

Technology Trends for digital publishing services in Smart Media Environment

Smart on ICT 2012

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Sookmyung W. University



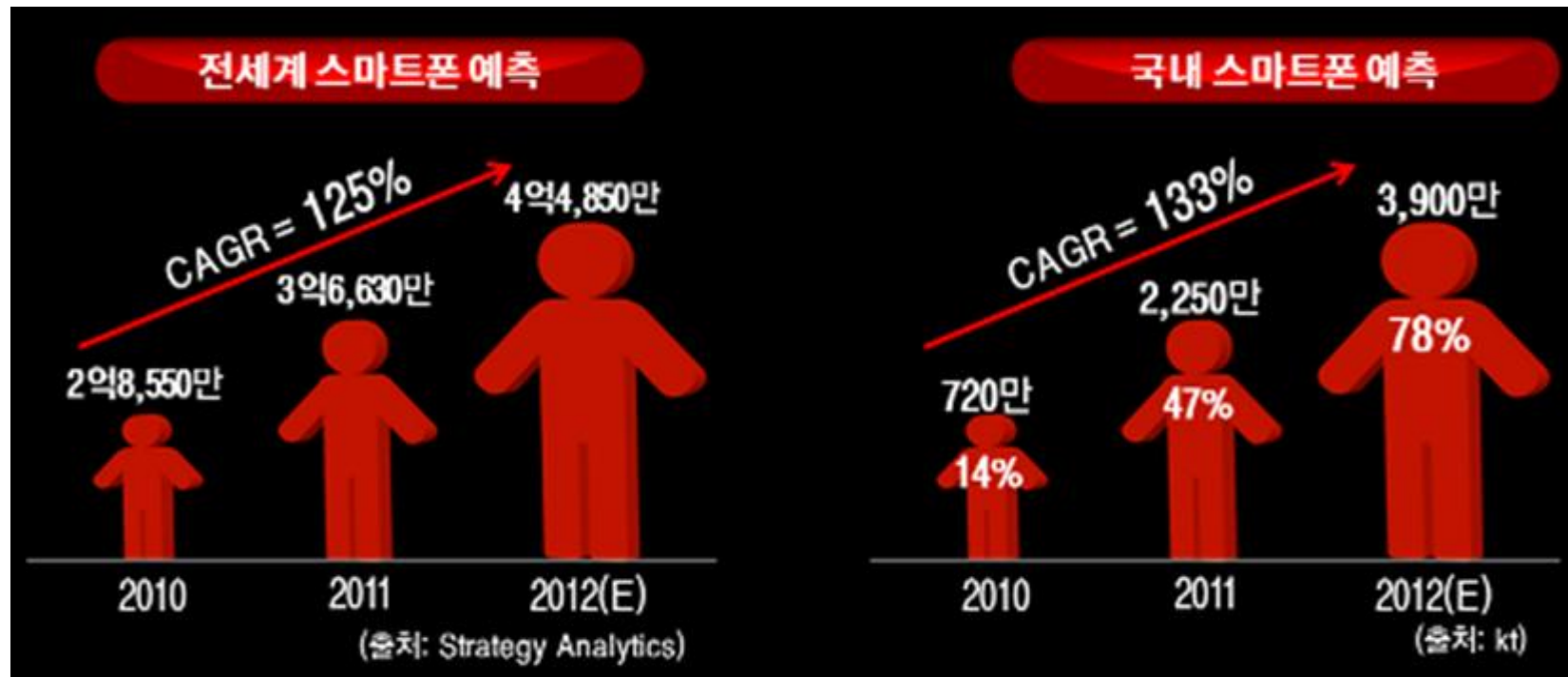
Part 1.

