

Multimedia im Netz

Wintersemester 2012/2013

Part III

Multimedia Distribution Services

Outline

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for Interactive MM |
| 3. | Web Programming with Java | |
| 4. | Communities, the Web, and Multimedia | |
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8 Electronic Books and Magazines

8.1 Terminology, History

8.2 Formats for Electronic Books

8.3 Open Standard for Electronic Books: ePUB

Literature (German):

V. Wang: E-Books mit ePUB, mitp Verlag 2011

Buchhandel und Raubkopien



“Wercke der Finsternis”
Daniel Chodowiecki
1781

From: Privilege and property: essays on the history of copyright, edited by R. Deazley, M. Kretschmer, L. Bently, Open Book Publishers, 2010

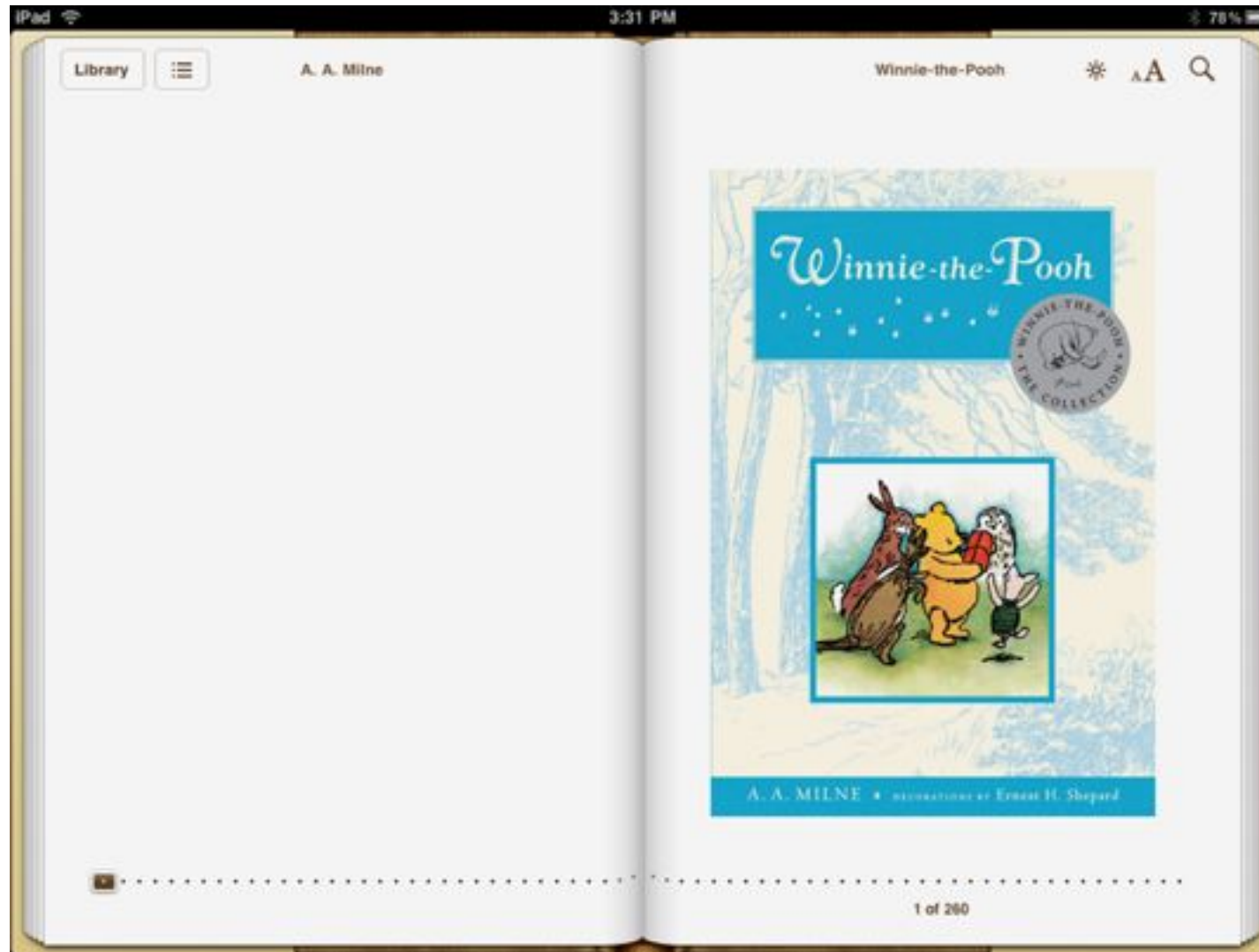
Electronic Book

- An **electronic book (e-book)** is a publication which
 - contains text and pictures as main content, possibly enhanced with further media (audio, animations, video)
 - is distributed in the form of a digital code
 - is optimized for the presentation with appropriate reading systems (hardware and software)
- Examples for proper e-books:
 - products made for viewing on specific e-book readers like Amazon Kindle
 - products of the Apple iBook store
- Examples for products similar to e-books, sometimes also called e-book:
 - Audio books
 - PDF versions of a printed book (one-to-one representation)
- An **electronic magazine** or **electronic newspaper** is a publication with the same characteristics as an e-book, but with a regular publication schedule of individual issues.

