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100/AGS464

2011-10-28

## INTERNATIONAL ELECTROTECHNICAL COMMISSION

**TECHNICAL COMMITTEE TC100:** Audio, video and multimedia equipment and systems

**TECHNICAL AREA TA10:** Multimedia e-publishing and e-book

### Report on the Tools of Change Conference 2011

#### **Purpose:**

In order to increase TC100/TA10's presence in stakeholders in the e-book market, Y. Narui made a presentation on international standards at the Tools of Change conference 2011, Standards Panel II: Updates and forecasts for standards.

#### **Date & Venue:**

2011-10-11

Frankfurt Marriott Hotel, Frankfurt, Germany

#### **Moderator:**

Mr. Francis Cave - Publishing technology expert specializing in the use of XML

#### **Panellists:**

Mr. Bill McCoy - Executive Director of IDPF

Mr. Bill Kasdorf - Vice President of Apex Content Solutions

Yoshihisa Narui – Technical secretary of IEC TC100/TA10, Sony

#### **Participants:**

Around 50 participants

#### **Discussion:**

Opening remarks by Mr. Francis Cave

We will discuss following items;

- can standards provide stability
- can standards keep pace with innovation
- can the standardisation process be effective when the technology of e-book readers continues to change, as tablets, mobile phones and other possible reading devices evolve rapidly

Mr. Bill McCoy: About EPUB

- EPUB interchange & delivery format for digital publications based on XML and web standards
- EPUB XHTML 5 content with navigational structure & metadata, in a ZIP-based package
- The IDPF membership unanimously voted to elevate EPUB 3.0 to a final IDPF recommended specification yesterday.

Mr. Bill Kasdorf: About nextPub

- nextPub is an important initiative hosted by the IDEAlliance. The goal of nextPub is to foster the development of next-generation publishing tools by embracing emerging technologies.

- XML source format
- A source format for articles, not an interchange or delivery format

Yoshihisa Narui: About International standards, IEC TC100

- Need for stable standards
- Standards serve as bridge between e-book market stakeholders
- Keep continuity and interoperability of standards to avoid confusion in the market.
- Support multiple languages for global market
- Develop open international standards that address diverse global requirements for effective market expansion
- Create opportunities by supporting multimedia standards (text, picture, movie, and audio) for future business growth.
- International standards expand the market and increase business efficiency in the e-book industry.

### **Summary of Discussion:**


- HTML 5 is still far from being a stable technology. We need to wait for completion.
- International standardisation can be effective, if the process and the standards are adaptive to the pace of innovation and technological change
- Need for a collaboration between forum standards and formal standards.

# PROGRAM

# OVERVIEW

8:00 a.m. – 8:30 a.m.	<b>Breakfast and Registration</b>				
8:30 a.m. – 9:00 a.m.	<b>Platinum I</b> KEYNOTE: Bob Stein, Institute for the Future of the Book				
9:00 a.m. – 9:30 a.m.	<b>Platinum I</b> KEYNOTE: Oliver Reichenstein, Information Architects Reading typography – writing typography. What makes us read and what makes us write on screen devices?				
9:30 a.m. – 10:00 a.m.	<b>Platinum I</b> KEYNOTE: Mitch Joel, Six Pixels of Separation Six Pixels of Separation – How Publishing Connects in a Connected World				
10:00 a.m. – 10:20 a.m.	<b>Coffee Break</b>				
10:20 a.m. – 11:05 a.m.	<b>Platinum I</b> David Gosen, Take a Tablet! How connected devices are changing consumer behaviour today.	<b>Platinum II</b> Jonathan Nowell, Philip Downer, Mark Bide Key Market Developments – The future of bookselling – statistics and trends	<b>Gold I</b> Sebastian Posth Current developments in setting standards for rights & licensing and sales metadata	<b>Gold II</b> Kate Wilson, Neal Hoskins Kids' Digital Publishing: Where stories, pictures and words go next	<b>Gold III</b> Innovators' Program: Social Reading & Sharing Matteo Berlucchi, Henrik Berggren
11:10 a.m. – 11:55 a.m.	<b>Platinum I</b> Mikolaj Malaczynski & Mateusz Frukacz The Future of E-books is in the Cloud, Not E-Readers	<b>Platinum II</b> John Ingram, Frank Thurmann, Bob Jackson, Brian Green Wholesalers in Transition	<b>Gold I</b> Daniel Rhatigan, Vladimir Levantovsky Good Typography for E-books	<b>Gold II</b> Aliza Sherman Digital Marketing Tools	<b>Gold III</b> Innovators' Program: New Ways to Sell Justo Hidalgo, Anna Lewis & Oli Brooks
12:00 p.m. – 12:45 p.m.	<b>Platinum I</b> Kate Spelman & Alain Strowel Global Perspectives on Copyright Law in the Digital Era	<b>Platinum II</b> Graham Bell Promoting Products from the Infinite Shelf: Richer metadata for e-book marketing	<b>Gold I</b> Sanders Kleinfeld & Josh Mullineaux HTML5 for Publishers	<b>Gold II</b> Todd Sattersten The Book as a Startup	<b>Gold III</b> Innovators' Program: User Experience Pt. I Arthur van Keulen, Trevor Klein, Joanna Rahim & Will Tinsdeall

