

HTML in EPUB Survey Communications Guide

Please use the following templates in any communications you share when distributing this survey, if there are any questions, please contact us at group-pm-wg-chairs@w3.org

Email Template

Dear [recipient],

We are reaching out to you because of your role in the ebook/EPUB publishing community. As you know, technology is constantly evolving. One such technology, currently central to EPUB files, is XML, more exactly the XML syntax of HTML (XHTML). Use of this syntax is declining outside of publishing. In order to provide for the future of the EPUB ecosystem, we plan not to require the XML syntax any more in the EPUB package.

This change will not affect the document formats currently allowed in an EPUB publication, it would simply remove the restriction to the XML syntax.

We hope to understand how this might affect the community. That way, we can identify potential obstacles and make an easier transition to accepting HTML.

Your input is valuable, and will help shape the future of ebooks.

Please take this brief four-question survey: <https://www.w3.org/wbs/1/epubhtml/>

- You do not need a W3C account
- Responses are anonymous
- The survey is in English and Japanese
You may share this link with anyone you believe could give us a helpful perspective
- Survey closes in September
The anonymized information we collect will be made public to ensure transparency in our process.

If you have any questions about this survey, contact us at group-pm-wg-chairs@w3.org

Sincerely,

[Your name]

Susan Neuhaus

Shinya Takami (高見真也)

Wendy Reid

Co-Chairs, Publishing Maintenance Working Group at W3C <https://www.w3.org/groups/wg/pm/>

Who We Are

This survey was created by the Publishing Maintenance Working Group, part of the World Wide Web Consortium (W3C). Our mission is to maintain the Recommendations for EPUB files and ereaders. We work incrementally to improve the Recommendations, provide additional clarity, and grow the Recommendations for the future of Ebooks. [You can read more here.](#)

Social Media Templates

Do you build tools for EPUB ebooks? Do you make EPUB ebooks? Help EPUB keep up with changing tech— [answer a few brief questions for the W3C](#) Brief survey, 4 questions, responses anonymized

URL: <https://www.w3.org/wbs/1/epubhtml/>

If you make EPUB ebooks or build tools for EPUBs, do you think EPUBs should continue requiring XML syntax for HTML files? [tell the W3C what you think](#)

Brief survey, 4 questions, responses anonymized

URL: <https://www.w3.org/wbs/1/epubhtml/>

The [Publishing Maintenance Working Group](#) (PMWG) plans to allow the HTML syntax and HTML files in the EPUB file. How might this affect your work?

[Take a 4-question survey, responses anonymized](#)

URLs: <https://www.w3.org/groups/wg/pm/>

<https://www.w3.org/wbs/1/epubhtml/>

Suggested hashtags:

[#publishing](#) [#ereader](#) [#ebook](#) [#kindle](#) [#kobo](#) [#pocketbook](#) [#boox](#) [#nook](#) [#epub](#) [#eprdctn](#)