Conceptual Difference E-Book / Printed Book

- E-Book:
 - optimized for display on viewers
 - flexible e.g. for different font sizes
 - navigation by hyperlinks and bookmarks
 - search functions
- Many of the traditional elements of book pages are redundant or not usable:
 - chapter and section headers
 - (fixed) page numbers
 - margin columns
 - index
- E-Books are produced from traditional books by extracting the pure text and removing unneeded elements

Example: Apple iBook

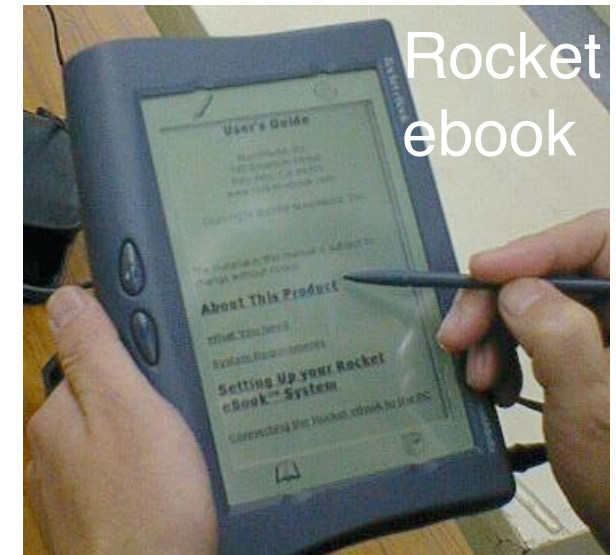


www.freeipadapps.net

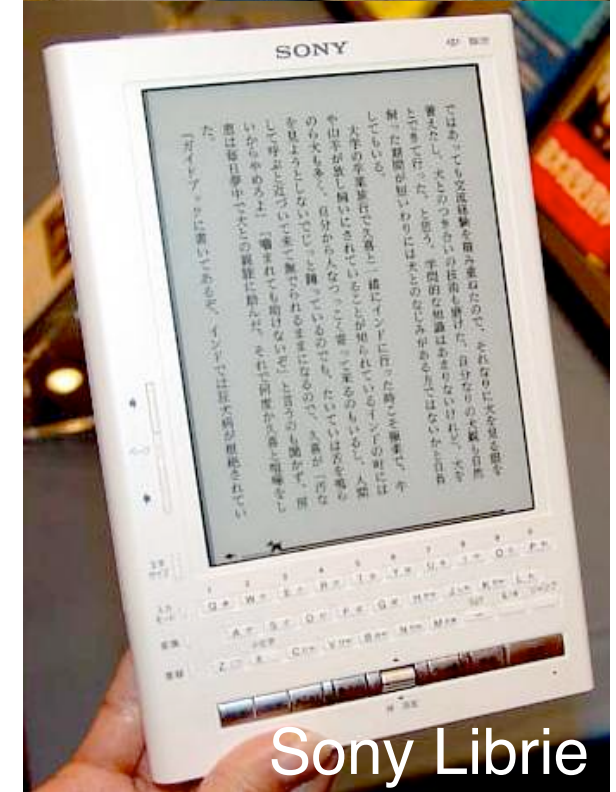
History of Electronic Books

- 1971: Michael S. Hart (1947–2011), *Project Gutenberg* (until today)
- 1985–1992: Robert Stein, *Voyager Company*
- 1993: Company *Digital Book*, Digital Book Format (DBF), books on floppy disk
- 1998: *Rocket ebook* and *Softbook*, first e-book readers
- 2004: *Sony Librie*, first e-book reader with e-ink
- 2007: Launch of *Amazon Kindle*
- 2010: Launch of *Google eBooks*
- 2010: Amazon.com reports that e-book sales have for the first time outnumbered hardcover book sales (2nd Quarter 2010)

Source: Wikipedia,
Images: harpowoman.wordpress.com, www.yesky.com



Rocket ebook



Sony Librie

E-Readers

- An **e(-book) reader** is a (usually portable) device which is designed for being used to read electronic publications.
- Classification:
 - Specialized e-book reading devices, mostly using **e-ink** display technology
 - PDAs or smartphones with reader software
 - Notebooks or netbooks with reader software
 - Tablet PCs with reader software

Stanza
on iPhone
(lexcycle.com)

