

19 November 2010

STM E-Production Seminar 2010

2 December 2010

Hilton London Kensington Hotel

179-99 Holland Park Avenue, London, UK

Final Programme

Chair: Suzanne Wilson-Higgins, Ninestars

- 8:30 Registration & Continental Breakfast
- 09:30 - 10:15 Keynote: **Building on the XML Foundation – How Springer Produces and Re-Purposes the XML Asset**
Volker Boeing, Director, Process and Content Management, Springer
Without any committee or industry body agreeing to it, XML has quietly won the content battle. The shift to producing XML in mass quantities has now reached a tipping point where the goal of production is not only consistent formatting, but also enrichment and curation of XML so that its business value can be extended through both existing and new distribution platforms. This talk reviews Springer's XML production and explains how new XML-based products have had significant impacts on the production process.
- 10:15- 11:00 **Repurposing and Archiving content**
- Merging, reassembling and distributing in STM publishing**
Jan Visser, Senior Vice President, Electronic Production, Elsevier
- Ensuring Content Flexibility – Challenges in Newspaper Media Monitoring**
Tim Saulter, Product Marketing Manager, Newspaper Licensing Agency
How UK newspapers through the NLA have addressed the challenge of normalising content from over 150 titles to enable multiple applications in media monitoring and multiple downstream applications, how these are being extended to web content, and how data standards might lower costs.
- 11:00 – 11:30 Break
- 11:30 – 12:30 **Semantic tagging - lessons learned**
- All aboard the semantic bandwagon! – Now just hold on a minute...**
Colin Batchelor, Senior Informatics Analyst, Royal Society of Chemistry
Semantic markup is growing in popularity among STM publishers, but Google has built an enormous business in classifying the web with a completely non-semantic

approach. In this talk I discuss what semantic markup might have to offer that Google's approach might not, and what organisations should consider before they take the semantic road.

'Lead' or 'lead' – improving the quality of semantic enrichment

Jeremy Macdonald, Associate Director, Platform Development, Nature Publishing Group

This session aims to give you a short overview of the metadata enrichment we have done at NPG, how we have done it, what metadata enables us to do what we couldn't do before and the 'cost' of doing it. How use of existing ontologies and metadata such as MESH can add immediate high quality semantic enrichment to your content and can help you find new ways of searching and retrieving your content. Additionally, semantic enrichment has unique challenges for publishers, we will take you through our experiences of these and our thoughts on handling them.

Making of gold - Stories from the content enrichment work bench

Sam Herbert, Client Services Director, 67 Bricks

This presentation will look at how publishers are tackling the content enrichment challenge. It will include case studies of recent content enrichment projects with Pharmaceutical Press and the British Standards Institution. The session will focus on the implementation challenge but will also cover the selection of appropriate content enrichment methods, ROI considerations, when to carry out the enrichment and the question of automated versus manual enrichment.

12:30 – 13:45

Lunch

13:45 – 15:00

The metadata bloat – coping with versions of books and e-books

Drilling down into eBook identifiers – ISBN, ISTC, DOI, etc.

Brian Green, Executive Director, International ISBN Agency

Whether and how the ISBN should identify each different version of an e-book has become a contentious issue. Brian Green discusses what elements might define different e-book products, examines whether a traditional product identifier such as the ISBN is adequate for this purpose and considers the role of more abstract identifiers such as the ISTC in linking different products with the same content.

eBooks Breaking Up – identifying components

Ed Pentz, Executive Director, CrossRef

Identifying eBooks is a big challenge particularly in scholarly publishing as online books and reference works are being broken into smaller chunks and dynamically updated. CrossRef's experiences with registering DOIs for books and reference works led it to publish a "Best Practices for Books" document addressing some of the challenges of identifying and linking scholarly books and reference works. This talk will give an overview of the practical steps CrossRef is taking to take these issues.

I-dent know? Identifiers from the publisher's perspective

Mark Majurey, Taylor & Francis Books

With print books the issue of identification has always been a relatively simple one, particularly with respect to the supply chain. But the advent of a plethora of new format types, product types, the disaggregation of the codex, as well as new and confusing business models both Cloud-based and downloadable, has created a minefield for ebook publishers who wish to take full advantage of the new digital supply chain. This will be a brief case study into how one ebook publisher has attempted to deal with these issues in a confusing landscape.

15:00 – 15:30

Break

15:30 – 16:45

The future of production

Outsourcing or Not? – Using Cambridge books and journals as case studies

Andy Williams, Director, Academic & Professional Production (Europe) & Content Systems Director, Cambridge University Press

An overview of issues that arise when outsourcing - and thoughts on the options that are available. Andy will look at the different drivers, both in the Press and in other companies, that might lead to particular solutions, and whether the widely held assumption that more work should be outsourced is actually correct for a given business, or indeed for the industry.

Perpetual change: the need for production departments to continually evolve

Richard Fidczuk, Production Director, SAGE

Requirements for production have changed considerably over recent years, becoming much more varied and complex, and the future is not likely to show any diminution in the rate of change. This presentation will review the recent past and the present, and will highlight some areas which production managers/departments will need to address in the coming years. Some of the areas to be discussed are: changes in skills required, technological advances, changes in purchasing strategies.

A Swiss army knife? – Using WordPress to Manage Content in the Cloud

Marcia Merryman-Means, Managing Editor, Schlager Group, Inc.

Although WordPress is best known as a blogging platform, many organizations are discovering that it has tremendous promise as a CMS as well. In this presentation, we will discuss how educational publisher Schlager Group is using WordPress to reinvent its production process, from article writing and editing to author review of edited manuscript to generation of HTML and XML formatting.

Hello Goodbye: Why HTML5 Is In and Native Is Out

Kevin Cohn, Vice President of Operations, Atypon

Publishers are rushing to join the mobile revolution. As they do so, they're faced with a growing number of mobile platforms that must be supported. This presentation will discuss the advantages of using HTML5, the new markup language for the Web, to develop apps, as opposed to device-specific code.

16:45 – 17:00

Wrap up

Suzanne Wilson-Higgins, Ninestars