

Report on Standardization of new digital formats for printing and publishing

Introduction

Grupo Océano es is an publishing company which has existed for over one hundred years, present in twenty-one countries, and a leader in the global market of publishing business in the Spanish language. Today, it is the largest distributor of content publishing in the ensemble of the Spanish-speaking countries.

Since the year 2001, the company has a digital division which considers diverse business lines oriented to the contents and applications in digital form, for its exploitation, especially in the cloud:

- **Oceano-Net:** This family of products especially designed for corporative clients, which allow the search and consult of contents online in a quick a potent way was created by the digitalization of all the reference content of Grupo Oceano (over 2.5 million documents).
- **Digital – Text:** This division of digital curricular content for primary and secondary education is the beginning or the activity of the company in the educational content such as text books, and it is a reference in this section throughout several Spanish-speaking countries. It is made up of digital contents for generated, edited and other developed digital contents for education, being digital since their conception, and for this reason, they makes the best out of the ICT in order to apply new didactic methodologies, like the socio-constructivist, through competences which are possible thanks to multimedia, interactivities, advanced exercises, IE, and so on.
- **Plataforma Eleven:** It is the most advanced and intuitive LMS (Learning Management System) in the market, present in over 2500 schools and used by over 400.000 users. It is the result of the know-how and experience of Oceano in the educational world and the digital edition.
- **Oceano Learning:** Grupo Oceano's hallmark pointed to the edition, development and publication of specialized works on interactive learning focused on Medicine, Teaching, Language Learning, and more.

Aim

Since the end of the 90's, Grupo Oceano is constantly searching the development of a new digital line which will satisfy the needs of a market in clear rise, but meeting in a natural and fluent way with the established market of the printed contents production.

Grupo Oceano suggests a model that sums up and enriches the current knowledge experience, taking into account the fact that a publishing group is after all a group of contents management, not of printing or digital publishing of those contents.

In addition, the group wants to strengthen hybrid models and work with formats which can perform that task in the knowledge flow and making out of it an actual reality on the evolution of the means, software and formats. This is a guideline for the growth and maintenance of Grupo Oceano as a powerful business group.

In this way, Grupo Oceano considers itself very proud to be able to work in this workshop "**Publishing using the Open Web Platform**", coordinated by such a prestigious company as W3C on the definition of a new format which will allow many objectives which are a priority for Oceano as explained above.

Specifications

Following the above objectives, some of the priority matters are set out in the present document according to the professional criteria of Grupo Oceano when it comes to work in this kind of format. It is mandatory to insist on the clear orientation of Oceano on the publication of text books for education, which has influence in many of these matters. On the other hand, we think the text book for educational purposes is of utter utility and its concrete needs, also feasible for other themes and operations, must be covered by a standard as the one proposed.

In the following list we propose some of the mentioned matters, summarized for W3C to assess Grupo Oceano in its ability to work on the already mentioned Workshop:

- **Possibility of personalization of the printed book:** The incorporation of visual elements of a corporative nature for personalized printing of the work should be accessible to be covered by the format. The “Long Tail” strategies and the personalization of the content, mandatory for the online version should also be able to be applied to the printings.
- **Possibility of configuration of the order and quantity of printing:** This would be done by selecting the order and concrete number of each of the atomizations which make up the work, self-generating well presented indexes.
- **Possibility of incorporating self-made content** to the defined printed content, in order to incide on the personalization and widening of knowledge, together with the strengthening of the local and idiosyncratic concept of the place of utilization of the work.
- **Possibility of mixing contents of different works through a catalogue,** even several suppliers, to give form to a personalized work. This system, through catalogues and configuration, should be based on a standardized format which would allow the mixing of several contents of different assignors.
- **Possibility of different versions of the same work** in the same format, i.e., taking into account the type of target. A clear example can be seen in the text books, where there is a teacher’s version and a student’s version.
- **System for a random generation of contents,** starting from a common base. If the format could contain different content options based on a semi-stable structure, with a multiplicity decided by the editor, creative and useful works could be published and edited for many environments. For example, workbooks for education could be generated, in which the students would have different versions as the ones of their classmates.
- **Version control,** so as to be able to choose different evolution on the contents of one work. This could be very useful in religious works.
- **Automatic re-layout in text form,** useful for example for the edition of poetry works, whose adaptation to different formats can be extremely complicated due to the nature of the maintenance of the textual forms.
- **Conversion of interactive references in automatic printing sequences,** aimed for the conversion of digital multimedia contents, such as videos or animations, widely used in education.

Conclusions

The work of a workshop focused on the creation of not a hybrid model in which printed and digital contents coexist, but a commonplace for both is really encouraging. We believe this idea is very important for education, and for this reason many of our proposals are aimed at the usefulness in the educational environment, both official and any other type.

Rafael Gallardo
July 2013