12:45 p.m. – 1:45 p.m.	<b>Lunch Break</b>				
1:45 p.m. – 2:30 p.m.	<b>Platinum I</b> Stefano Mauri, Eric Marbeau, Jesus Badenes, Cora Stephan How Much to Pay for an E-Book? And Who Decides?	<b>Platinum II</b> Michael Healy, Noah Genner, Paola Mazzucchi Responding to Disruptive Change in the Supply Chain	<b>Gold I</b> Alastair Horne, Brian O'Leary, Sheila Bounford Grappling with the Ineffable: A Transatlantic Dialogue about New Directions in Content Planning	<b>Gold II</b> Arantza Larrauri, Patricia Arancibia, Matilde Sanz The State of Spanish Language Digital Publishing	<b>Gold III</b> Innovators' Program: User Experience Pt. 2 Jonas Lennermo, Valla Vakkli, Sophie Sampson
2:35 p.m. – 3:20 p.m.	<b>Platinum I</b> Joe Wikert, Gus Balbontin, Timo Boezeman Going Digital – Case studies in conversation	<b>Platinum II</b> Peter Brantley, Bill McCoy, Mark Bide, Ronald Schild Standards Pt. I: Making Standards in the 21st Century	<b>Gold I</b> Mike McNamara & Anna von Veh Improvising Madly: Agile Workflows and Integrated Digital Strategy	<b>Gold II</b> Akshay Pathak The State of Digital Publishing in India	<b>Gold III</b> Innovators' Program: Innovative Collaborations Max Whitby, Henry Volans
3:25 p.m. – 4:10 p.m.	<b>Platinum I</b> Andrew Albanese & Elizabeth Wood Worldreader: Nurturing New Readers Worldwide	<b>Platinum II</b> Pieter Swinkels, Arantza Larrauri, Mark Bide Remaking the Supply Chain	<b>Gold I</b> Yoshihisa Narui, Bill McCoy, Bill Kasdorf with Francis Cave Standards Pt. 2 – Updates and Forecasts for Standards	<b>Gold II</b> Sheila Bounford, Jo Henry, Theresa Horner Consumer Book Buying Behavior	<b>Gold III</b> Publishing Startups and the Investment Ecosystem in the EU Christophe Maire, Justo Hidalgo, Richard Nash, Matt Tempelis
4:10 p.m. – 4:30 p.m.	<b>Coffee Break</b>				
4:30 p.m. – 5:00 p.m.	<b>Platinum I</b> Jason Epstein & Dane Neller with Sophie Rochester Innovations in Point of Sale Print Technology: The Espresso Book Machine as a New Digital-to-Print at Retail Sales Channel				
5:00 p.m. – 5:40 p.m.	<b>Platinum I</b> Innovators' Ignite: Moderated by Joe Wikert				
5:40 p.m. – 6:00 p.m.	<b>Platinum I</b> Joe Wikert in conversation with Ruediger Wischenbart Digital Overview & Predictions for Global Markets by Region				

A faded, grayscale image of a city skyline with various skyscrapers and buildings, serving as a background for the text.

# Importance of international standardization for e-book publishing

11 Oct 2011

Yoshihisa NARUI

IEC TC 100/TA 10 Technical Secretary

# International standards organizations

## De jure

International Standards



INFORMATION TECHNOLOGY STANDARDS

Regional Standards



National Standards



British Standards

American National Standards Institute

- De jure standards developed by public inter-governmental organisations, can be referred to in regulation.
- International standards have a global scope.

## Forum / Consortium



- Relevant companies gather and develop own standards.
- Fora / Consortia have no legal basis.

# IEC TC 100

International Electrotechnical Commission Technical Committee 100



TCS

**TC 100**

**Audio, video and multimedia systems and equipment**

- TA 1 Terminals for audio, video and data services and content
- TA 2 Colour measurement and management
- TA 4 Digital system interfaces and protocols
- TA 5 Cable networks for television signals, sound signals and interactive services
- TA 6 Storage media, data structures, equipment and systems
- TA 8 Multimedia home server systems
- TA 9 Audio, video and multimedia applications for end-user network
- TA 10 Multimedia e-publishing and e-book technologies**
- TA 11 Quality for audio, video and multimedia systems
- TA 12 AV energy efficiency and smart grid applications
- TA 13 Environmental aspects in the field of audio, video and ICT equipment
- TA 14 Interfaces and methods of measurement for personal computing equipment

TA: Technical Area



**TC100 features addressed include accessibility, networking, and energy efficiency.**

# IEC TC 100/TA 10

## Multimedia e-publishing and e-book technologies

Established in 2006

Scope: To develop international standards for multimedia e-books, multimedia e-publishing, and related technologies, including:

- Multimedia e-book file formats
- Requirements for multimedia e-book players
- User interfaces for multimedia e-book players
- Publishing service specifications
- Guidelines for e-book distribution by interchangeable storage media



Achievements:

**IEC 62448: 2009: Generic format** for e-publishing (XMDF and BBeB formats)

XMDF format is used in around 90,000 titles and sold at more than 250 e-book stores

**IEC 62524: 2009: Reader's format** for e-publishing

Adopted for e-book services by mobile phone operators in 5 European and Asian countries/regions

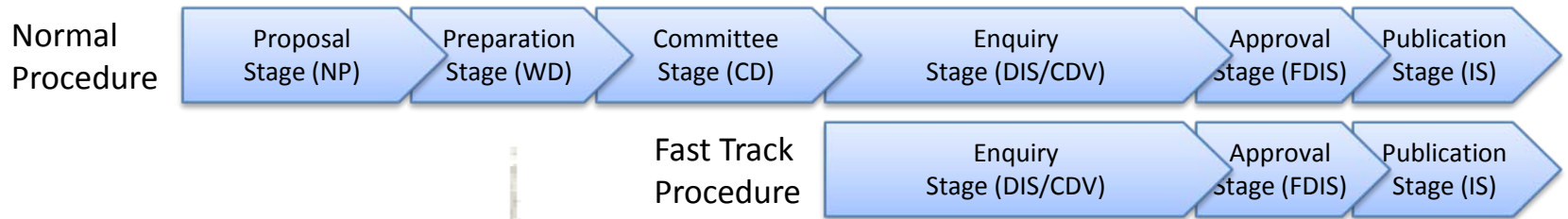
**IEC 62571: 2010: Digital audiobook** file format and player

**IEC 62605: 2011: Interchange format for e-dictionaries**

# International standardization

## ■ Transparency

- Development process; plan and drafts are shown in advance



## ■ Fairness

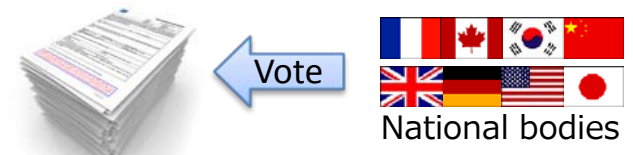
- One country, one vote
- Minimize risk of violating antitrust laws

## ■ Compatibility

- National standards compatible with international standards

## ■ Continuity

- International standards organizations maintain standards



International Standards

Compliance

National Standards



# Benefits for the e-book industry

## - Market expansion

### ■ Emerging markets

Proven standards become widespread.

- Assured standards
- Standards by an international organization
- Ensured long-term maintenance

### ■ Government and public procurement market

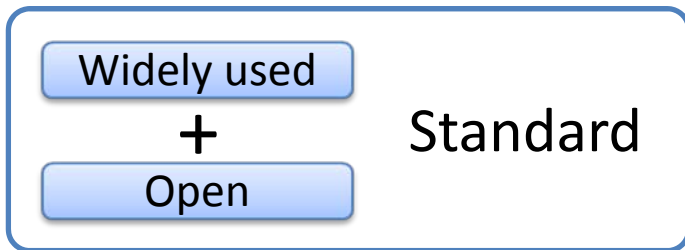
WTO regulates fair public access rule for governmental procurement.

- Governmental official documents
- School textbooks (Depending on country)

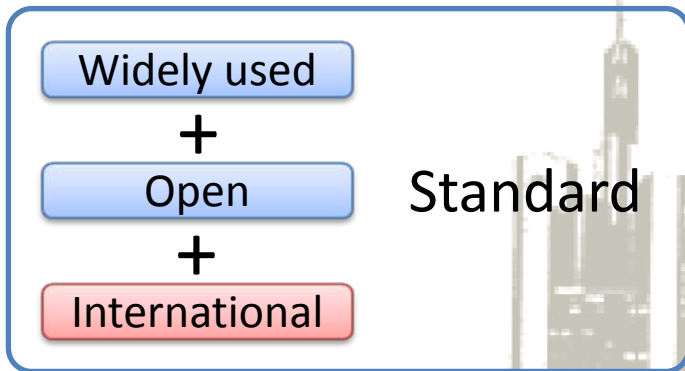


# Benefits for the e-book industry

## - Efficiency



- keeps interoperability.



- covers different type of markets with only the standard.
- prevents the growth of redundant proprietary standards.



**The standard increases efficiency of conversion, inventory and delivery of content.**

# Conclusion

## ■ Need for stable standards

- Standards serve as bridge between e-book market stakeholders



- Keep continuity and interoperability of standards to avoid confusion in the market.

## ■ Need for international standards

- Support multiple languages for global market
- Develop open international standards that address diverse global requirements for effective market expansion
- Create opportunities by supporting multimedia standards (text, picture, movie, and audio) for future business growth

**International standards expand the market and increase business efficiency in the e-book industry.**

Let's think globally:  
The e-book market is huge!

**Thank you**

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