# Standards Bodies
## *Who Does What?*

## Publishing and the Open Web Platform
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**A foundational commitment**
to ensure that EPUB 3 aligns with the W3C Open Web Platform,
and is an accessible, open, standards-based, royalty-free spec.

**But HTML5 isn't "official" yet . . .**
. . . and EPUB 3.0 needed to be.
Conclusion: avoid conflict, expect to adapt as HTML5 develops.

**So what to do about video codecs?**
H.264 has royalty encumbrances; VP8 was not yet widely used.
EPUB 3.0 chose not to choose: "allow whatever HTML5 allows."

**What about RDFa? Microdata?**
As of EPUB 3.0: too murky. Upcoming EPUB 3.0.1: okay now.

**A potential problematic fork**
as the magazine industry leaps into the 21st century with the iPad and potentially creates a spec that will conflict with EPUB: nextPub.

**It took months to realize they're not the same:**
nextPub is a source format, mostly metadata, about all the pieces; EPUB is for delivering publications assembled from those pieces.

**The result: PSV (PRISM Source Vocabulary):**
backed off a restricted content markup in favor of HTML5 & CSS3; initiated a "Packaging PSV as EPUB 3" WG and specification.

**Uh oh: OpenEFT (Enhanced for Tablet) spec . . .**
IDPF & IDEAlliance are working together to make it a profile of EPUB.

# Example 3: Overlapping Organizations

**AAP DIWG (Digital Issues Working Group)**
initiated the AAP EPUB 3 Implementation Project to align publisher practices with priorities for RS features implementation.

**Lots of overlap with other organizations and initiatives:**
*IDPF Compliance Test Suite* will test RS features implementation; collaborating with BISG for next-gen *BISG EPUB 3 Grid*.
*EPUB 3.0.1 & AHL WGs* already addressing issues raised by AAP.
*EDItEUR has ONIX* metadata that addresses other issues.
Key metadata needs already addressed via *schema.org*.
*DAISY and DIAGRAM:* accessibility best practices, testing.

**It's critical for these initiatives to know about each other!**

**Pearson's next-generation XML-based infrastructure is committed to being standards-based.**

*HTML5* all the way upstream to authoring & throughout the workflow. Thoroughly *semantic and structural* at the foundation.

*All presentation* (authoring, design, production, revision, multichannel delivery) via *XSLT & CSS*.

*Accessible, semantically tagged EPUB 3* as an output:
*W3C WCAG 2.0 at level AA* and *EPUB Structural Semantics*.

*ONIX, Dublin Core, LRMI* (Learning Resource Metadata Initiative).

*QTI* (IMS Global Question and Test Interoperability spec).

**Pearson's offering their EPUB 3 output profile for educational content as an open standard resource.**

# Thanks!

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