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Background

Simple text is a solved problem

Complex texts and workflows are *hard*.

34% of students use online texts, up from 20% three years ago*. Textbooks are one of the hard bits.

Vocational publishing — far smaller number of students use digital formats — how many trainee mechanics use an iPad?

BISG Student Surveys

Authoring

- Authors write linearly
- They don't think about structure
- Processing (complex text) needs structure
- There are times when XML authoring is the right answer, just not many of them
- XML early is probably better, it doesn't break authoring
- Authors think about executive summaries, abstracts, etc

Editing

- XML early works as long as the process of formatting is simple
- Authors and editors *like* Word; the problems are ours not theirs
- Change control and version control are different things.
- Complex titles often iterate over page layout
 - single source requires a restart

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Industry Issues

- Get publishers more involved in the tech - two big publishers are W3C members.
- Publishers outsource rather than understand.
- Only a small group of people in a publisher *care* about this.

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