Introduction



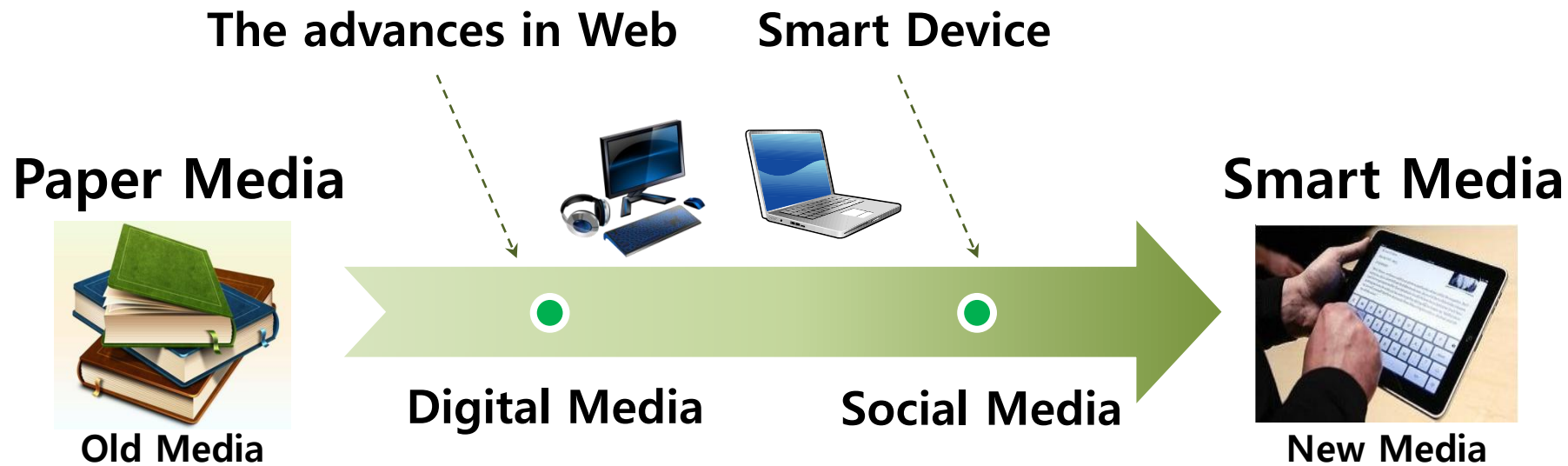
The Era of Smart Media

- The Coverage of Smart Device



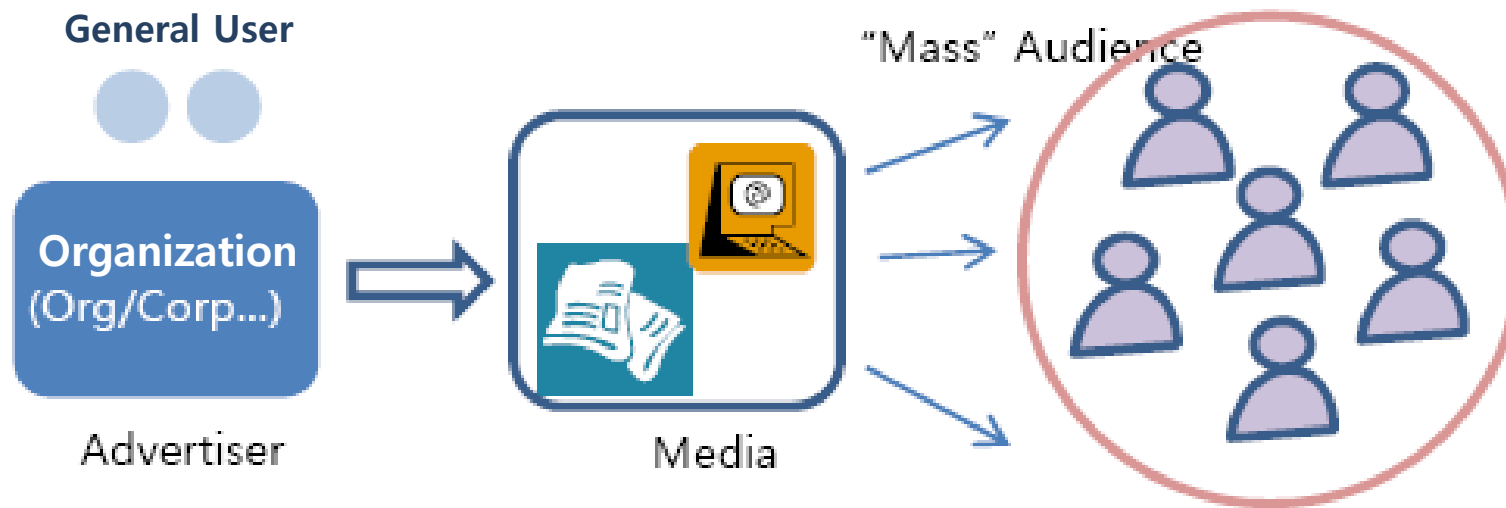
The Era of Smart Media

- Changes in Media Device



The Evolution of Distribution Channel

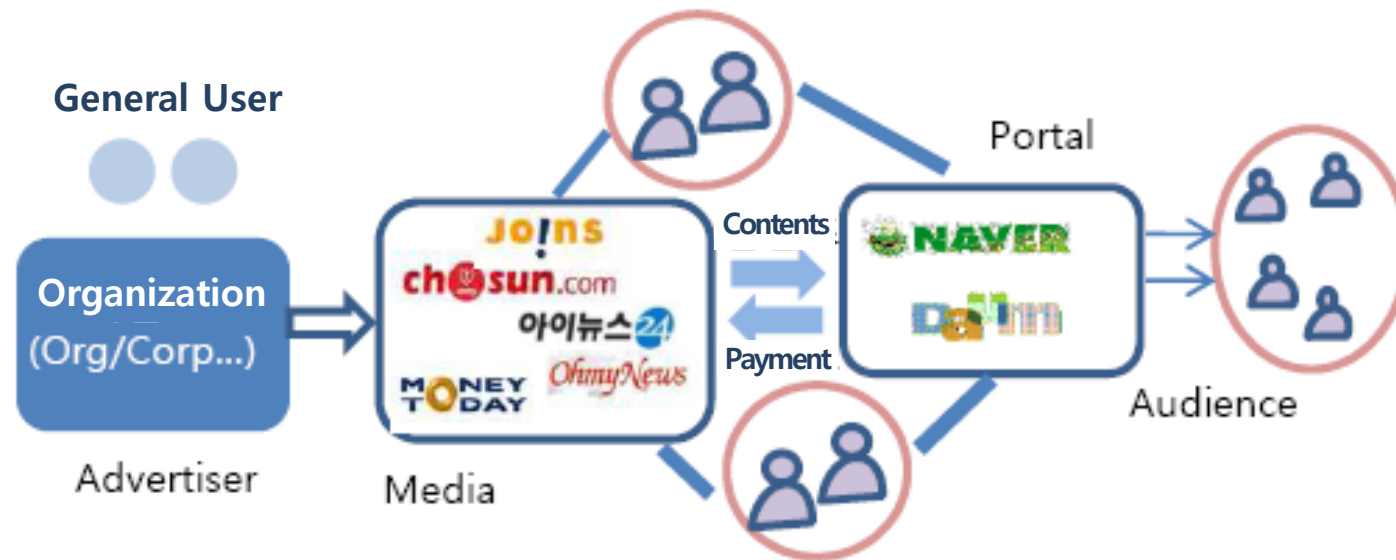
- **Media 1.0 : mass communication model**
(broadcasting model)



