W3C DPIG
Charting the Path Forward for the Future of Publishing with the Open Web Platform

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NEWS FLASH:
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The Web was not created for publishing. It was mainly created for communication, finding stuff, and selling stuff.
The W3C has formed the Digital Publishing Interest Group to explore how Web technologies can be improved for publishing.
Why should I care?

I hardly ever think about my website.
The basic options for delivering digital publications:

An App.
Programmed for a specific OS.

The Browser.
Standard online delivery.

E-Reader.
Getting closer to one-file-works-everywhere.
The basic options for delivering digital publications:

- **An App.** Programmed for a specific OS.
- **The Browser.** Standard online delivery.
- **E-Reader.** Getting closer to one-file-works-everywhere.

Behind almost all of these: The Open Web Platform (OWP), colloquially referred to as HTML5.
The Open Web Platform

Over 100 W3C specs: XML, HTML, CSS, SVG, MathML, many more.

**HTML5**
The structure.

**CSS3**
The styling.

**JavaScript**
The functionality.
W3C Digital Publishing Interest Group

Main mission:

**Document use cases** for things publishers need to do using web technologies.

Work with appropriate **W3C Working Groups** to update the specifications and standards.
Current Areas of Work in the DPIG:

**Typography and Layout**  
Achieving print-quality rendering via CSS

**Annotations and Social Reading**  
With W3C and EPUB Annotations WGs

**Accessibility and Personalization**  
Very broad, overlaps all other areas

**Behavioral UI**  
Standardizing things like pop-ups

**Metadata**  
Optimizing schema.org for publishing
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**Drop Caps!**
Intensive activity in W3C CSS WG; implementation interest from Google, Mozilla, Adobe

**Footnotes! Headers and footers!**
High interest, high priority; these intersect with “regions,” annotations work

*DPIG is helping to get these things to happen.*
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**Just formed: W3C Open Annotations WG**
Building on the work of the W3C Open Annotations Community Group, on which the EPUB Annotations spec is based.

Very complex issue, managing annotations and their provenance across time and documents.
DPIG Collaborating with PF WG of WAI
(Translation: Protocols and Formats Working Group of the W3C Web Accessibility Initiative)

**First focus:** Expand Structural Semantics for ARIA @role to add important publishing terms.

**Accessibility and Personalization**
Very broad, overlaps all other areas

**Stop overloading @class attribute**
Devote @role to semantics and keep @class focused on styling.
Current Areas of Work in the DPIG:

**Schema.org is “built in” to HTML5**

Enables “semantic enrichment” (adding metadata) to granular components of HTML5 documents.

Not a W3C standard; collaboration between major search engines and browsers.

Uses microdata or RDFa.

New properties for accessibility and education.

Working with BISG WG on ONIX in schema.org.

**Metadata**

Optimizing schema.org for publishing
And a final plea to the publishing community:

Join the W3C!

Publishers are woefully under-represented.

Your voice needs to be heard!
Thanks!

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