Is EDUPUB for Real?

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What is the EDUPUB Alliance?

- A global community for focused coordination of ongoing work among multiple standards organizations and their stakeholders (originally IDPF, IMS Global, W3C, BISG)

- Charged with creating a lightweight superstructure to help ensure that **existing** widely-adopted standards mesh and meet requirements of next-generation learning content

- **EDUPUB** **= Open Web Standards (inc. next-gen Portable Documents) + Educational Connectivity**

The *EDUPUB* Deliverable

a comprehensive model for the interchange and deployment of educational content

based on the Open Web Platform

expressed as an integrated set of specifications including EPUB 3, LTI, and other emerging standards

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EPUB-centric Lens on Educational Content

Equip EPUB 3 with everything needed for EDU content:

- Integrate existing IMS standards (LTI)
- Deliver general EPUB capabilities needed for EDU (annotations, widget API, discrete entities)
- **Develop EDU-semantic-enhanced profile of EPUB 3**

EPUB adopters in general benefit:

- **EDU content pushes the envelope of required capabilities**
  - o   Interactivity
  - o   Connectivity
  - o   Complex information design
  - o   A11Y requirements

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Global Utility is Essential

IDPF motto: *a11y and i18n = non-negotiable*

Different regions/stakeholders have different needs:
- Learning paradigms/styles
- Layout and Styling requirements
  - Reflowable vs Fixed Layout
  - Horizontal vs Vertical Layout
- Broad LMS integration supported (but not required)

EDUPUB must embrace and support these variances

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Reality: Limited Adoption

Reasons:

- *Publishers prefer rich content distribution via proprietary white label platforms*
- *3rd Party Readers lack support for rich, interactive content*
- *Unclear ROI to justify investment*
- *Further development halted due to ongoing EPUB 3.1 efforts and W3C-IDPF combination process*

But There is Cause for Optimism

Publisher Adoption

Pearson

- 4600+ titles converted
- US Higher Ed and School
- Canada
- Internal interchange format for ingest to proprietary LMS
- Standard distribution format for 3rd party channels
- Core component of Accessibility standard going forward

Houghton Mifflin Harcourt

- Began with EPUB3 in 2012; since 2015 all core digital components are delivered as EPUB3
- Over 1000 titles in flight in 2017; beginning to incorporate EDUPUB specs to support features including content launching, analytics, interactions and annotations
- Internal eReader system being developed to provide early support for a number of services
- Delivery to 3rd party platforms
  - via eReader apps for offline
  - via cloud-based eReaders for 3rd party LMSs via IMS Common Cartridge

Publisher Adoption

Macmillan Learning

- Over 150 EPUB for Education titles
  - Sole go-forward format for digital distribution (no ePDF)
  - Fully accessible
- Standard format for 3rd Party distribution (Amazon, etc.)
- Enhanced versions delivered through LaunchPad LMS
  - VitalSource is ebook platform

Ascend Learning

- 120 titles since August 2016
- Go-forward standard for all 3rd party ebook distribution
- Core component of Content Management roadmap

VitalSource

- Started in 1994, first delivery in 1999 with custom XML
- Now deliver XML, PDF, and EPUB… migrating all XML to EPUB
- Early adopter of EPUB2 and involved in the EPUB3 workgroups (and board member of IDPF)
- First customer shipment of EPUB3 7 years ago
- Major provider of LTI integration to education customers
- Early promoter of EDUPUB

Inventory
  - 1.25+ million titles
  - 40% are EPUB
  - 1000+ publishers

During 2016 they had 5,714,178 users in 241 countries and territories, that opened 250,533 different books a total of 234,959,157 times (46,512,953 of those times were thru an LTI integration), where they viewed 2,391,882,932 pages

Most used	EPUB	PDF
Top 25	24	1
Top 50	46	4
Top 100	77	23
Top 250	141	109
Top 500	233	267

VitalSource™

VitalSource European Users in 2016

Austria	4,500	Italy	33,172
Belgium	10,122	Latvia	1,807
Bulgaria	2,634	Lithuania	1,110
Croatia	1,588	Luxemborg	2,369
Cyprus	2,199	Malta	1,027
Czech Republic	3,434	Netherlands	39,370
Denmark	7,254	Poland	12,472
Estonia	480	Portugal	4,926
Finland	4,047	Romania	5,053
France	47,802	Slovakia	1,467
Germany	59,364	Slovenia	940
Greece	23,562	Spain	23,663
Hungary	4,102	Sweden	8,733
Ireland	14,022	UK	273,006

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So, *Is EDUPUB Real*?

YES!

But it needs to get *Real-er*

Proposal: Reboot EDUPUB

EPUB for Education in 2017+

Relaunch "EDUPUB Alliance" under the auspices of W3C and in close collaboration with IMS Global

- Rebase EPUB for Education profile off EPUB 3.1
  - Accessibility features of 3.1 inherited as a MUST
- Finalize vocabularies
- Tie in LTI/Caliper integration
- Pursue Readium baseline reference implementation

Focus on integration frameworks, including aligning internal infrastructures

- Educate publishers on how to prepare content
- Guide Reader developers how to architect platforms

Execute through WG within W3C Publishing Community Group

Thank You

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Appendix

Benefits of next-generation learning content
The Publisher

- Achieve **economies-of-scale** in:
  - design
  - development
  - distribution

- Greater **sourcing flexibility**

- Enable **consistency of presentation** and **functionality**

- Ensure **highest quality** across **multiple platforms** and devices

- **Avoid overhead** from needless output variants

- Drive **product/service innovation**

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Benefits of next-generation learning content
The Platform Provider

- Develop features and support based on a **known, consistent content format**

- **Increased volume** of educational content from publishers

- High quality products **expand markets** for eBooks and other learning content

Benefits of next-generation learning content
The Educator

- Content is easily:
  - **integrated with LMS** and other services:
    - assessments, outcomes
    - teacher-student, peer exchanges (annotations)
    - analytics

  - **trackable** through metadata-driven services to enable adaptive learning, efficacy reporting

  - **repurposed** by teachers
- Proprietary vendor solutions are avoided:
  - Content is **easily retrieved** from multiple sources

  - Content can be **seamlessly deployed** on multiple devices and platforms

- **Affordable**

Benefits of next-generation learning content
The Learner

- **Responsive** to the Learners:
  - learning style
  - personal preferences
  - ability/disability

- **Richer** learning experiences (rich media, interactivity)

- Adaptability and accessibility improving **learning outcomes**

- Faster subject mastery and increased retention

- **Flexible:** use in both classroom/off-campus and online/offline environments, on mobile devices and PCs

- **Affordable**

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