Source: The Media Center, "We Media", 2003, The Company Analysis

The Evolution of Distribution Channel

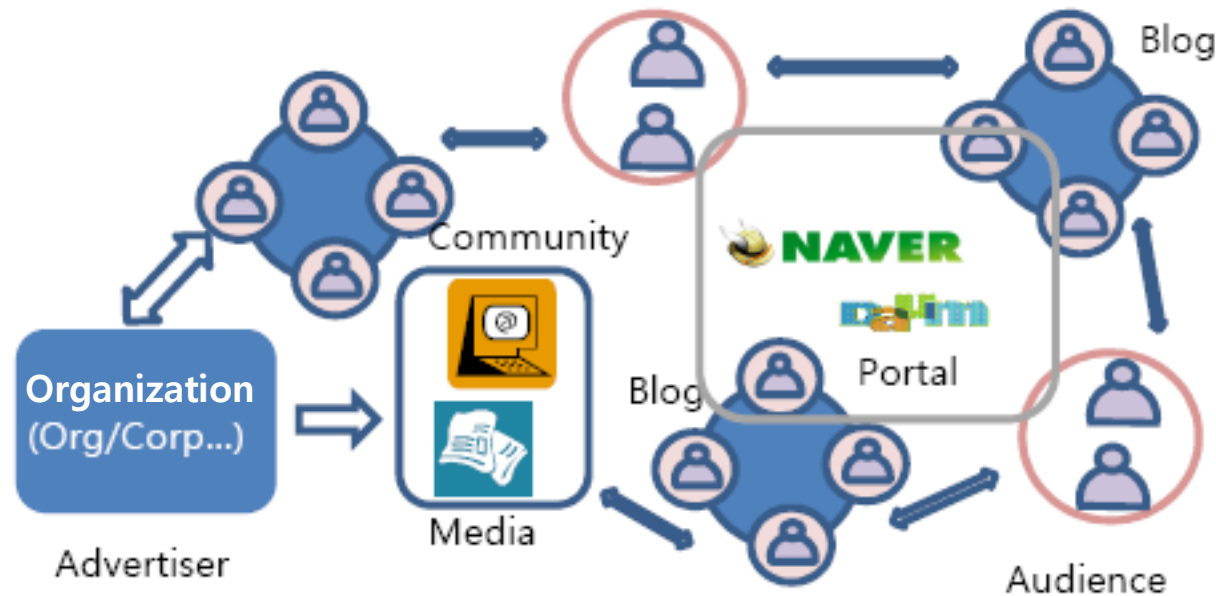
- **Media 1.5 : portal service model**
(web site model)



Source: The Media Center, "We Media", 2003, The Company Analysis

The Evolution of Distribution Channel

- Media 2.0 : social media service model



Source: The Media Center, "We Media", 2003, The Company Analysis

The development direction for digital publishing service

The Era of Smart Media



- ✓ Changes in media device
- ✓ The evolution of distribution channel

Q. What changes the digital publishing?

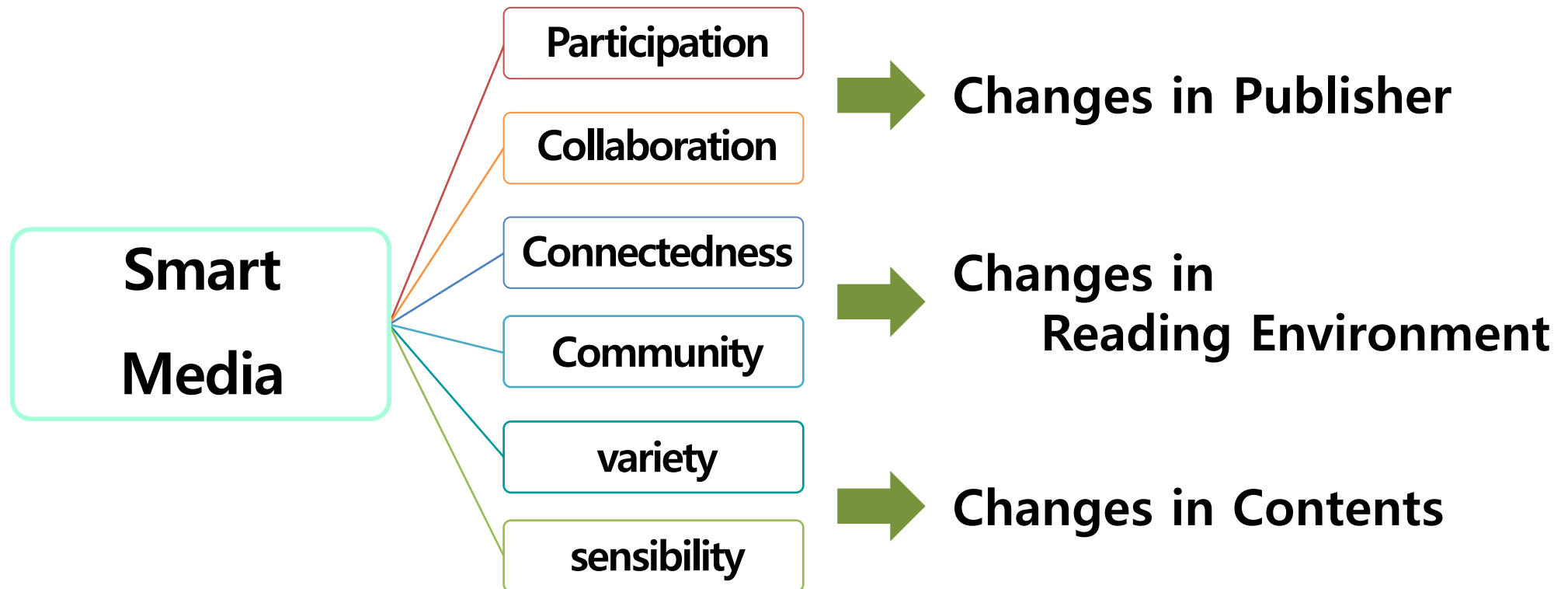
Q. What technologies are needed?