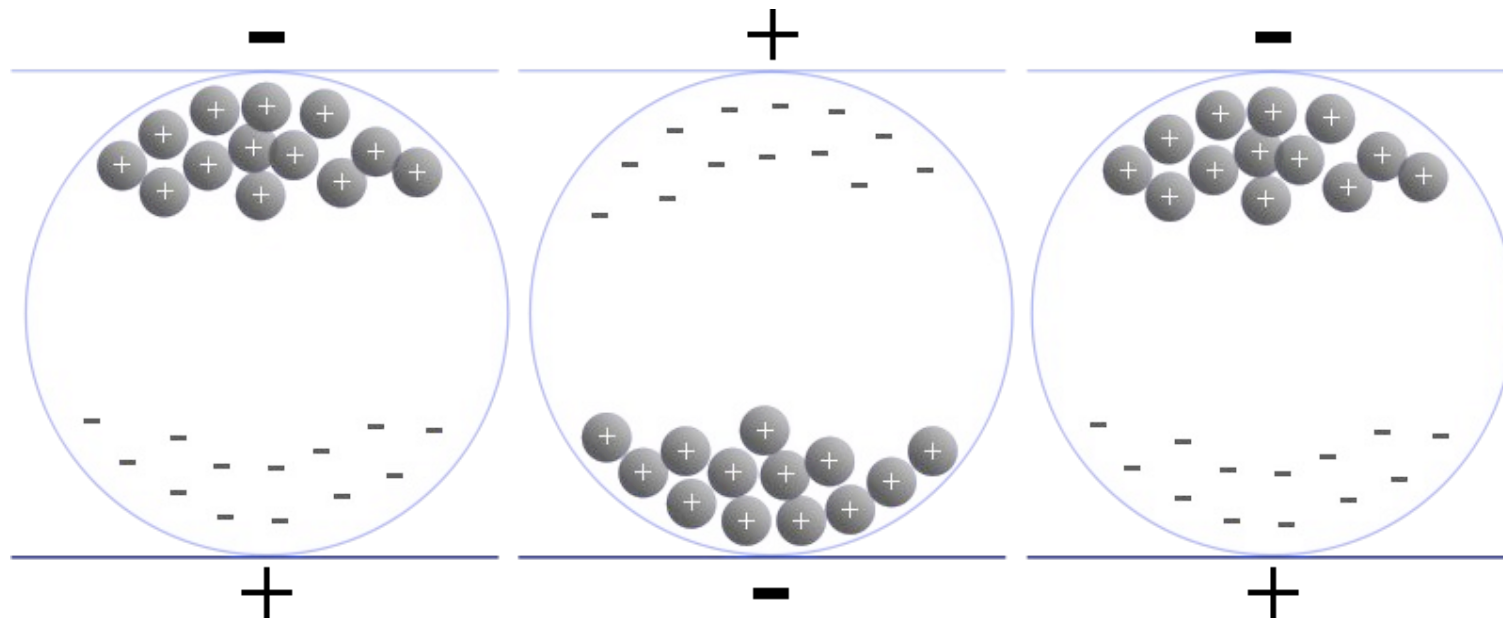


Various readers
(Wikimedia)



Electrophoretic Displays (E-Ink)

- Principle: Small coloured particles (one micrometer diameter) dispersed in dyed hydrocarbon oil, particles migrate to electrodes on opposite sides
- Relatively slow, only global updates (needs "flashing" to avoid "ghost images"), currently mostly black&white (color prototypes exist)
- Extremely low energy consumption, extremely high contrast, image stays



(Wikipedia)

E-Reader Market USA 2011/12



Top E-Book Reading Devices

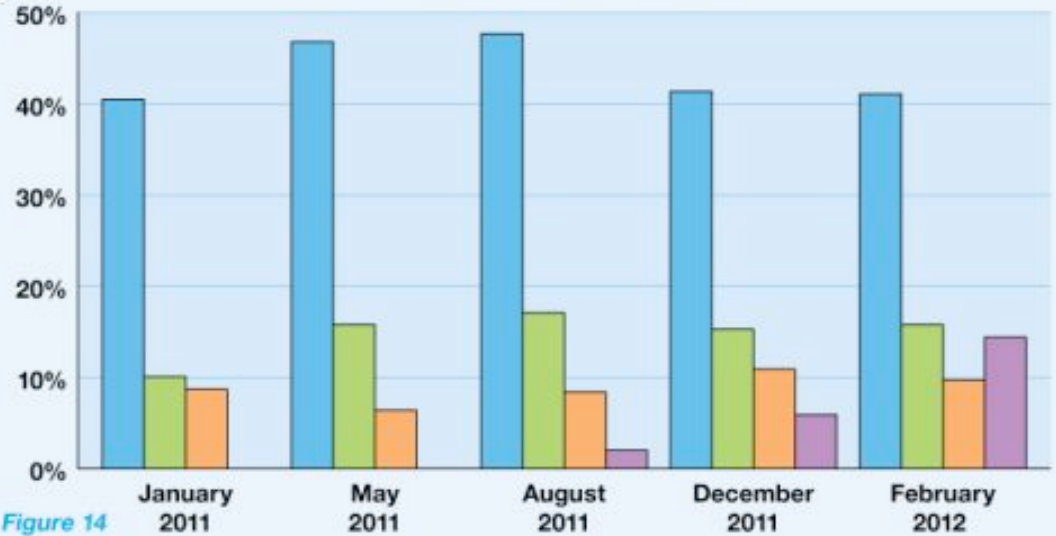


Figure 14

Images: ereaderleader.com, market data: digitalbookworld.com

E-Reading Popular in U.S.

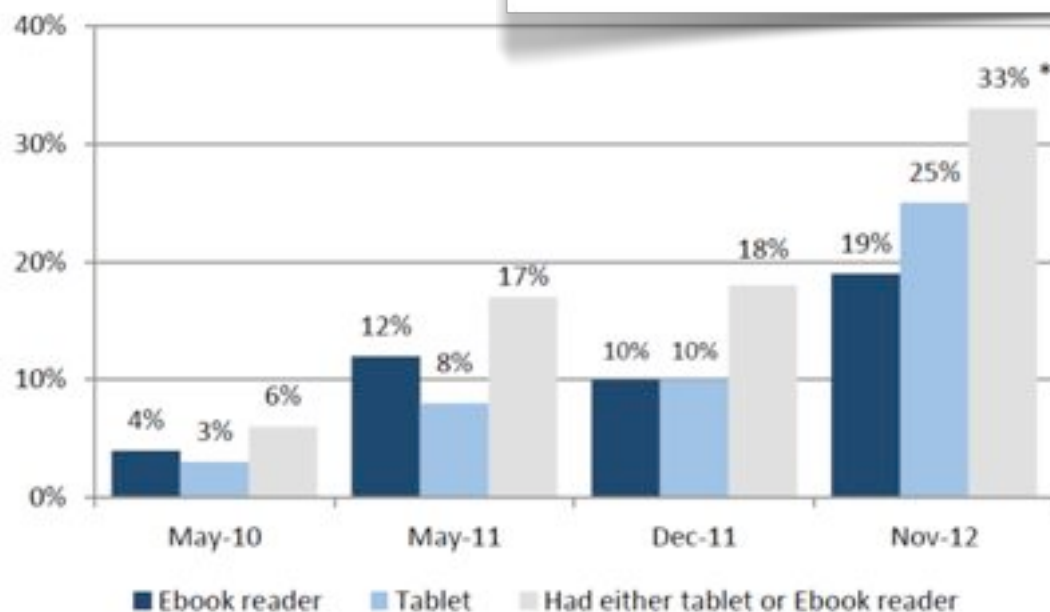
DECEMBER 27, 2012

E-book Reading Jumps; Print Book Reading Declines

23% of Americans ages 16 and older read an e-book in the past year, up from 16% the year before. The share who read a print book declined to 67%, from 72%

