WHO WE ARE

IDEAlliance is a global community of more than 1,000 Corporate and Network Members, comprised of content and media creators, and their service providers, material suppliers and technology partners.
OUR MISSION

Our association identifies best practices for efficient end-to-end digital media workflows, from content creation through print and electronic distribution.

Through our active committees, educational conferences, webinars, training and certification programs, we provide members the forum for the exchange of information that results in the creation of our industry’s most valued standards.
AN INTERNATIONAL MEMBERSHIP

- Growing List of International Affiliates

- Advanced Printing Technology Centre (Greater China)
  Brenda Pang

- CIGRAF (Colombia)
  Gustavo Rodríguez Vargas

- Standard Color, S.A. DE C.V. (Mexico)
  Mariana Sierra

- Graphics World (Korea)
  Hye-Jeong Ahn
nextPub INITIATIVE

- Brings publishers and technology providers together to work as partners to address the publishing challenges for the future.
- Tools for tomorrow’s productivity
- Standards infrastructure
TODAY’S PUBLISHING CHALLENGE

- Publishers want to create and maintain one master source file from which they can automatically generate specific files for specific purposes and for specific devices!
  - Magazines
  - Books
  - Websites
  - Blogs
  - Special Editions
  - Custom Products
THE SOLUTION IS IN THE SOURCE!

- Digital First!
- Central Repository
- Semantically Rich
- Platform-agnostic
- Neutral XML Encoding

SELECT, TRANSFORM, PACKAGE & DELIVER
BUILT FOR THE FUTURE!

Metadata

Content

HTML5
A vocabulary and associated APIs for HTML
W3C Working Draft 25 May 2011

Published Requirements for Industry Standard Metadata
Version 3.0

Draft for Public Comment
December 15, 2011

IDEAlliance

BUILT FOR THE FUTURE!

Metadata
WHAT IS PRISM?

- Publishing Requirements for Industry Standard Metadata
- Published in 2001; Updated to V3.0 to support nextPub
- Family of 10 metadata and controlled vocabulary specifications
- Implemented widely among magazine publishers
- Now addresses content across a wide spectrum of publishing
WHAT IS HTML5?

- Emerging technology
- Being developed by W3C
- Highly integrated with CSS3 and JavaScript
- Supported by next generation Web browsers
- Selected by EPUB3 for Content Encoding
- Best content encoding mechanism to future-proof content
NEXTPUB SPECIFICATIONS V1.0

- **XML Source Content Encoding Specification**
- Available at [www.nextpub.org](http://www.nextpub.org)
NEXTPUB MODEL

- nextPub Model based on:
  - PRISM 3.0 Metadata and CVs
  - HTML5 (compliant HTML5 subset)
METADATA BLOCK

- Identify Content Type (required)
- Unique ID for Management (required)
- Semantics to select and combine to create publication products
prism:aggregationType identifies the publication type where the content is/was used

- blog
- book
- bookazine
- catalog
- feed
- journal
- magazine
- manual
- newsletter
- newspaper
- report
- pamphlet
- whitepaper
- other ***
ABOUT CONTENT TYPE

- prism:contentType is the highest-level *indicator* of the *nature of the asset* that is tagged and stored in a nextPub content repository

  - article
  - blogEntry
  - bookChapter
  - advertisement
  - introduction
  - masthead
  - frontCover
  - otherCover
  - navigationAid
  - index
  - classifiedAdSection
  - contentBlock **
REFINE CONTENT TYPE USING PRISM:GENRE

- Content Type is intentionally broad
- Content Types can be refined by prism:genre element

