

Bringing Magazines to the eBook Channel:

EPUB 3.0 and PSV

February 12, 2013

Dianne Kennedy, VP of Emerging Technologies, IDEAlliance

Peter Meirs, VP, Production Technologies, Time Inc. and nextPub WG Chair

IDEAlliance Position Paper

Bringing Magazines to the eBook Channel with
EPUB 3.0 and PSV

**Managing digital source content with PRISM
Source Vocabulary (PSV) facilitates
automated delivery of magazines to the
EPUB 3 eReader channel**

About IDEAlliance

- IDEAlliance is a global community
- More than 1,300 member companies
- Identifies specifications and best practices for efficient end-to-end digital media workflows
- Focus on real-world solutions



Association Partners

- Magazine Media Association (MPA)
- Ad-ID (a Company of 4A's & ANA)
- JMPA (Japanese Magazine Publishing Association)
- IDPF



Publisher Partners

- AARP/Publications
- American Media, Inc.
- Hearst Magazines
- Meredith Corporation
- National Geographic Global Media
- Rodale, Inc.
- Source Interlink Media
- Time Inc.
- U.S. News Media Group
- Wolters Kluwer



PSV & EPUB

- **Coordination Meeting at Time Inc. May 2010**
 - Leadership:
 - IDEAlliance: Dianne Kennedy
 - IDPF: Garth Conboy, Bill McCoy, Michael Smith
 - Publishing representative: Peter Meirs
- **Agreement to collaborate on cross-association specification efforts**
 - EPUB 3.0 (packaging, delivery & display for eReaders)
 - PRISM 3.0 (source content format)

About PSV



Controlled Vocabularies



In-line markup



Basic metadata elements



Packaging and delivery



Usage rights



Image metadata



Recipe metadata



Multi-platform source



Foundations of PSV



- Built on existing repositories and technologies (PRISM 3.0)
- Leverages emerging technologies (HTML5)
- Flexible/Modular Framework or “Building Blocks”
- Source content that can be transformed dynamically for multichannel delivery (including EPUB 3 eReaders)

It's all about the Metadata

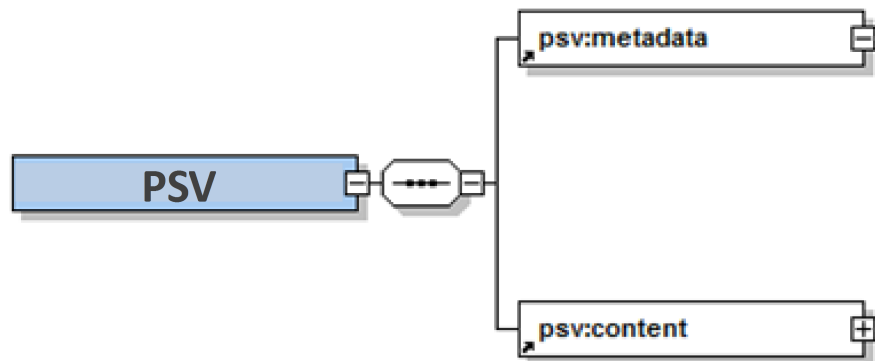
PSV provides a standard metadata schema that is:

- A blueprint for quickly configuring content object repositories
- A common layer for federating and mapping between existing repositories
- Semantically constructed to facilitate automated layout and design
- A standardized framework for integrating repositories with creative, production, workflow and delivery systems