Part 2.

Service Trend &
Related Technology



The Changes of Digital Publishing Service in Smart Media Environment



1. Changes in Publisher

Service Model

Anyone can publish



Personal Publishing

Publishing through
collaboration with someone



Collaborative Publishing

Technology

- ✓ **Conversion/
Distribution**
- ✓ **Collaboration**
- ✓ **Tracking**



Conversion/Distribution Technology

- Gathering various web contents and converting to ePub format
 - Html Web documents, Wiki, Blog etc
- Supporting cross-medias
- Applying cloud computing technology



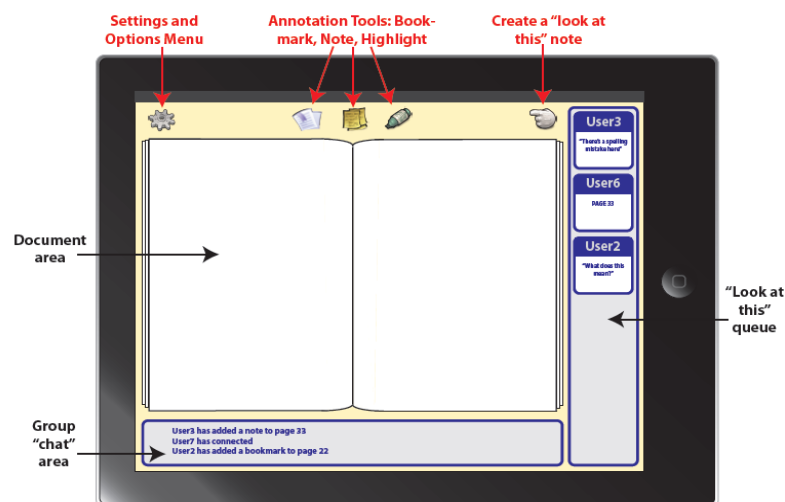
✓ MagCloud



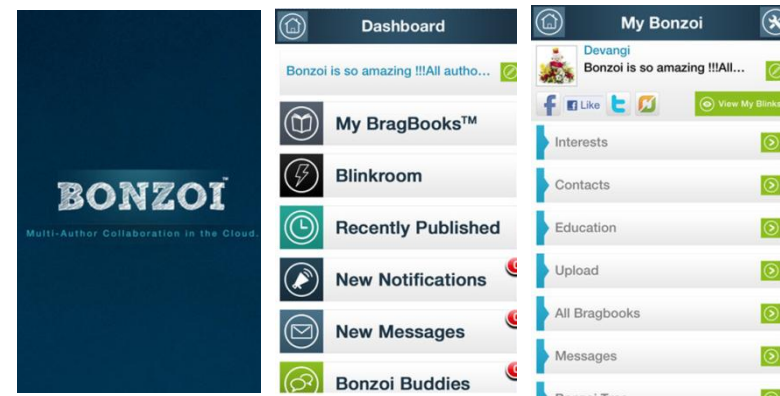
Collaboration Technology

- Simultaneous approach through participate with others
- Supporting real-time update
- Applying intuitive interfaces technology

✓ Real-Time Document Collaboration Using iPads



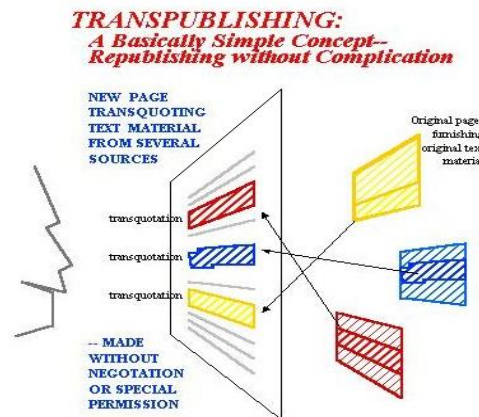
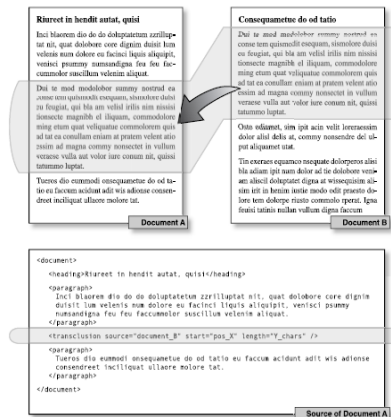
✓ Bonzoi



a real-time multi-author collaborative platform

Tracking Technology

- Linking the original for updating web contents
 - Transclusion, Transquotation Technology
- Recording the information of producer who made various web contents