E-reading device ownership

% of Americans who own e-book readers, tablet

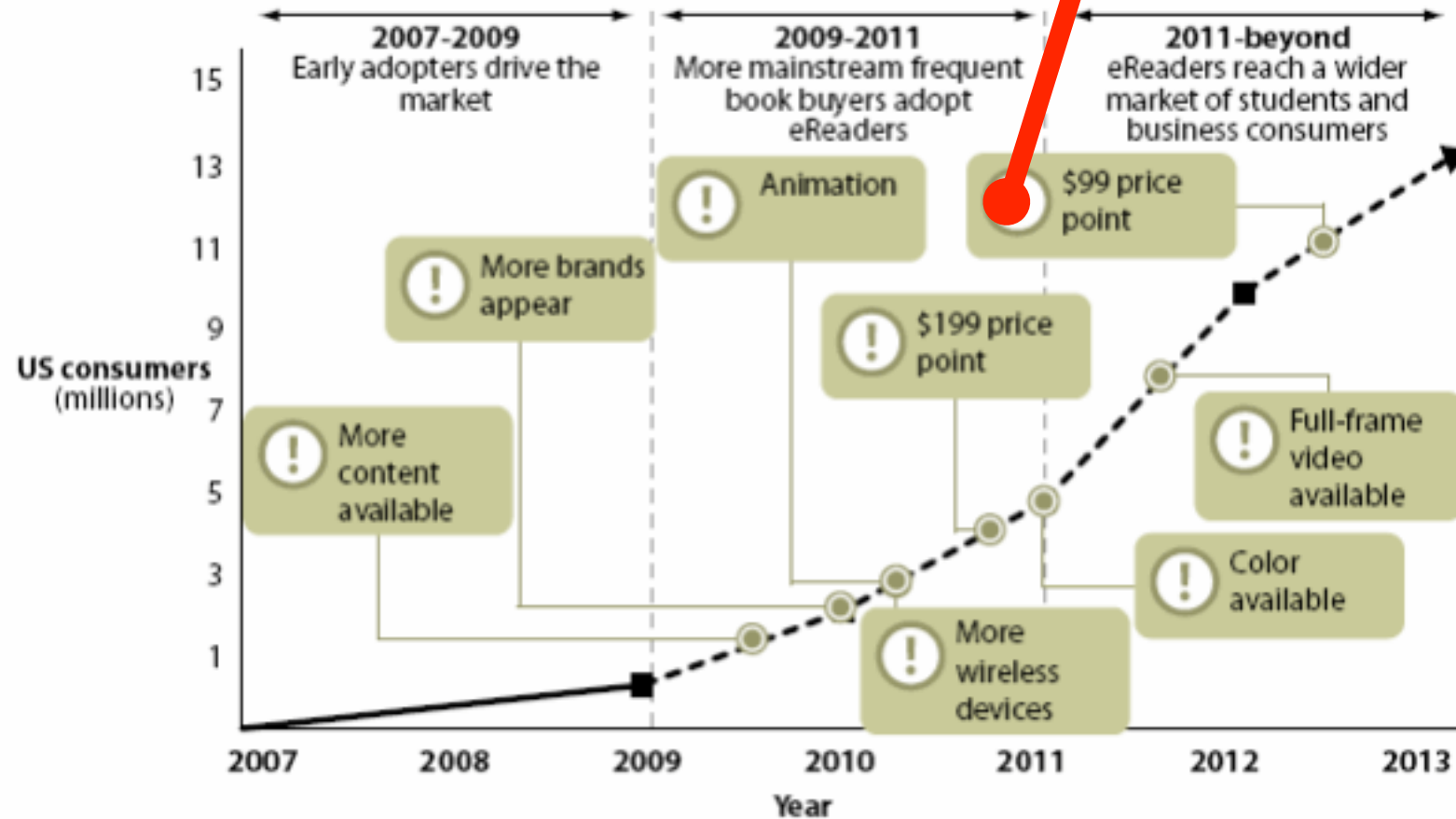


Source: Most recent data from Pew Research Center Internet & American Life Project Library Services survey. October 15-November 10, 2012. N=2,252 Americans ages 16 and older. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 2.3 percentage points for the total sample.

* Surveys for December 2011 and November 2012 involved those ages 16 and older. Previous samples were of adults age 18 and older.

<http://libraries.pewinternet.org/>

Hype Cycle for E-Readers



www.readwriteweb.com, **June 2009**

Source: Forrester Research, Inc.

