

Automated Publishing

A look at an automated publishing plan for the Educational Publishing industry

Greg Shepherd
Technology Analyst, Strategic Production Technology



©2006 Thomson Confidential: Do not distribute or reproduce without the written consent of Thomson Learning.

Thomson Learning

- 1800+ products published per year
- Revenue
 - \$2.3 Billion in 2005
 - \$2.4 Billion in 2006
- Serving the Higher Education, EI-Hi and Reference markets
- Highly designed print products to serve market “needs”



©2006 Thomson Confidential: Do not distribute or reproduce without the written consent of Thomson Learning.

Why Automated Publishing?

Why Automated Publishing?

- Transitioning to electronic publishing
- Need XML throughout the process
 - Reuse in media products and other ancillaries
 - Repurpose on product websites
 - International adaptations
- Need to shorten revision cycle from 3 years to 1.5 years
- Custom Publishing opportunities
 - Allow content from multiple sources to be re-paged with a consistent look, feel and brand.
- Localization of product
- Schedule reductions
- Cost savings

Electronic Delivery

- Online content delivered simultaneously with printed book product
 - iChapters
 - Thomson eBook

The screenshot shows a digital interface for an eBook. On the left is a navigation sidebar with a search bar and a table of contents listing chapters from 1 to 15. The main content area is titled 'The Story of the Ocean' and features a satellite image of Earth. Below the image is a paragraph of text: 'A view of Earth. Beneath a very thin atmosphere, most of its surface is covered by a liquid-water ocean averaging 3,736 meters (12,419 feet) deep. The beautiful satellite image of the earth system shows from Iceland to central Spain where storms over southern England, vapor trails left by airliners off the French coast, and a turquoise blue bloom of plankton in the North Sea. NASA/GSFC'. At the bottom of the page, there is a short introductory paragraph about oceanography.

Dispelling Automated Publishing Myths

Myth

- Automated Publishing is for simple designs

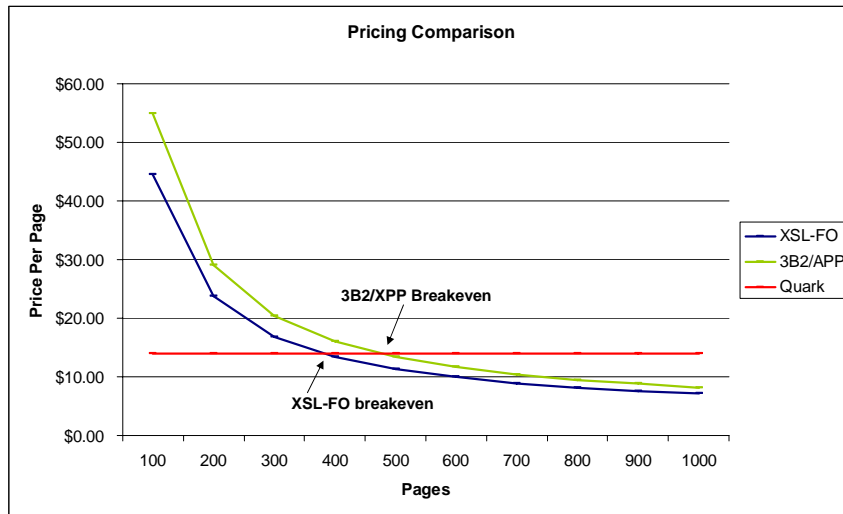
Complex Pages

- Spielvogel, *Western Civilization*



Pricing

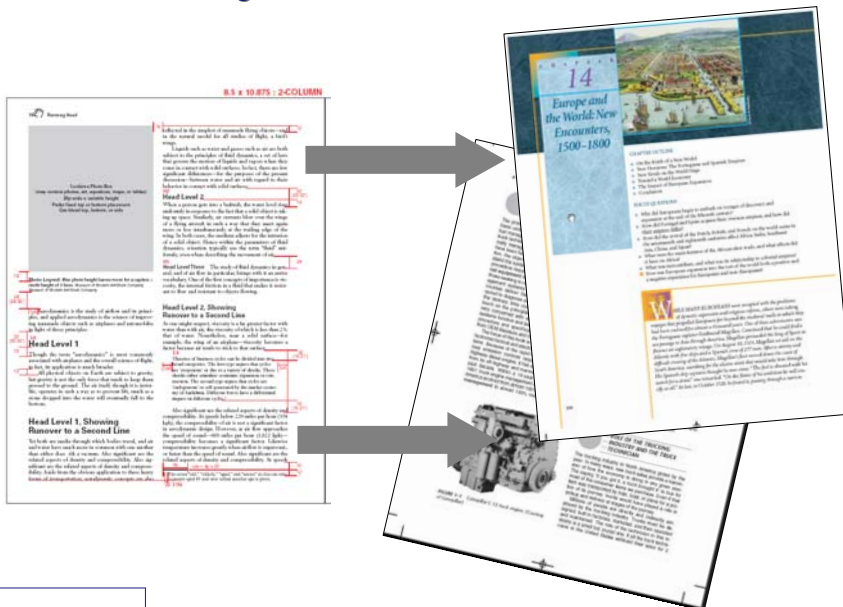
- Stylesheet Costs
- Composition (per page cost)



Page Layout Foundations Approach

- Standardize many aspects of design while allowing for flexibility
- Each product starts with using a grid
- Library of 10+ different grids accounting for different trim sizes and page layout types

Grid-based Design



Leveraging Existing Design Information

- Adobe InDesign as a starting point for 3B2 stylesheets

Page Layout Foundation Approach

- Benefits
 - Saves stylesheet costs by ~ 50%
 - Allows for design flexibility : "Standard Designs are Taboo!"
 - Reduces design time
 - Lowers the break even point for production automation projects

Lessons Learned

- Need to change the entire supply chain
 - Editorial
 - Editorial Production
 - Vendors
- Editorial
 - Standardizing pedagogical elements is key to lowering per page costs
 - Continual education of staff on the benefits of automation and XML is key
- Editorial Production & Design Staff
 - Show them the why and the how!
 - Reiterate goals repeatedly
 - Re-engineered entire workflow
- Vendors
 - Continual Education of vendor base
 - Technology can be easily learned but publishing domain knowledge cannot
 - Make them an extension to your staff
 - Exchange Programs
 - Regular Conference Calls
 - Knowledge Sharing

Questions?