✓ Trailmeme



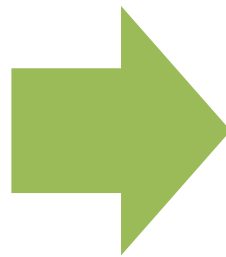
2. Changes in Reading Environment

Service Model

having various devices
⇒ **N-Device**

consuming media together
⇒ **Community**

variety of users requirement
⇒ **Personalization**



Technology

- ✓ **N-Screen**
- ✓ **Adaptive Layout**
- ✓ **Social Network**
- ✓ **Context-aware**



N-Screen Technology

- Providing the same content on their various devices seamlessly
- Providing contents regardless of OS/devices
- Providing consistent user experience

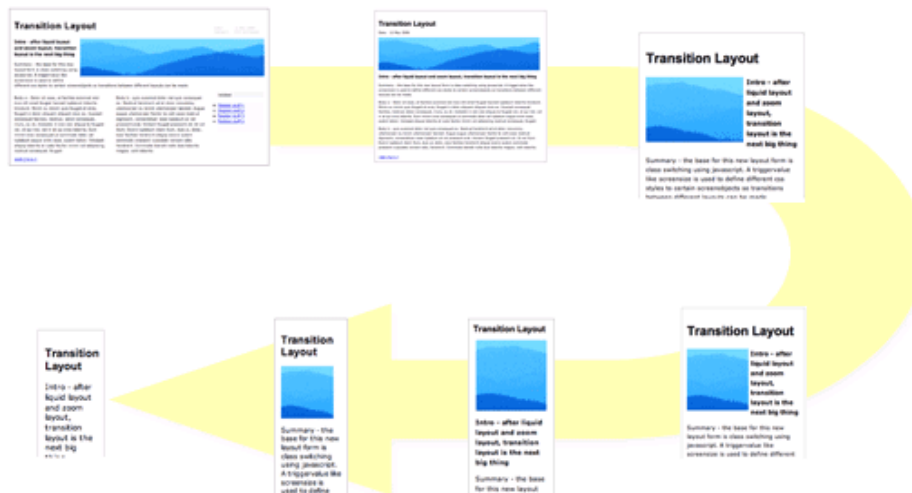


✓ U+ Box Shoot&Play



Adaptive Layout Technology

- Changing dynamically to the optimized layout depending on the screen resolution
- Adapting to the screen depending on contents
- Possible to express adaptive layout using CSS