Sep 2010: 12 million units sold in 2010 (In-Stat)

Nov 2012: 46 million units owned (Lean Market Research)

Unclear Trends

- Tablets vs E-Readers
 - E-Readers with LCD display (e.g. Nook Color, Kindle Fire)
 - E-Book applications on tablets (like iPad)
- Unstable tablet market
 - iOS vs. Android
 - Brand diversity
- E-Book formats: market split
 - Proprietary (e.g. Amazon) vs. open (e.g. ePUB, PDF)
- **Lending of e-books from libraries:**
Increasingly popular in the U.S.
- **Self-published (user produced) e-Books:**
e.g. Amazon kindle direct publishing
- **Enhanced E-Books**
e.g. Apple iBooks Author



Kindle Fire HD
ab 199 EUR



8 Electronic Books and Magazines

8.1 Terminology, History

8.2 Formats for Electronic Books

8.3 Open Standard for Electronic Books: ePUB

Literature (German):

V. Wang: E-Books mit ePUB, mitp Verlag 2011

H. Reibold: E-Books selbst gemacht, bomots Verlag 2010

HTML

- HTML is platform-independent and browsers exist for many platforms
- HTML can be used for simple e-books
- HTML is the basis for the chapter content in most current e-book formats
- HTML is not memory-efficient
 - HTML code needs to be compressed, eg. using ZIP

Open E-Book

- 1998: First e-book conference in the US (NIST)
- Working group "Open eBook Authoring Group" founded
 - 25 representatives of international companies and organisations
 - Developed Open eBook Publication Structure (OEBPS, OeB), 1999
- OEBPS:
 - Based on HTML 4 and XML
 - Uses subset of Cascading Style Sheets (CSS)
 - Package file with metadata (in Open Package Format OPF)
 - Chapters in HTML
- 1999: Open eBook Forum founded to maintain the standard
 - 2005 renamed to "International Digital Publishing Forum" (IDPF)
- OEBPS 1.01 (2001):
 - Fully compatible with XHTML 1.1
 - Works only with external style sheets
- Impact mainly indirectly through other formats

Microsoft LIT Format (.lit)

- DRM-protected proprietary format, since 2000
 - Originally developed for PocketPC
- Readable with
 - Microsoft Reader (protected files)
 - Lexstyle Stanza and other tools (unprotected files)
- Compressed form of Microsoft Hep Module Format (CHM)
 - Essentially based on OEBPS and HTML
- Uses patented *ClearType* technology for improving readability on LCD screens
- Supports user annotations
- "Verbosity functions" enable speech output

Mobipocket-Format (.prc)

- French company Mobipocket, 2000:
 - develops e-book reader software for PDAs, in particular for Palm devices
 - eBook Technology award 2001 (Frankfurter Buchmesse)
 - Has been ported to many operating systems (including Windows, Windows Mobile, Blackberry, Symbian OS)
- File extension .prc just for compatibility with PalmOS
- Based on OEBPS and HTML
- Development tool *Mobipocket Creator*
 - Compiles into binary and compressed file format

Amazon Kindle Format (.azw)

- 2005: Amazon buys Mobipocket
 - Kindle devices on the market starting 2007
- "AZW" probably relates to "Amazon Whispernet"
 - Amazon network for wireless distribution of content
- Amazon-specific DRM, but otherwise compatible with Mobipocket format
- Conversion tool (command line) *Amazon KindleGen*
 - from HTML, XHTML, XML (OPF/IDPF), ePUB
- Kindle Direct Publishing Platform (KDP) for authors
 - integration of publisher, distributor, bookseller
- Topaz:
 - Proprietary format used by Amazon/Kindle, not many details known

More E-Book Formats

- Examples:
 - DAISY
 - » Digital Accessible Information System
 - » Mainly oriented towards accessibility for challenged people
 - » Used e.g. for audio books for the visibly impaired
 - » Being harmonized with ePUB
 - FictionBook (.fb2)
 - » Russian book format, used in particular for Russian literature
 - » XML-based
 - LRF
 - » Proprietary format by Sony
 - ...

Format Incompatibilities

- Market split:
 - ePUB:
 - » Open standard, many stores
 - » e.g. many titles in German language
 - Amazon Kindle
 - PDF and other formats
- Various DRM systems
 - Adobe Adept for ePUB and PDF
 - » readable with Adobe Digital Editions and many e-readers
 - Marlin DRM for ePUB
 - Apple Fairplay for iBooks
 - Amazon Mobipocket DRM
- Example problem:
 - Found a book in ePUB format, with DRM
 - Want to read on Kindle

E-Book Piracy

- Driven by various forces:
 - High prices for e-books
 - Platform, format incompatibilities
 - Low data volume of e-books
- Forms:
 - DRM circumvention
 - File sharing
 - Scans of printed books
- Strong efforts by publishers against piracy sites/forums
 - Main “hubs” under attack
 - Situation similar to digital music market?
- Roughly one third of e-book readers uses pirated content
 - Wiggin study 2011



The Telegraph May 2011

E-books drive older women to digital piracy

Older women are taking to digital piracy as never before as a result of e-reader and tablet ownership, according to new figures.



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Why ePUB?

- ePUB is the most likely candidate for a long-lasting e-book standard
 - based on open standards
 - itself open standard
 - supported by major industry players
- Possible breakthrough event:
 - iBook store on iPad/iPod/iPhone by Apple is based on ePUB

