

Ebook Production with Adobe InDesign



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Austin Adobe User Group

Presented by

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Agenda

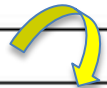

- The growing market
- Ebook formats
- Best practices for formatting
- Testing
- Publishing



The Growing Ebook Market

American publishers are now bringing in more revenue from ebooks than hardcover books.

- Association of American Publishers (AAP)

Adult Fiction, Non-Fiction	YTD 2012	YTD 2011	Percent Change
Adult Hardcover 	\$229.6M	\$223.5M	+2.7%
Adult Paperback	\$299.8M	\$335.0M	-10.5%
Adult Mass Market Paper.	\$98.9M	\$124.8M	-20.8%
Downloaded Audio	\$25.0M	\$18.8M	+32.7%
eBooks 	\$282.3M	\$220.4M	+28.1%
Adult Total	\$963.1M	\$946.0M	+1.8%



E-readership doubled in six months.

The Association of American Publishers says that e-book sales in the U.S. account for 6%, or approximately 120 million e-books annually, of the consumer book market.

The percentage of U.S. adults with an e-book reader **has doubled** from an estimated **14 MILLION**

to **28 MILLION** between November 2010 and May 2011.*

*USING 2011 CENSUS POPULATION DATA EQUALING 232,458,000 ADULTS

E-readers take their share of the marketplace while print books slip slightly.

Although e-book sales continue to show strong growth, print books aren't dead.

E-book sales as a percentage of total book industry sales are on the rise.

2008

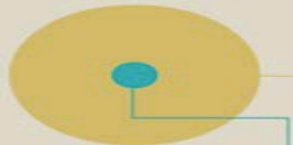
Total trade sales:
\$5,158,000,000



E-book sales:
\$61,300,000
E-books as percentage
of trade: 1.17%

2009

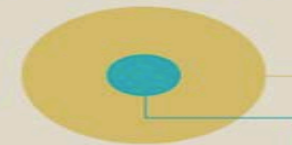
Total trade sales:
\$5,127,100,000



E-book sales:
\$169,500,000
E-books as percentage
of trade: 3.20%

2010

Total trade sales:
\$4,864,000,000



E-book sales:
\$441,300,000
E-books as percentage
of trade: 8.32%

2011 Infographic by [RetailMeNot](http://RetailMeNot.com)

See full sized on

<http://www.ecolibris.net/bookbuzz.asp>

Ebook Formats

- PDF – fixed format, large pages
- ePub* – scalable format, B&N, Sony, Apple
- Mobi* – scalable format, Amazon

* Scalable and DRM (key concepts)

- The DRM every EPUB distributor currently uses is Adobe Content Server

Ebook Readers



Infographic by <http://www.flickr.com/photos/libraryman/>



Ebook Formats By Reader

- Amazon Kindle: Kindle (AZW, TPZ), TXT, **MOBI**, PRC and PDF natively; HTML and DOC through conversion
- Apple iPad: **EPUB**, PDF, HTML, DOC (plus iPad Apps, which could include Kindle and Barnes & Noble readers)
- Barnes & Noble Nook: **EPUB**, PDB, PDF
- Sony Reader: **EPUB**, PDF, TXT, RTF; DOC through conversion



Ebooks vs Print Books

Unlimited notes
Online dictionary
Share with social media
Search
\$9.99 average cost
Saves Trees

Feel and smell
Sharing
Keeping
Resale market
\$25.99 hardcover cost
Consumes Forests

Flow vs Positioning

The control which designers know in the print medium, and often desire in the web medium, is simply a function of the limitation of the printed page. We should embrace the fact that the web doesn't have the same constraints, and design for this flexibility. But first, we must "accept the ebb and flow of things."

John Allsopp, *"Dao of Web Design"*, April 7, 2000
<http://www.alistapart.com/articles/dao/>

