

“StartwithXML: Why & How”: **Explaining the Project**

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Our Changing Industry: or, Why XML Matters...

- **20th Century Book Publishers nurtured content and formed it into BOOKS**
- **Almost all revenue came from sales of the book in its entirety; other uses and revenues were clearly “subsidiary”**
- **21st Century Book Publishers must exploit content through a plethora of opportunities**
- **The book is a diminishing % of total revenue**
- **Additional revenue: many small pieces**
- **XML can make additional revenue profitable**



The components of the project

- **A Survey**
 - for *ALL* to participate (survey button on web site)
- **A Research Paper**
 - including vendor profiles, case histories, wide-ranging interviews
- **A 1-day Forum, Jan 13, 2009**
 - “Why” in the morning and “How” in the afternoon
- **Living conversation online**
 - at startwithxml.com



Executing the project with **The Idea Logical Company**

- **Brian O’Leary, Magellan Media**
- **Ted Hill, THA Consulting**
- **Laura Dawson, LJNDawson**
- **Michael Healy, BISG (consulting Sponsor)**
- **Andrew Savikas, O’Reilly Media (publisher of the research and Forum organizer)**



Sponsored by leaders in the field

- **codeMantra**
- **Klopotek**
- **Publishing Dimensions/Jouve**
- **Rosetta Solutions**
- **...and of course the Book Industry Study Group**

For publishers thinking about a **“StartwithXML” workflow**

- **Increasing revenues**
- **Reducing costs**
- **Minimizing the pain of the required process changes**
- **Accepting limitations in process and disciplines in design**

The X stands for “Extensible”

- **Embedded information on document structure will cut costs of repurposing or executing new formats**
- **Embedded rights information (to components) can now travel “with the document”**
- **“Content and context” tagging – attribute declaration -- requires taxonomies, tag sets, vision about re-use**
- **The editor’s very job has become extensible**



Why companies need to learn more about XML and its use

- **Each company's pain versus gain equation is different**
- **Does your content chunk? Can you visualize the re-use cases?**
- **Do you have vertical-specific critical mass to make "content-and-context" tagging pay off?**
- **How many style sheets will you need?**
- **How will you keep using your freelancers?**
- **Taxonomies, author relationships, redefining the editors' jobs...tasks that will never end**

Our calls to action

- **Participate in the survey, at startwithxml.com: hit the button for “survey”**
- **Offer comments at startwithxml.com**
- **Sign up for the January 13 Forum**