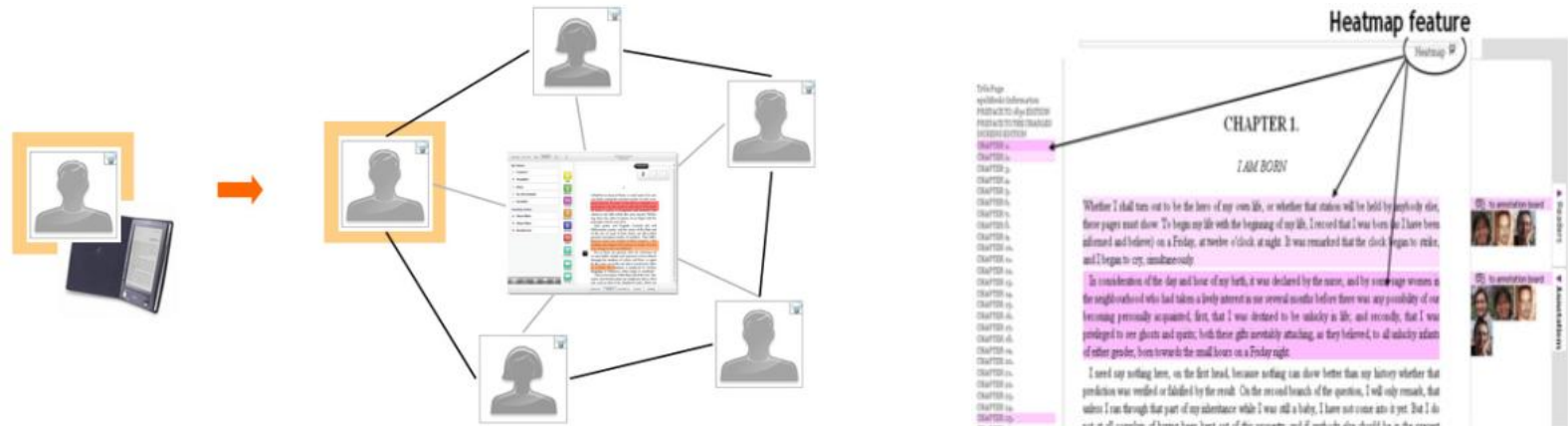
✓ The Boston Globe



Social Network Environment

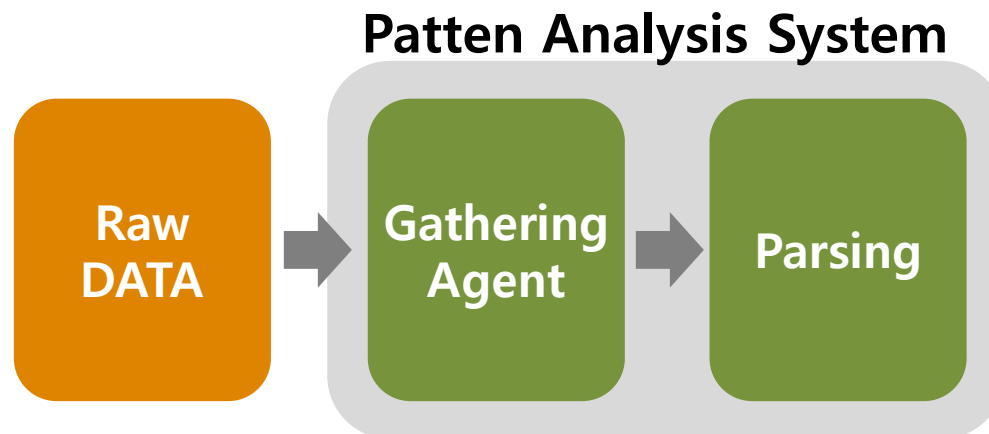
- Forming social network in ebook viewer
- Sharing opinions using annotation technology

✓ sBook

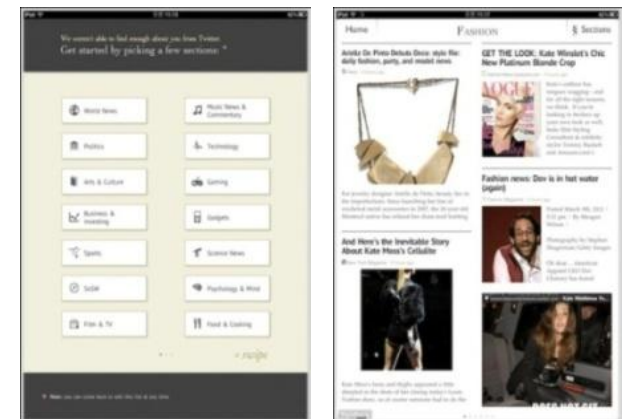


Context-Awareness Technology

- Providing optimized service from user context
- Analyzing various information such as usage pattern, personal information, and location data
- Utilization of handling big data



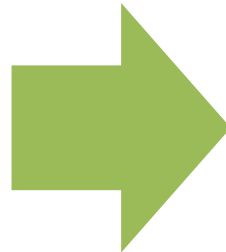
✓ ZITE



3. Changes in Contents

Service Model

User-centered contents
⇒
Emotional Contents



Technology

- ✓ **Multimedia/
Interaction**
- ✓ **Social Media**



Multimedia/Interaction Technology

- Pursuing fun and interesting
- Two-way communication is possible
- Many authoring tools that can use multimedia elements

✓Interactive ebook authoring tool

[MLayout 기능]



MBook Harmony



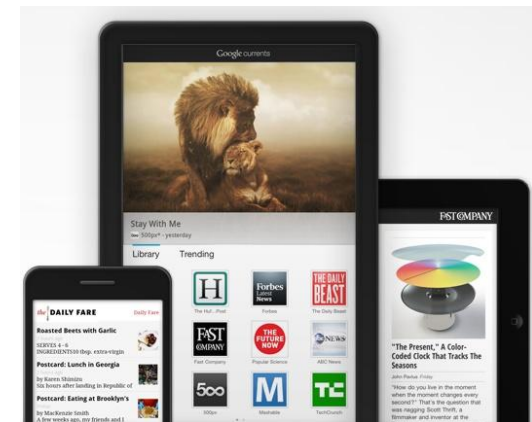
Moglue

Social Media Technology

- Evolving into participatory media which reflects personal opinion
- Possible to use social media through OpenAPI and Mashup



✓ Google Currents



Part 3.

