content out onto all these different new devices and platforms requires a dynamic and flexible content architecture, which PSV provides.”

PSV was developed by the nextPub Working Group of IDEAlliance. Resources required to support the technical effort it took to develop the PSV Specifications have come from our technology partners that include Adobe Systems Inc., Apex CoVantage, Aysling Digital Media Solutions, Dalim Software GmbH, Hearst Magazines, Hipzone Inc., MediaBeacon, New Proimage America, Inc., Qualcomm MEMS Technologies, Inc., RSI Content Solutions, Technology for Publishing, LLC, Time Inc., Trend Offset Printing, Typefi Systems Pty Ltd, WoodWing USA, Inc., Zinio LLC. Content providers supporting this project included AARP/Publications, American Media, Inc., Brown Printing Company, Hearst Magazines, Meredith Corporation, National Geographic Global Media, RR Donnelley, Rodale, Inc., Source Interlink Media, Time Inc., U.S. News Media Group, Wolters Kluwer. In addition we owe thanks to our association partners including the Magazine Media Association (MPA), Ad-ID, a company of the American Association of Advertising Agencies and the Association of National Advertisers and JMPA, the Japanese Magazine Publishing Association. Learn more at [www.nextpub.org](http://www.nextpub.org).

## **About IDEAlliance**

IDEAlliance® (International Digital Enterprise Alliance) is a global community of content and media creators, and their service providers, material suppliers, and technology partners. Our Association identifies best practices for efficient end-to-end digital media workflows— from content creation through delivery. Through our active committees, educational conferences, webinars, training and

certification programs, we provide members the forum for the exchange of information that results in the creation of our industry's most valued standards. Learn more at [www.idealliance.org](http://www.idealliance.org).