

Simple Structure for Fixed Layout EPUB

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BOOK WALKER / KADOKAWA

Keio SFC Advanced Publishing Laboratory

Shinya Takami, Ph.D.

Speaker

- **Shinya Takami, Ph.D.**
 - @ Rakuten
 - Technical Director of Rakuten Kobo in 2012
 - First EPUB 3 based eBook service in Japan
 - @ BOOK WALKER / KADOKAWA
 - Technical Director of d-Magazine in 2014
 - First million-class digital magazine service in Japan
 - EPUB-WG leader of APL in 2018

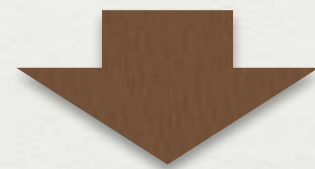
Fixed Layout in Japan



Report in 2016

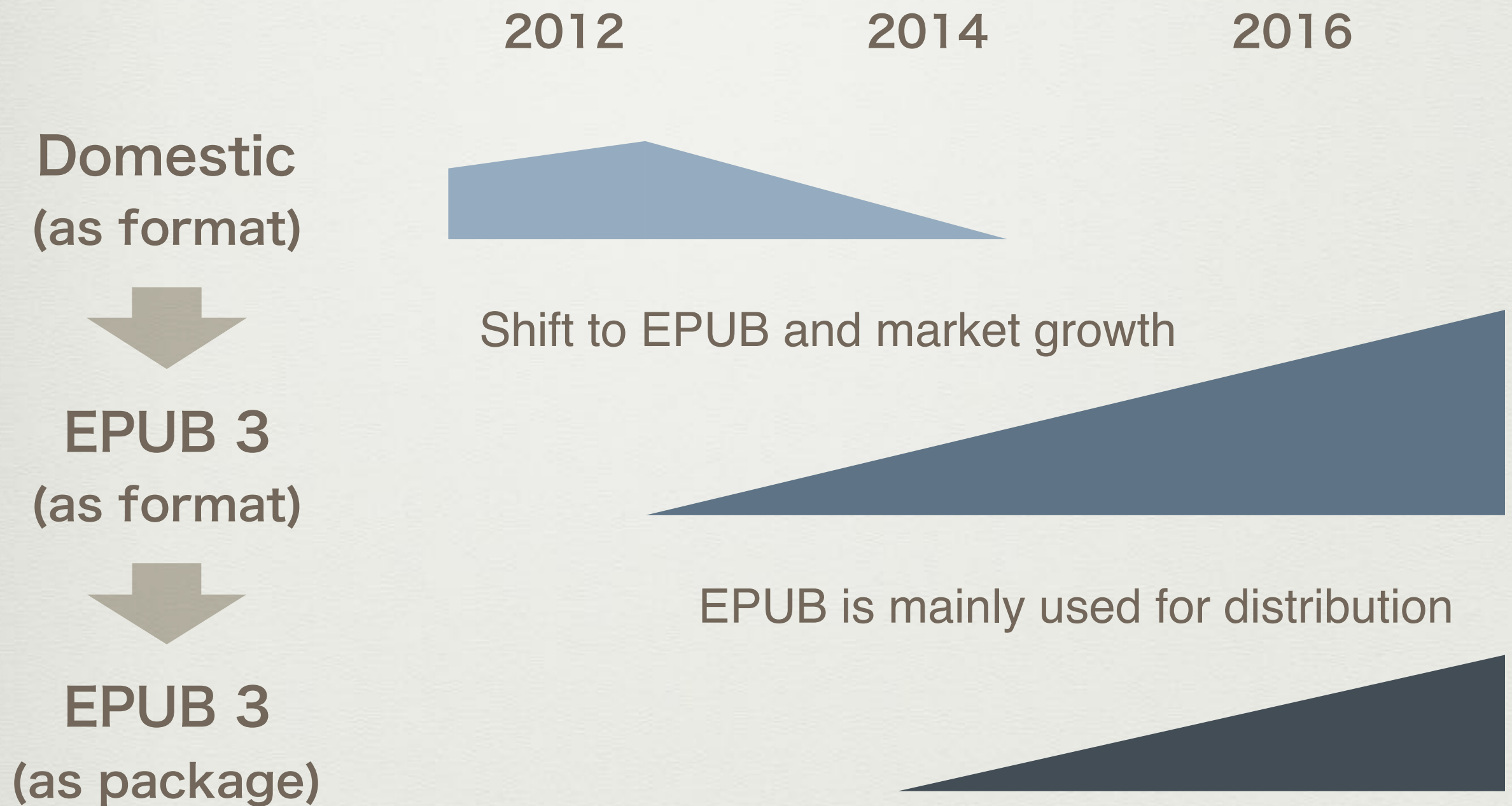
86% of eBook sales is
'Fixed Layout' in Japan