OPF/OPS and ePUB

- 2005: IDPF tries to harmonize the various similar but divergent formats
 - Single final format for e-books
 - Creation of a single flexible container format (Open Container Format OCF)
 - Compatibility with latest versions of related standards (e.g. XML, CSS)
 - Integration of accessibility aspects based on DAISY
- 2007: Definition of "ePUB" (.epub)
 - Container in OCF
 - Contents in Open Packaging Format (OPF), following the Open Publication Structure (OPS)
 - (all standards in version 2.0)
- 2011: ePUB 3.0 (Final Recommended Spec of IDPF):
 - XHTML/HTML5
 - Embedded still images, SVG vector graphics, math equations
 - Embedded audio and video
 - Interactivity with JavaScript (optional for e-readers)

ePUB 3: Four Parts of the Standard

- EPUB Publications
 - Publication-level semantics
 - Conformance requirements
 - Packaging, metadata
- EPUB Content Documents
 - Profiles for XHTML/HTML5, SVG, CSS
 - » Navigation
- EPUB OCF (Open Container Format)
 - Single file for publication
 - Logical file system within the (compressed) single file
 - DRM, watermarking
- EPUB Media Overlays
 - Synchronization video/audio
 - Based on SMIL



Open Publication Format (OPF)



- XML file in Open Publication Format file (.opf)
 - Navigation Document
 - » Until ePUB 2: NCX standard (rom DAISY)
 - » ePUB 3: HTML5 `.nav` element
- Contents of OPF file:
 - `<package>` element containing:
 - » `<metadata>` based on Dublin Core Standard
 - » `<manifest>`: list of files
 - » `<spine>`: order of documents (serialization)
 - » `<tours>` (optional, deprecated): Alternative sequences
 - » `<guide>` (optional): Entrance point to overview parts of publication

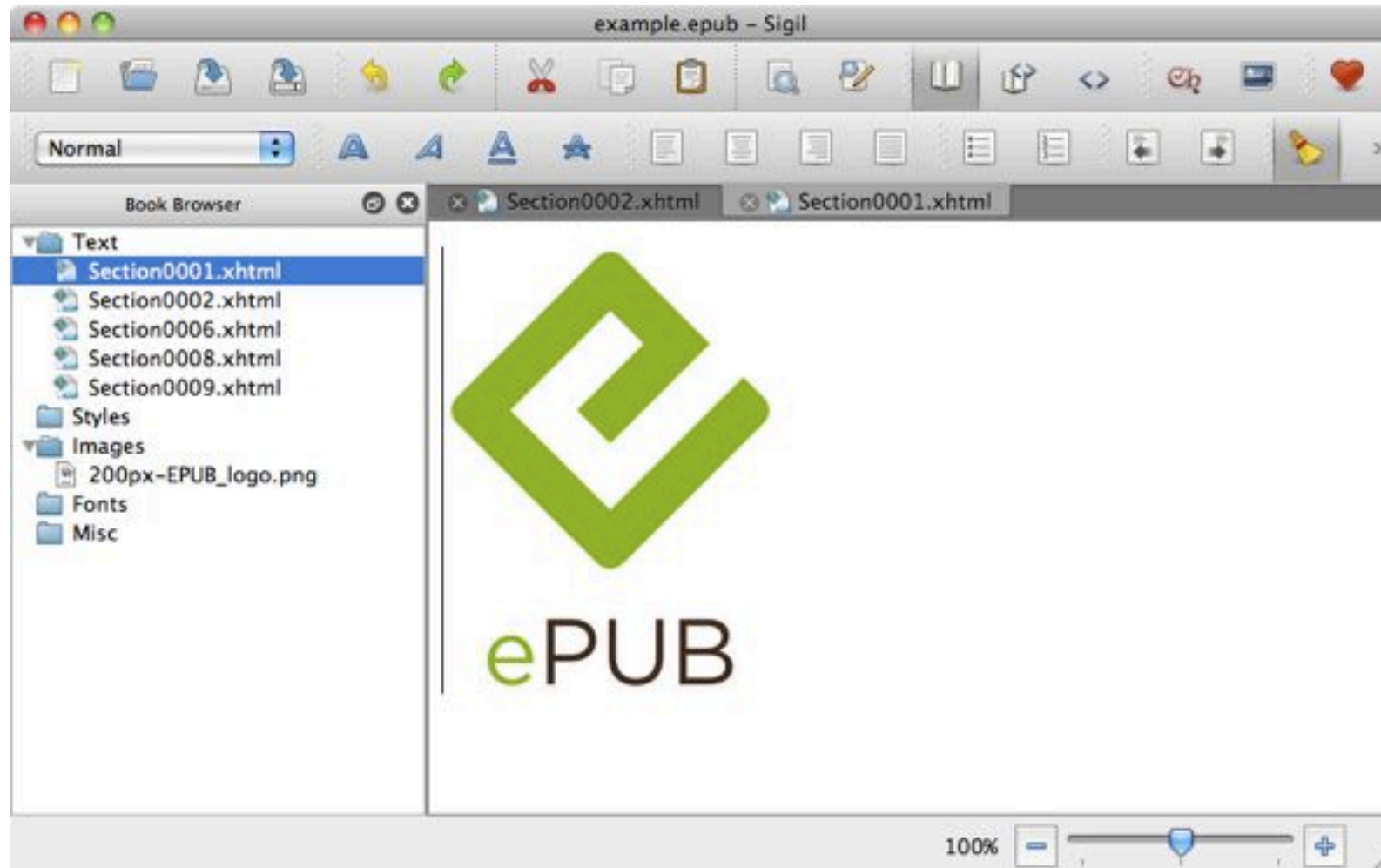
Open Container Format OCF



- OCF defines the structure of the ePUB file
- File is a ZIP file containing a file system (similar to e.g. jar files)
- META-INF folder:
 - container.xml: defines root directory and OPF file of publication
 - manifest.xml (optional), metadata.xml: required only for non-OPS contents
 - signatures.xml, encryption.xml, rights.xml (all optional): DRM info
- mimetype file:
 - Defines MIME type of file, usually "application/epub+zip"
- OEBPS folder:
 - Contains actual content files (XHTML)