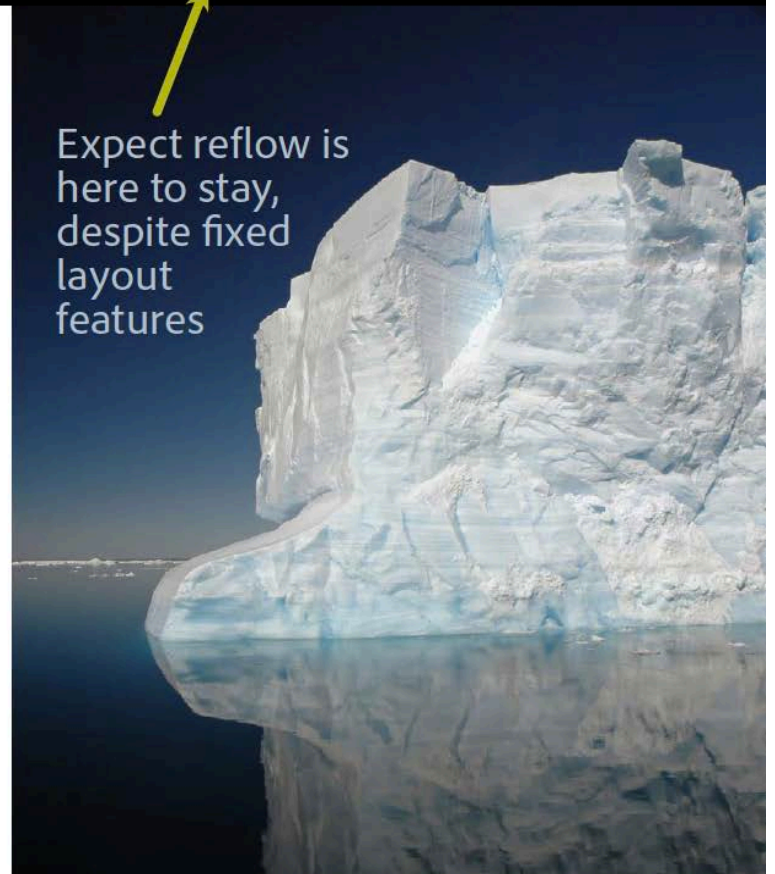


Adaptive Design

But EPUB is about flow, not fixed positioning



Expect reflow is here to stay, despite fixed layout features



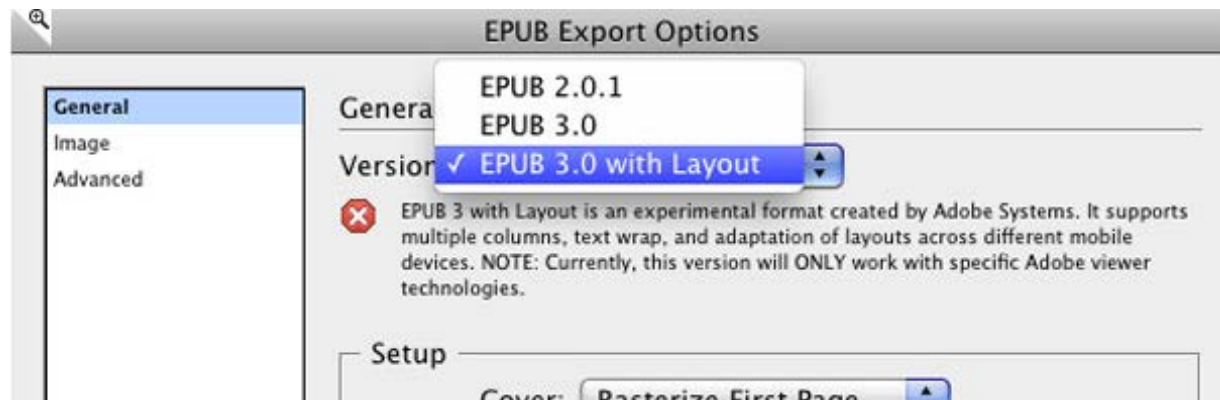
Adobe InDesign CS6 Epub Enhancements

Paste or place interactive HTML content in an InDesign layout - export the document to

HTML, EPUB2, or EPUB3

and the interactivity stays intact.

- No readers yet for EPUB3



Best Practices: Conversion Notes

- Page Masters are ignored
 - No headers, footers or page numbers. Page and font size determined by viewer.
- Ebook Page Controls
 - Most applied styles carry over
 - Apply ebook TOC style for page breaks
 - Add Style (SpaceAfter) for blank lines (pre CS6)
 - Place graphics inside text frames
 - Set margins on export



Best Practices: InDesign Formatting

- Add Document Info to file
- Put images in place in text
- Must set a TOC style to have a menu
- Paragraph style for page breaks and Menu
 - TOC level 1 is where page breaks occur
- Use Paragraph styles and Character styles for text formatting

Conversion Process

- Save pdf version for reference when testing
- Make a working copy and save original file
- Add file info
- Add Menu style
- Position all images and graphics
- Add and apply new paragraph styles:
 - TOC style specifically for ebook (Sections/Chapters)
 - SpaceAfter (prior to CS6)
- Front matter: Use TOC style for page breaks
- Cover: Separate file. Specs by Distributor

Export and Testing

- Export Settings
- Set Menu Style, Page Splits, Set margins
 - View/Revise until finished
- Free Desktop Readers
 - Adobe Digital Editions
 - Kindle Reader
 - Calibre

QC & Clean Up

Final cleanup can be done in html.

1. Export file as html. Clean up in Dreamweaver or a text editor.
2. Zip the html and upload to Amazon, or
3. Convert back to an ebook format.



Publishing for Distribution

- Distributors: Amazon, B&N, Apple, Sony, etc.
- Set up account
- Add book to account
- Unique ISBN for each format (print, ebook, audio)
 - An ISBN is not needed to publish using Amazon Kindle Direct Publishing (KDP) or Barnes & Noble Pubit (Nook).
- Book settings: DRM, pricing, keywords, etc.
- Publish: Typically live in 1-2 days

Resources

- **Adobe EPUB Developer Center**
 - <http://www.adobe.com/devnet/digitalpublishing.html>
 - **InDesign to Kindle** White paper
 - **ePubCheck** – Tool to validate [IDPF](#) EPUB files, version 2.0 +
 - **From InDesign to Apple's iStore** White paper
- **A Pragmatist's Guide to InDesign CS6 and ePub**
http://idpf.org/sites/idpf.org/files/digital-book-conference/presentations/db2012/DB2012_Kiyo_Toma.pdf
- **More Resources** – eBook Architects
 - <http://ebookarchitects.com/resources/>

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