Books: 14%, Manga: 76%, Magazine: 10%

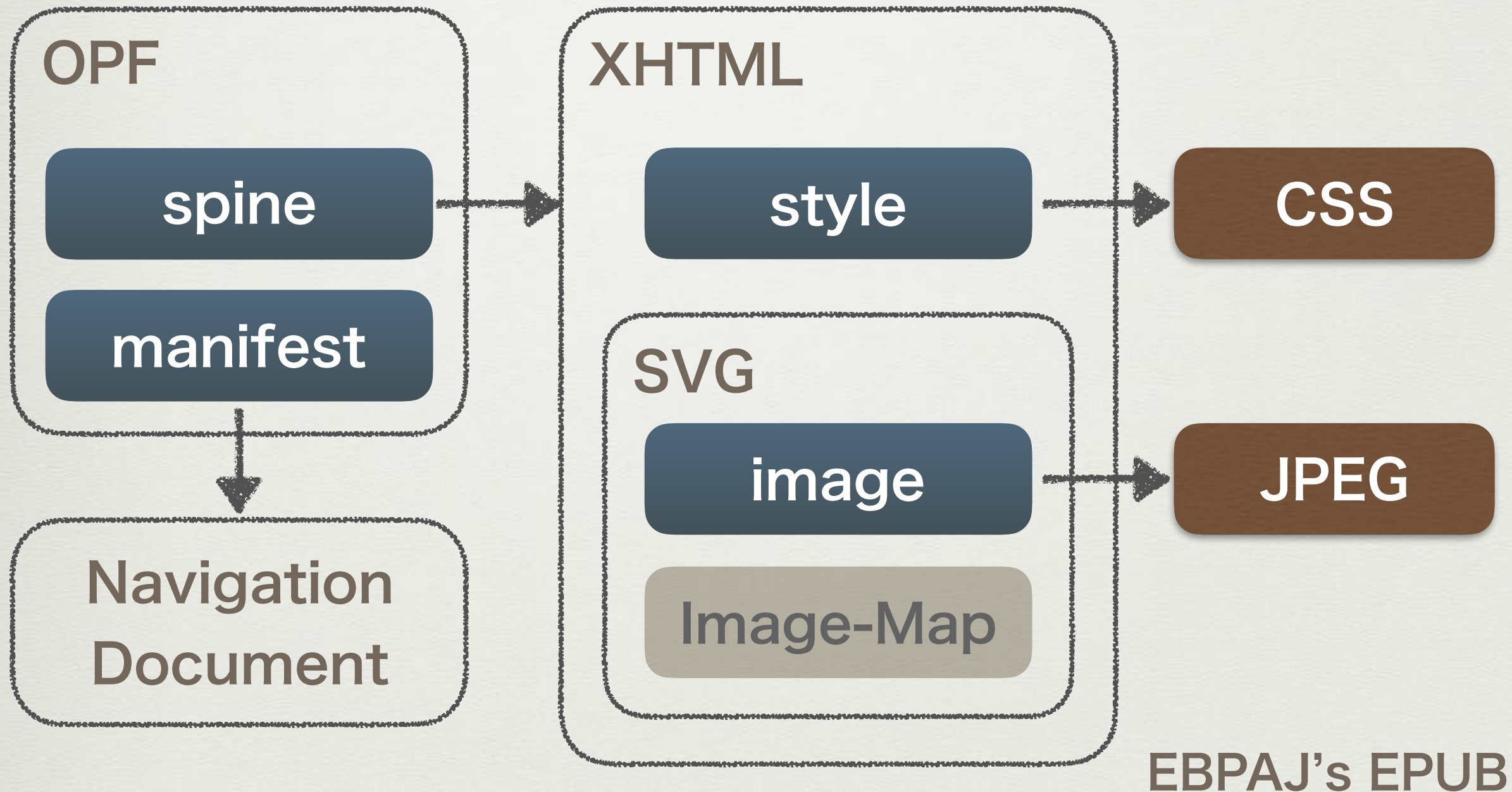


Efficiency of production, distribution
and presentation (conversion) is
important for wholesome growth

eBook market in Japan



FXL-EPUB standard in Japan



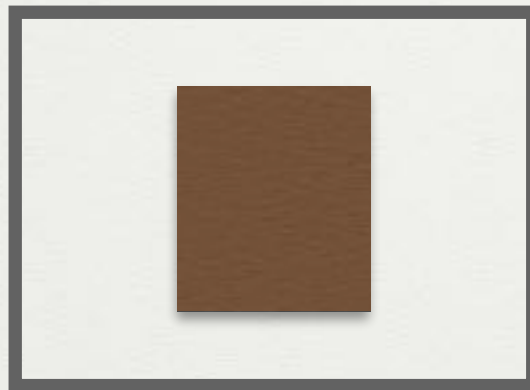
Too Complex to parse

- **EPUB as distribution package**
 - Many services convert EPUB to Images and settings for their reading system
 - EBPAJ's EPUB requires hierarchical parse
OPF (spine, manifest) -> XHTML (SVG) -> JPEG
- **OPF is enough for conversion**
 - XHTML & CSS is NOT used in many cases