Analysis



A Survey on the Perception of Digital Publishing Service Model

• The changes of Digital Publishing Service Model

Publisher

- Personal Publishing
- Collaborative Publishing

Reading Environment

- N-Device
- Community
- Personalization

Contents

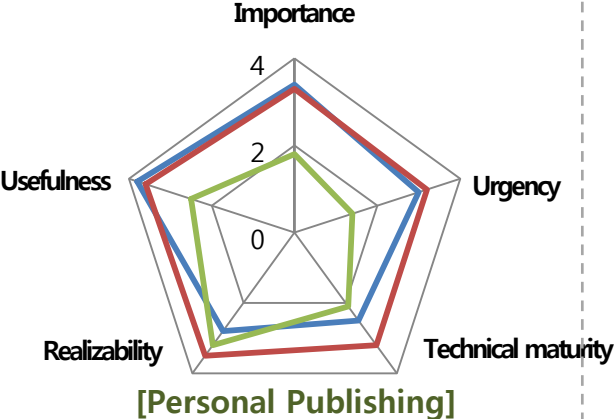
- Multimedia/Interaction
- Social Media

The Survey Method

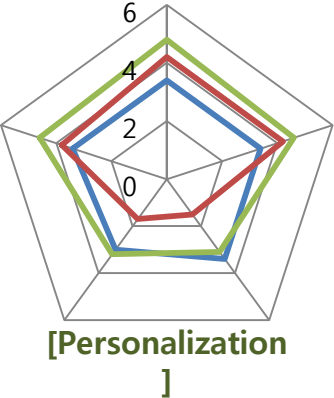
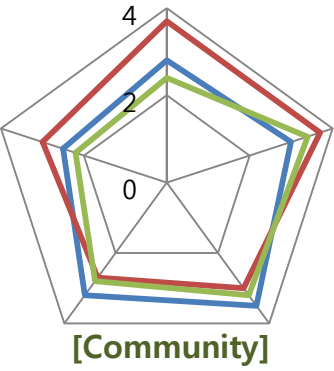
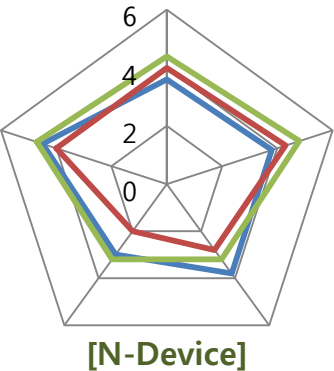
- Period : 20.08.2012~24.08.2012
- Target : Publisher, General User, IT expert (Total: 18 people)
- Item : Importance, Urgency, Usefulness, Realizability, Technical maturity

The Survey Result

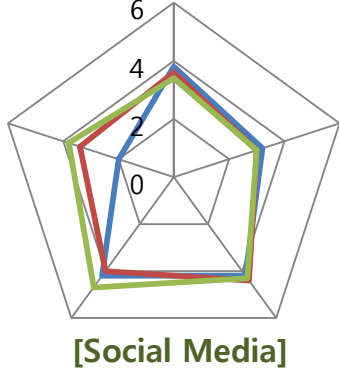
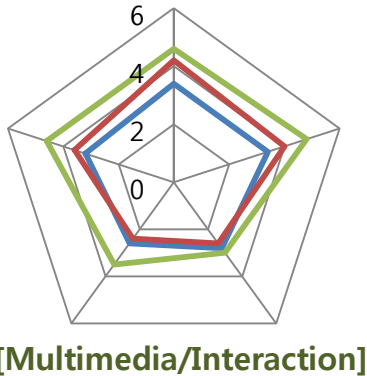
Publisher