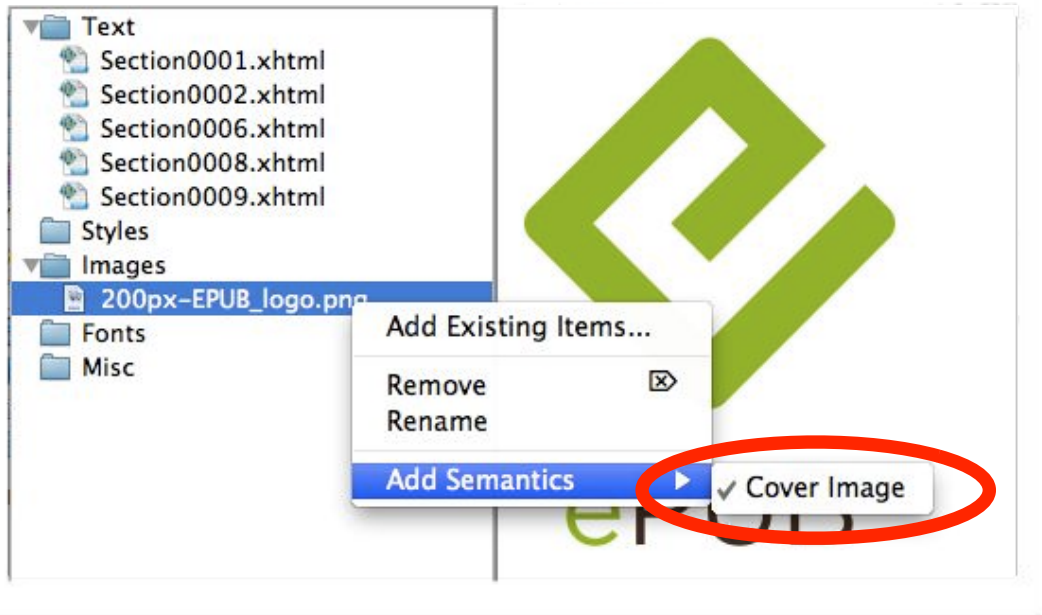
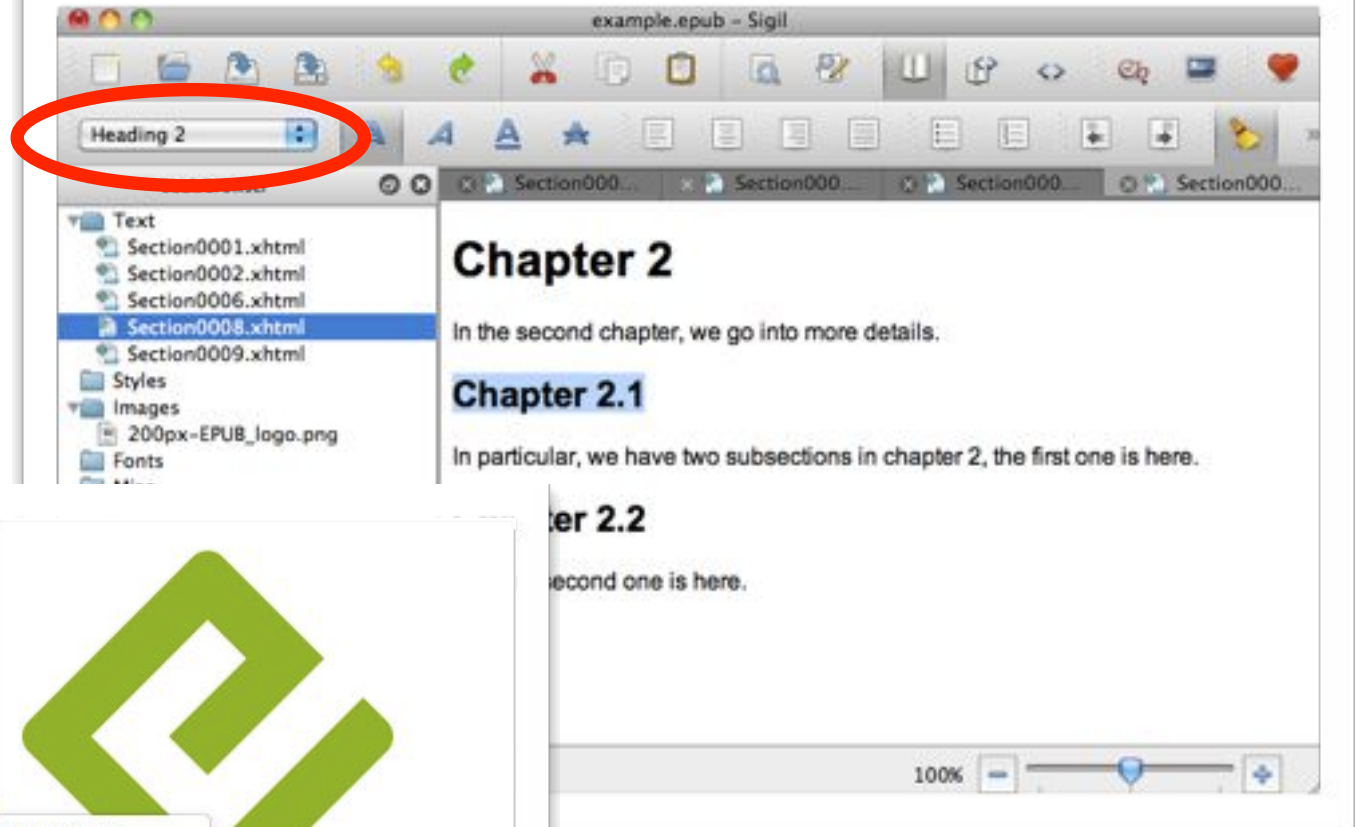
Example Using ePUB Editor (1)