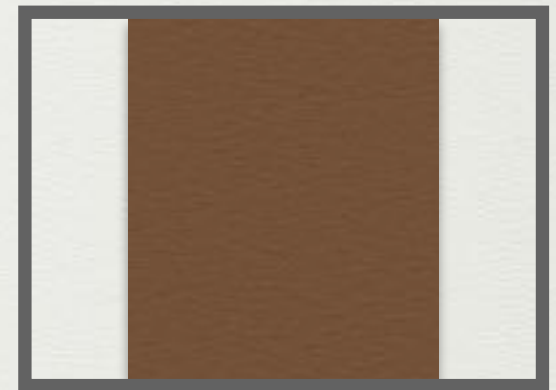
SVG is no more silver bullet

- **SVG was useful for Image-Fit**

Image tagged



SVG wrapped



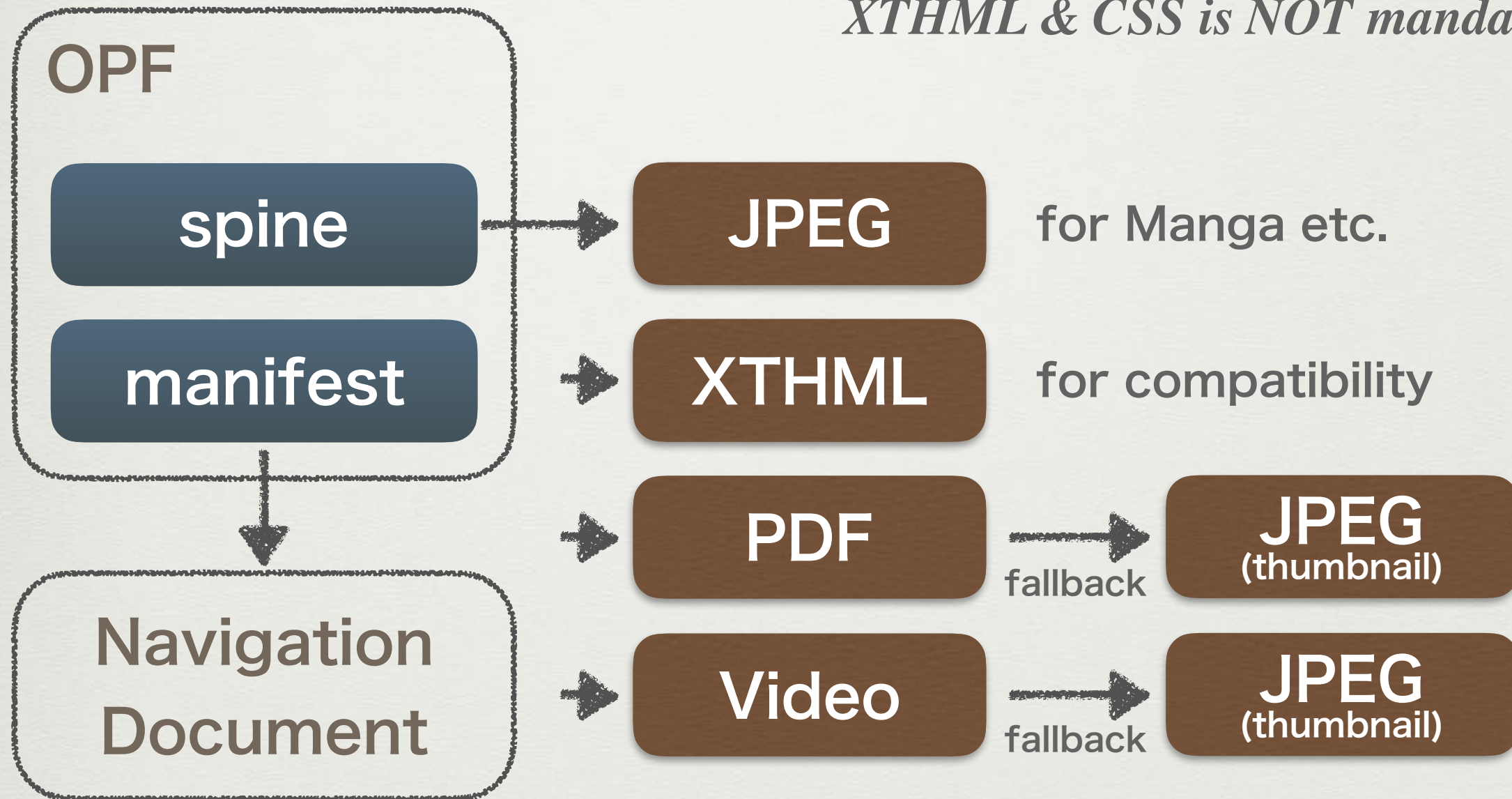
- **Latest browser changed behavior**

Browser view



Simple FXL-EPUB structure

XHTML & CSS is NOT mandatory



Proposed EPUB

Problem

- **Image-Map feature**
 - Image-Map is still useful
 - Image-Map feature is used in TOC page
 - Also expected to use for advertisement
 - Examples for Alternative Image-Map
 - Set SVG file as fallback of JPEG etc.
 - Set extra XML/JSON file in OPF

Discussions

- **EPUB3.3? for Simple FXL-EPUB**
 - Hard to parse EPUB for new services
 - Discuss no-fallbacks for images again
- **Alternative Image-Map in EPUB**
 - Better productivity with collection
 - Any good solutions?

Thank You!

Shinya Takami, Ph.D.