Reading Environment

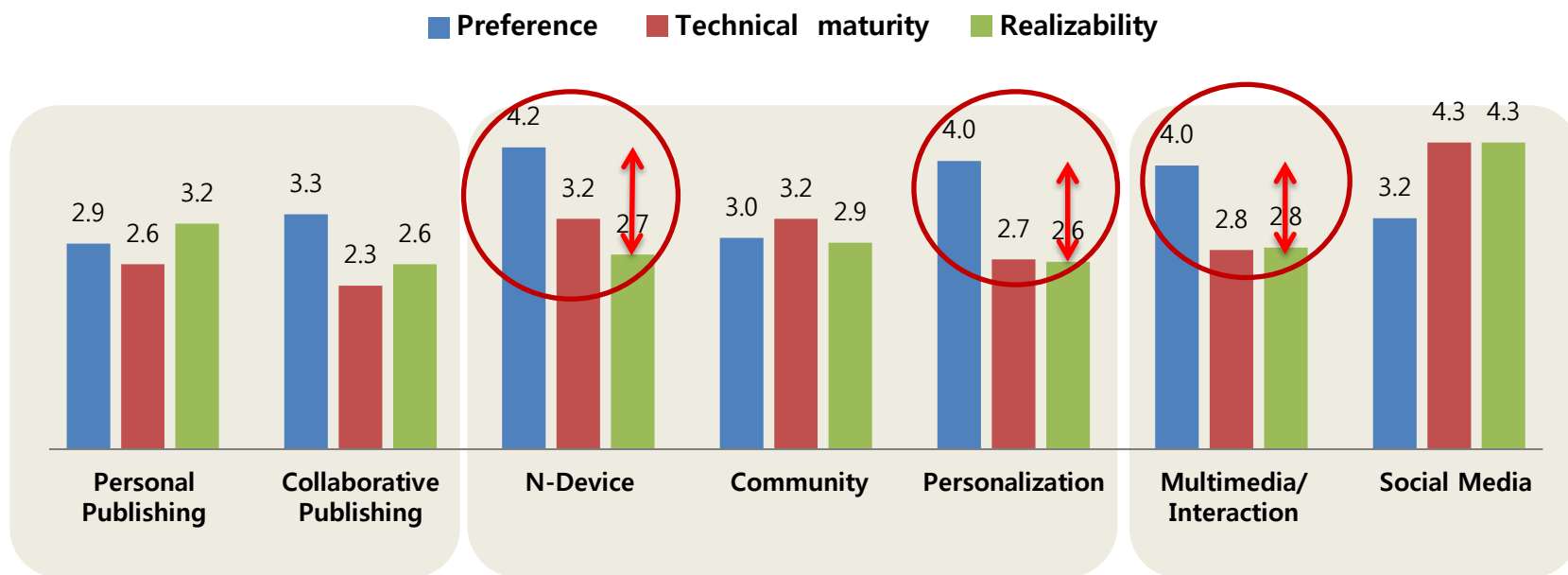


Contents



The Survey Analysis I

- Comparison of Technical skills vs Preference

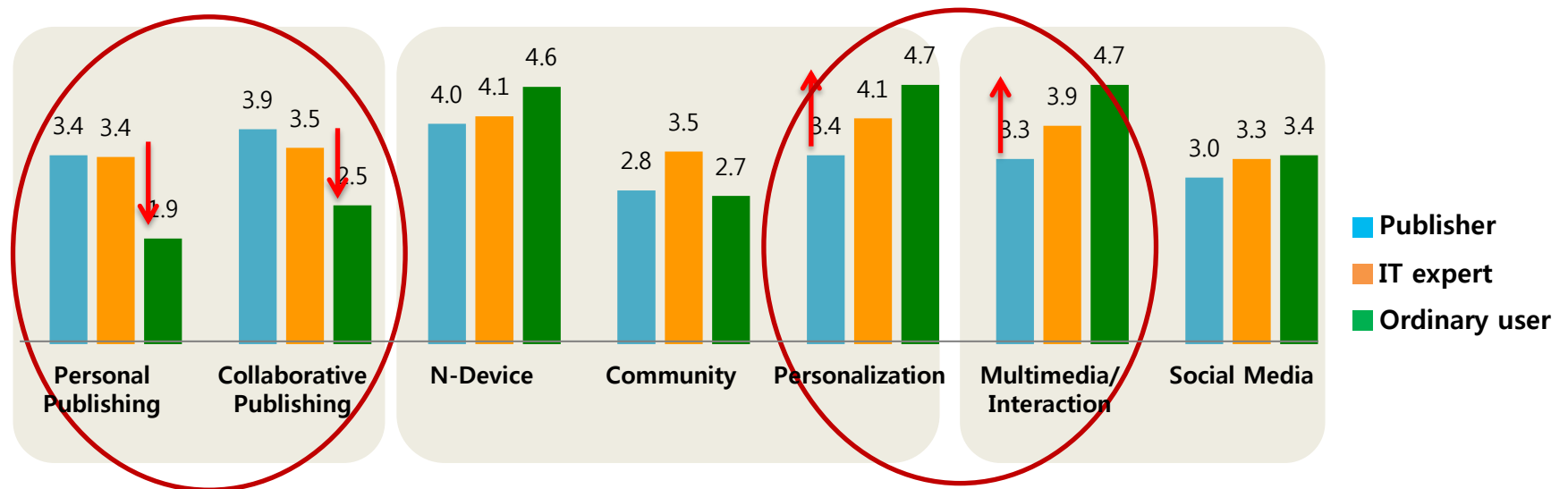


Technical maturity and realizability are low for the item with high preference

The Survey Analysis II

- **Difference of Preference Recognition**

[The Average of Importance, Urgency and Usefulness]

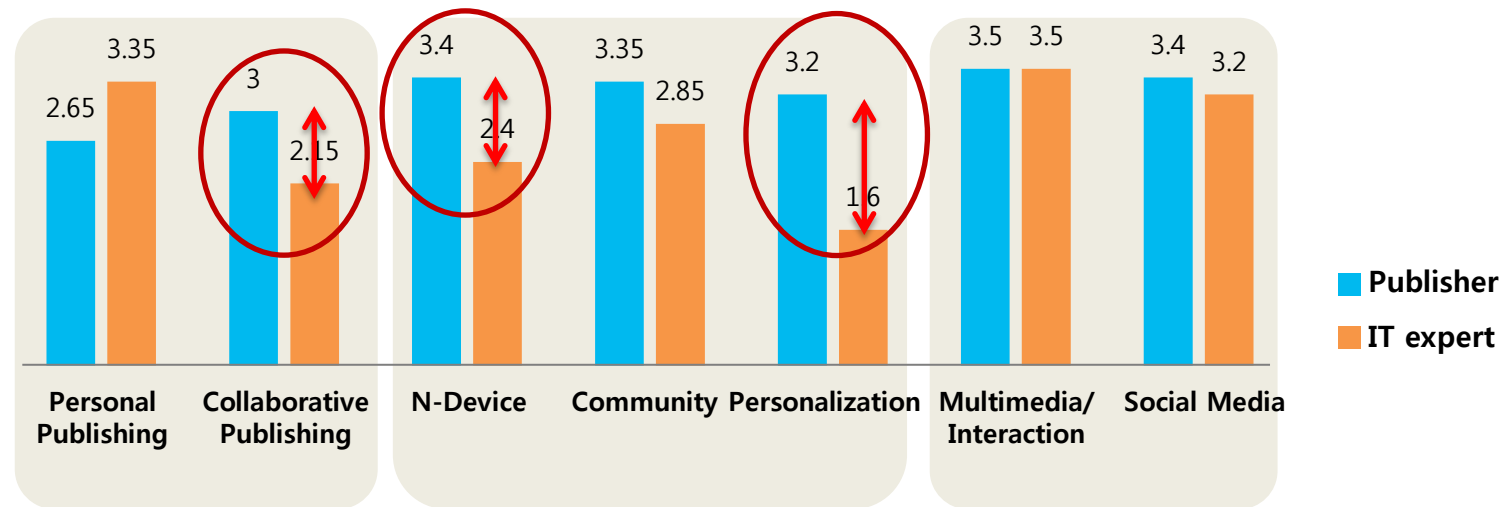


There is a difference on preference recognition between publishers and general users

The Survey Analysis III

- Recognition Difference about Technical skills

[The Average of Technical Maturity and Realizability]



There is a different understanding about technology between publishers and IT experts

Conclusion

For the future of digital publishing

➤ For the publishing industry

- ✓ Provide IT knowledge education for publishers
- ✓ Develop various contents which reflected user's emotion

➤ For the technology development

- ✓ Research on technologies specialized on digital publishing
- ✓ Train hybrid experts on the Publishing+IT+Contents fields

Thank You

