From the publisher’s perspective

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Three goals for the publisher

- Fulfil our corporate social responsibility
- Fulfil any legal obligations
- Take advantage of any untapped markets (definitely a big bonus)
Who's responsibility is accessibility?

• Everyone's
• Starts with the people who understand the technology
• Other areas of the business should also be educated - Editorial, Design (even Sales)
What can we do?

• Ensure that our books are created in a way that makes them as accessible as possible
• This is both a technical and design issue
It’s not always so simple...

- Majority of publishing is still print orientated
- Change in mind-set is needed
- Currently often print 1\textsuperscript{st}, digital 2\textsuperscript{nd}
- Ideal situation = both have equal weighting
What do we mean by that?

• Print design will often not translate well/easily to eBook design
• Must free ourselves from the idea that eBooks must look the same as their print counterparts
• Different products, different markets
• Accessibility is key for digital products
But what about fixed-layout eBooks?

- Of course, for some titles the page-layout is crucial
- Kids books, graphic novels, coffee-table books
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- But even these can be made more accessible
- Using live text as opposed to images
- Providing backup content for images (alt attributes)
- Use SVG for decorative text
- Using features such as Read Aloud
Advantages of reflowable over fixed-layout

- Readability is improved
- Book is more accessible
- One file fits all vendors (almost)
- Cheaper and quicker than producing many different versions
- Not restricted in your avenues of distribution. Every vendor supports reflowable EPUBs.
GAZPACHO SHOTS WITH TIGER PRAWNS
Dhruv Baker sales director and 2010 champion

PREPARATION TIME
35 minutes, plus chilling
COOKING TIME
2-3 minutes
MAKES 24 SHOTS

1. To make the gazpacho, mix the breadcrumbs with the egg yolk and the garlic in a bowl, then slowly add the olive oil, mixing as you do so. Transfer to a hand-held blender or food processor and add all the remaining gazpacho ingredients. Blitz until smooth.

2. Press the mixture through a fine sieve. Taste and adjust the seasoning with salt, pepper, and vinegar if necessary. Leave to chill for at least 2 hours or overnight.

3. Have ready a large bowl of iced water. Bring a pan of water to the boil, add a pinch of salt and the peeled prawns, and cook quickly at a rolling boil for 2-3 minutes, until they just change colour. Drain and plunge into the iced water. Swish them around a bit to cool, then drain again and pat dry.

4. Pour the gazpacho carefully into large, chilled shot glasses and top each one with a prawn.

TIGER PRAWNS

Tiger prawns are meaty, warm-water or tropical prawns. Warm water prawns tend to be larger than their cold-water cousins, and some varieties of tiger prawn can grow to 30cm [11 in]. They are harvested globally, and farmed extensively, raising some environmental issues, so check how responsibly the fish have been sourced when buying. Snap off the legs and antennae when preparing. The taste is mellow, honeyed, and succulent.

JOHN TORODE “Wow! That gazpacho is fabulous. It’s rich. It’s got the sweetness of the tomato, it’s got a heat in there from a bit of spice, and it goes very, very well with the prawn.”
Other challenges facing publishers

• Technical expertise
• Great to have someone in-house with knowledge of the inner workings of eBooks
Other challenges facing publishers

• What if your eBooks are created out-of-house?
• Maintain your own specification documents
• All books returned from suppliers should go through Q.A.
• Make checking for accessibility features part of this process
Keeping up with the technology

- eBooks and eReader technologies are changing rapidly
- Lot’s of blogs, twitter groups, newsletters, websites that provide news
- Comprehensive EPUB3 support will provide further accessibility options
• No excuse for not at least doing the bare minimum to make our eBooks accessible
• It will be a process of educating different areas of the business to the advantages of, and disadvantages of not thinking about accessibility
• We may see more external pressures to provide content in accessible formats
Want to know more?

- ‘Accessible EPUB3’, O'Reilly
- RNIB, IDPF websites
- Vendors specification documents (Amazon have some great guidelines on creating tables)
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