- abstract (refines article)
- acknowledgements (refines bookChapter)
- advertorial (refines advertisement)
- answers (refines bookChapter or contentBlock)
- analysis (refines article)
- appendix (refines bookChapter)
- authorBio (refines bookChapter)
- backCover (refines cover)
- bibliography (refines bookChapter)
- box (refines contentBlock)
- calendar (refines article)
- chapter (refines bookChapter)
- column (refines article or blogEntry)
- coverStory (refines article)
- dedication (refines bookChapter)
- department (refines article)
- feature (refines article)
- forward (refines bookChapter)
- glossary (refines bookChapter)
- horoscope (refines contentBlock)
- letters (refines article)
- list (refines article)
- map (refines contentBlock)
- opinion (refines article)
- poem (refines contentBlock)
- preface (refines bookChapter)
CONTENT DESCRIPTION METADATA

- All description fields are grouped together in a block.
- Special fields are included to describe advertising.
- Generic `<meta` field added to support metadata from outside tagging schemes.
<nextPub:whereUsed element contains metadata that describes the publication, platform and device where content was used
nextPub CONTENT MODEL

- Compliant subset of HTML5
  - HTML5 native functionality
  - HTML5 for future-proofing
  - clean transformations can be made to HTML5-based browser displays and to EPUB3 eReader displays
- Use new HTML5 structures where appropriate
- Force all metadata into the nextPub metadata block
Delete meta from head!

Use `<article>` as the root
leverage HTML5 universal attributes
class="xx" id="xx"
Note: the nextPub content class CV terms have a prism: prefix to indicate the namespace from which the value was taken. This is informational only and does not imply XML namespace processing will occur.

For Block Level Elements

- prism:box
- prism:caption
- prism:credit
- prism:byline
- prism:dateline
- prism:deck
- prism:footnotes
- prism:lead-in
- prism:layer**
- prism:pullQuote
- prism:recipe
- prism:sidebar
- prism:teaser
- prism:title**

For <span /inline markup

- pim:event
- pim:field**
- pim:industry
- pim:keyword
- pim:link**
- pim:location
- pim:object
- pim:organization
- pim:person
- pim:ticker
- pim:timePeriod
FIGURE MODEL

<html>
<body>
<p>&lt;figure class= PresentationType CV

prism:slideShow
prism:gallery
prism:video
prism:audio
prism:photo
prism:animation
prism:interactive
prism:codeBlock
prism:complexBlock
</p>
</body>
</html>
COMPONENTS

- Content components may have their own metadata
- Link to metadata with id="**" attribute
- Examples:
  - Figures/Media Objects
  - Recipes
  - Boxes
  - Cartoon
  - Horoscope
  - Quiz
MORE ABOUT COMPONENTS

- Each as idref linked to id= in body
- Each has a unique identifier and title

(unique ID in CMS may be different from unique ID in published instance)
Why are fans so aglow in Colorado? Because Tulo, CarGo and Ubaldo and a park that no longer plays like the game’s highest plateau are making the Rockies’ title hopes grow.

Gonzalez, Tulowitzki and Jimenez are all entering their primes and locked up through at least 2014, giving the Rockies the game’s best young core.

It seemed like a good idea to Troy Tulowitzki when he allowed fans to choose his walk-up music. But after the Rockies’ prolific shortstop followed his standout 2010 (.315 average, 27 home runs and a fifth-place finish in the National League MVP voting) by going hitless in his first eight at bats of this year, he quickly dumped the people’s choice, Firework, by Katy Perry, for something more in his comfort zone, Baby, by Justin Bieber.
ABOUT THE DRAFT XSD’S

- There is no published XSD for HTML5
- We have developed an XSD for nextPub XML Source
- The HTML5 content source XSD is designed to be a restricted subset of the HTML5 Draft
- The XSD is used to develop diagrams for the specification and are provided with the draft download
WORK ITEMS FOR 2012

- Use Cases will drive new work items for 2012
- Already on our development agenda:
  - nextPub to EPUB3 Transformation
  - nextPub to PRISM Aggregator Message Transformation
  - nextPub to HTML5 Transformation
  - PRISM short-form video metadata
  - PRISM project metadata
Participate in nextPub Today!

To discuss participation, contact Dianne Kennedy
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http://www.nextpub.org