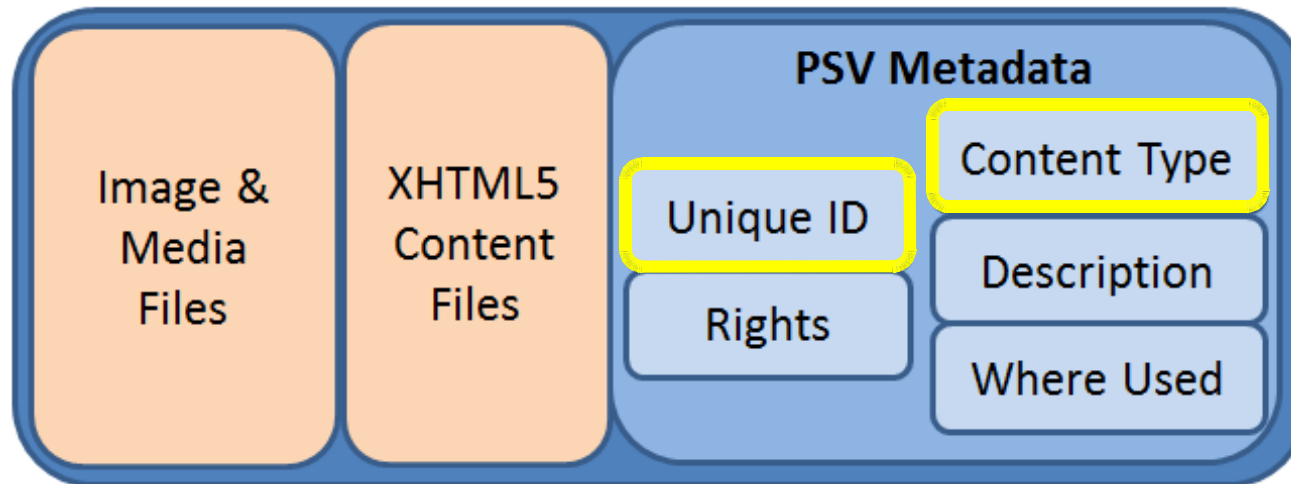
PSV Building Blocks

Content and Metadata Model



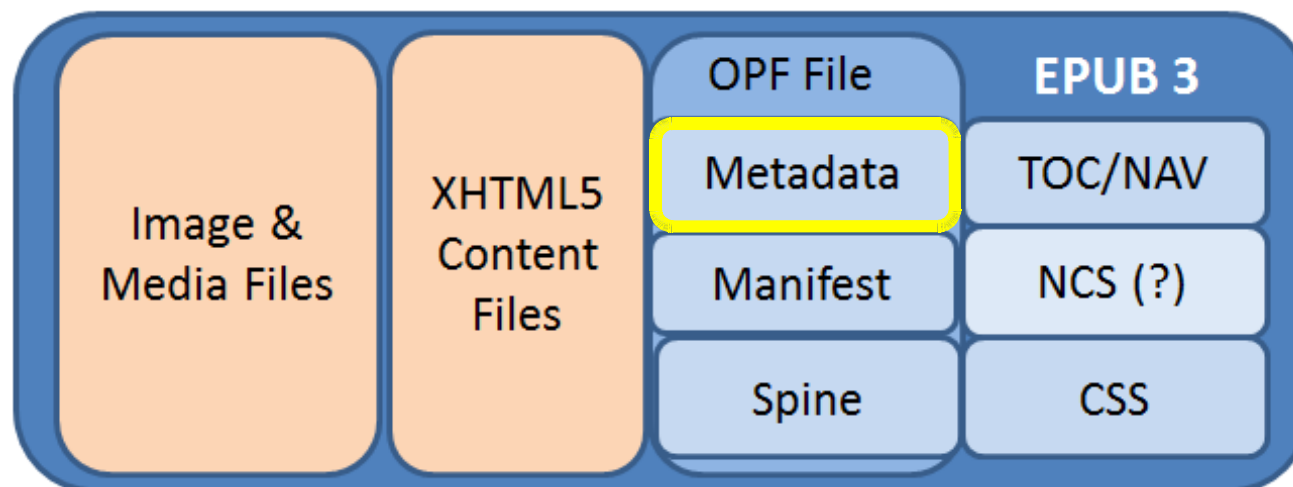
PSV Building Blocks

Content and Metadata Model

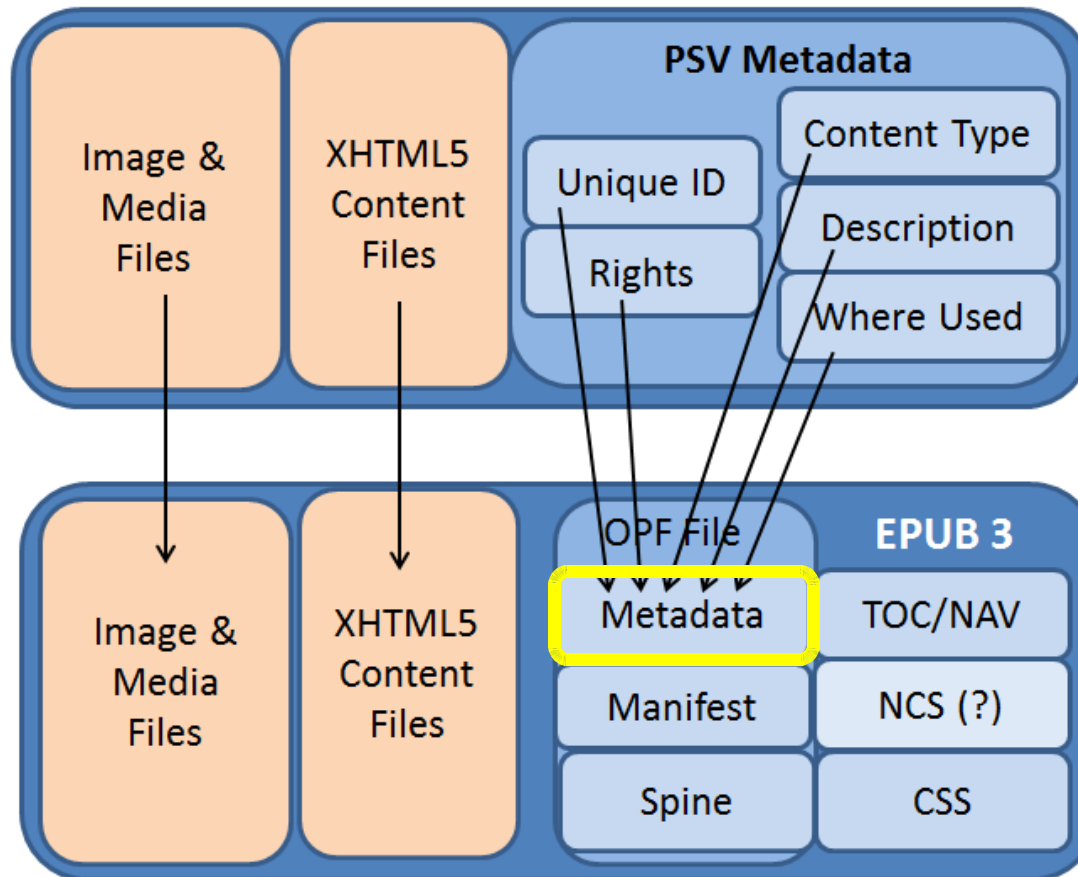


EPUB 3 Building Blocks

Content and Metadata Model



Packaging PSV as EPUB 3



Platform Neutral Content Creation



Programmatic transformation and packaging



Tablet

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