



# .epub

## HBGUSA implementation



# Agenda

- HBGUSA overview
- HBGUSA implementation timeline
- Why we went to .epub
- Expected “speed bumps” along the way
- Our conversion process
- What to consider in the near-future

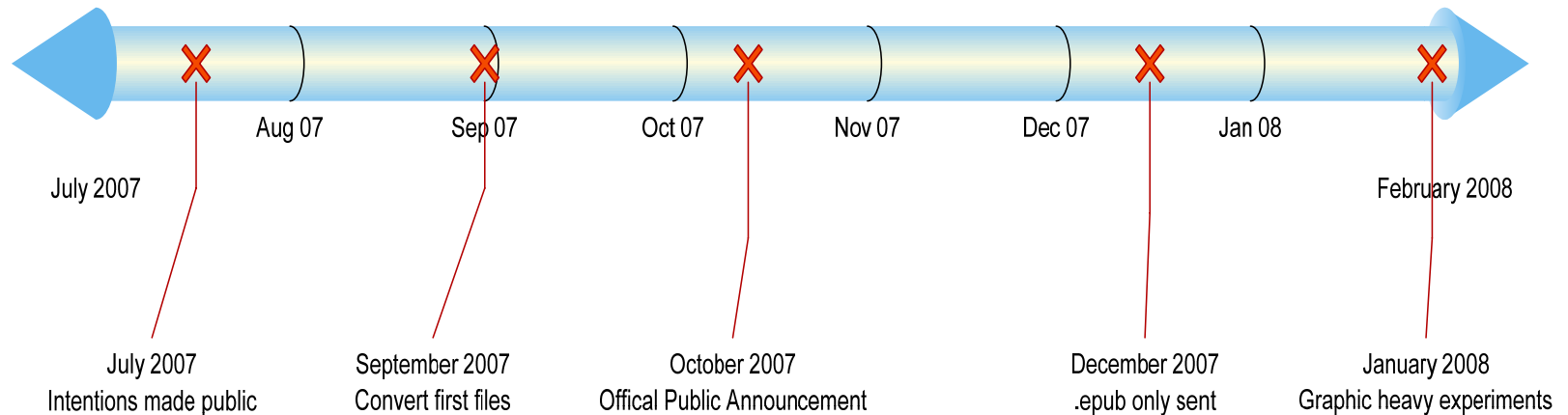


# HBGUSA Overview

- Division of Hachette Livre
- Formally Time Warner Book Group
- General trade publisher
- HBG publishes approximately 450 adult books, 150 young adult and children's books, and 90 audio book titles over two seasons (Spring/Summer & Fall/Winter)



# Timeline



- **Summer 2007** – started telling trading partners we intended to move .epub
- **September 2007** – started testing conversion to .epub with release of official IDPF spec
- **October 2007** – public announcement of our intention to only produce .epub starting with our January 2008 releases
- **December 2007** – first .epub only files sent to supply chain
- **Q1 2008** – started converting more graphic heavy titles as tests

# Why we went to .epub

- Single ISBN (not without controversy)
- Commit more titles to eBook form
  - Pre .epub monthly output about 20 titles a month
  - Post .epub monthly output about 35 titles a month
  - End of 2008 goal is 100% of all titles that make sense from both Adult and YA lists
- Allows us to convert backlist quicker



# Expected “speed bumps”

- Reading System Platforms have to update software to render .epub
- Reading System Platform (RSP) production shift from publisher to distributor/e-tailer
- Distributor clients (libraries, e-tailers, etc.) have to inform their customers
- Consumer education



# Production to Supply Chain Process

1. HBG sends In-Design files to conversion house (CH)
2. CH converts In-Design to XML based on HBG provided style sheets
3. CH converts XML to .epub
4. CH runs .epub file through IDPF validation app
5. CH sends .epub file to account FTP locations

Time to Market per title (2-5):

- Avg. general trade/graphic light - measured in hours
- Graphic heavy or layout complex - measured in days



# What to consider in the near future

- Consumer confusion between .epub and DRM
- Consolidated RSP?
- Version update to .epub to handle more complex layouts