- Tool used for the example: "Sigil" editor (<http://code.google.com/p/sigil/>)



Example Using ePUB Editor (2)

Declaring semantic attributes



Example Using ePUB Editor: Archive Structure

▼	Folder	META-INF	--	Folder
	File	container.xml	4 KB	Text document
	File	mimetype	4 KB	Document
▼	Folder	OEBS	--	Folder
	File	content.opf	4 KB	Document
▼	Folder	Images	--	Folder
	Image	200px-Epub_logo.png	8 KB	Portab...image
▼	Folder	Text	--	Folder
	Text document	Section0001.xhtml	4 KB	TextW...ument
	Text document	Section0002.xhtml	4 KB	TextW...ument
	Text document	Section0006.xhtml	4 KB	TextW...ument
	Text document	Section0008.xhtml	4 KB	TextW...ument
	Text document	Section0009.xhtml	4 KB	TextW...ument
	File	toc.ncx	4 KB	Document

Example Using ePUB Editor: container.xml

```
<?xml version="1.0"?>
<container version="1.0"
xmlns="urn:oasis:names:tc:opendocument:xmlns:container"
>
    <rootfiles>
        <rootfile full-path="OEBPS/content.opf"
            media-type="application/oebps-package+xml" />
    </rootfiles>
</container>
```

Example Using ePUB Editor: content.opf (1)

```
<?xml version="1.0" encoding="UTF-8"?>
<package xmlns="http://www.idpf.org/2007/opf" unique-identifier="BookID"
version="2.0">
  <metadata xmlns:dc="http://purl.org/dc/elements/1.1/"
xmlns:opf="http://www.idpf.org/2007/opf">
    <dc:title>An example e-book</dc:title>
    <dc:creator opf:role="aut">Heinrich Hussmann</dc:creator>
    <dc:language>en</dc:language>
    <dc:identifier id="BookID" opf:scheme="UUID"> ... </dc:identifier>
    <meta name="cover" content="x200px-EPUB_logo.png"/>
    <meta name="Sigil version" content="0.3.4"/>
  </metadata>
  <manifest>
    <item id="ncx" href="toc.ncx" media-type="application/x-dtbnex+xml"/>
    <item id="x200px-EPUB_logo.png" href="Images/200px-EPUB_logo.png"
media-type="image/png"/>
    <item id="Section0001.xhtml" href="Text/Section0001.xhtml"
media-type="application/xhtml+xml"/>
    <item id="Section0002.xhtml" href="Text/Section0002.xhtml"
media-type="application/xhtml+xml"/>
    ...
  </manifest>
  ...
</package>
```

Example Using ePUB Editor: content.opf (2)

...

```
<spine toc="ncx">
  <itemref idref="Section0001.xhtml"/>
  <itemref idref="Section0002.xhtml"/>
  <itemref idref="Section0006.xhtml"/>
  <itemref idref="Section0008.xhtml"/>
  <itemref idref="Section0009.xhtml"/>
</spine>
<guide>
  <reference type="cover" title="Cover" href="Text/Section0001.xhtml"/>
</guide>
</package>
```

Example Using ePUB Editor: Content file

```
<?xml version="1.0" encoding="utf-8" standalone="no"?>
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.1//EN"
  "http://www.w3.org/TR/xhtml11/DTD/xhtml11.dtd">

<html xmlns="http://www.w3.org/1999/xhtml">
<head>
  <title></title>
</head>

<body>
  <h1 id="heading_id_2">Chapter 2</h1>

  <p>In the second chapter, we go into more details.</p>

  <h2 id="heading_id_3">Chapter 2.1</h2>

  <p>In particular, we have two subsections in chapter 2,
    the first one is here.</p>

  <h2 id="heading_id_4">Chapter 2.2</h2>

  <p>And the second one is here.</p>
</body>
</html>
```


Example Using ePUB Editor: toc.ncx

```
<?xml version="1.0" encoding="UTF-8"?>
<!DOCTYPE ncx PUBLIC "-//NISO//DTD ncx 2005-1//EN"
    "http://www.daisy.org/z3986/2005/ncx-2005-1.dtd">

<ncx xmlns="http://www.daisy.org/z3986/2005/ncx/" version="2005-1">
  <head>
    <meta name="dtb:uid" content="47e865c1-81d2-42f6-ace6-de4953f3f222"/>
    <meta name="dtb:depth" content="2"/>
    <meta name="dtb:totalPageCount" content="0"/>
    <meta name="dtb:maxPageNumber" content="0"/>
  </head>
  <docTitle>
    <text>An example e-book</text>
  </docTitle>
  <navMap>
    <navPoint id="navPoint-1" playOrder="1">
      <navLabel>
        <text>Chapter 1</text>
      </navLabel>
      <content src="Text/Section0006.xhtml"/>
    </navPoint>
    <navPoint id="navPoint-2" playOrder="2">
      <navLabel>
        <text>Chapter 2</text>
      </navLabel>
      <content src="Text/Section0008.xhtml"/>
      <navPoint id="navPoint-3" playOrder="3">
        <navLabel>
          <text>Chapter 2.1</text>
        </navLabel>
        <content src="Text/Section0008.xhtml#heading_id_3"/>
      </navPoint>
    </navPoint>
  </navMap>
  ...
</ncx>
```

Example Viewed in E-Book Reader

Using *Adobe Digital Editions*:

