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Wiley distributes digital content across in multiple formats and on multiple platforms, including ebook reading systems, XML, a proprietary online subscription platform, learning management systems, and applications. Our systems and processes are XML-first/XML-early. We are researching methods of improving our workflows using existing web standards, such as HTML5, and microdata. We are already using EPUB 3, HTML5, and JavaScript to create interactivity and accessibility in some content. We are interested in exploring options for using these standards on a larger scale and using web semantics to improve discoverability.

Wiley supports developing best practices that help guide the industry to conforming around existing standards, such as HTML5 and EPUB 3. This will help avoid industry fragmentation and drive support and growth of these standards to bring about better books with improved functionality. Wiley is a regular contributor to industry initiatives and organizations, including BISG and IDPF.