



Dave "scaring Matt & Ivan w/ Github issues" Cramer
@dauwhe



What's holding back digital reading / ebooks?



175 votes · Final results

11:54 AM · Nov 4, 2019 · [Twitter Web App](#)

EPUB Survey Draft version 1.0

SURVEY: EPUB AND DIGITAL PUBLISHING: TODAY, TOMORROW, AND BEYOND

EPUB in one form or another has been around for twenty years. As we head into this next decade, we want to take a moment and assess where we are and where we as a global publishing community want and need to go next. How well is EPUB working? What could be improved? What should the future of EPUB and digital publishing formatting look like? We've assembled quite a large number of questions, about how people work with EPUB today, what problems they have, and what we've heard so far about what they want in the future. We hope this information will provide valuable input to the W3C's EPUB 3 Community Group and the Publishing Business Group, as well as all of us who work with EPUB. We've organized the survey into sections for different parts of the ecosystem, but feel free to answer any question in any section if you have something to say. Please also feel free to skip any questions.

For Everyone

User Experience

1. What would you like to see in EPUB? What do you feel is missing?

Information and communication

2. How do you learn about what's going on with EPUB, ebooks, reading systems, etc.?
 - a. Twitter / #eprdctn
 - b. EPUB 3 Community Group calls/email list/GitHub
 - c. W3C Publishing Business Group calls/email list/GitHub
 - d. Conferences? Which ones?
 - e. Blogs? Which ones?
 - f. From vendors? Which ones?
 - g. From local publishing organizations? Which ones?
 - h. From reading system developers? Which ones?
 - i. Other online sites?
3. How could we improve communication across the entire ebook ecosystem? If there's a problem, how do we find out who has the power to fix it?
4. Have you ever reported a bug to a reading system? Was it easy to find out how to do it? Were they responsive? Was the bug fixed?
5. Should the EPUB 3 Community Group start a GitHub repo devoted to tracking reading system bugs?

Media

6. Does EPUB need more core media types?
7. Do you use MathML in EPUB? What problems have you encountered?
8. Do you worry about color management? Do you feel CSS needs better color management tools?

Links and Annotations

9. Do you use the [EPUB Annotations specification](#)? Would it be helpful to update this spec to reflect updates in the Web Annotations Data Model?
10. What kind of linking would you like to see in EPUB? Does the removal of CFI (in content documents) in the spec affect your workflow? Would you be interested in an HTML-based replacement for CFI?
11. Have you had problems with reading systems removing or rejecting certain kinds of links?

For Publishers

EPUB 2, EPUB 3, PDF, or not a digital book at all?

12. Do you publish EPUB? If not, why not?
13. Do you publish EPUB 2 or EPUB 3 or a mix of both? If EPUB 2, why? What's stopping you from upgrading?
14. Do you support a backlist of EPUB 2 content? If so, do you have aspirations to update it?
15. Do you create PDF ebooks?
16. Do you create Kindle specific files for the supply chain? For what types of content?
17. Do you send different epub3s to different retailers? If so, why?
18. Are there some types/genres of books that you want to do as EPUB but can't?
 - Journaling/Guided Writing—things that require local storage
 - Pop-up books
 - Sticker books
 - Learn to draw/trace books
 - Books with worksheets/quizzes
 - Books with fill-in blanks
 - Fillable calendar books
 - Puzzle books
 - Others
1. Are there other features you'd like to be able to support in ebooks?
 - Bookplates
 - Author signing in digital
 - Map integration
 -

Fixed Layout, Hybrids, and High-Design Books

19. Some publishers use fixed layout for high-design books, but this makes books much less adaptable to different screen sizes and user preferences. What's preventing you from creating high-design reflowable books?
 - A. Media queries in EPUB are often broken
 - B. Lack of support for modern CSS Layout such as grid, flexbox, shapes, exclusions, and writing modes
 - C. Inability to have images cover the entire screen in reflowable
 - D. Other (please provide details)
20. Are you interested in mixing FXL sections and reflowable sections in the same book?

Metadata

21. How do you provide metadata to the supply chain? Check all that apply.
- a. ONIX
 - b. Excel
 - c. Embedded in EPUB
 - d. other

New and less-implemented Features

22. Which potential new features would you use?
- a. HTML serialization
 - b. New media types
23. Do you use linear="no"? What for? What behavior do you expect from reading systems?

For Retailers and Reading System Developers

24. What are the most common problems you find in EPUBs?
25. What do your customers complain about most?
26. Are your customers asking for new features? If so, what features?
27. Have you implemented all of the EPUB spec? If not, why not?
28. What parts of EPUB were hardest to implement. Why?
29. Would you like the EPUB spec to be clearer about reading system conformance? Would you like to see reading system conformance tests? Would you be willing to share existing tests, or help create them?
30. When publishers deliver accessible EPUB files and the related metadata, do you inform consumers about the accessibility features that are available? If not yet rolled out on your product pages, is this something you're working on?
- 31.

For EPUB Creators

Scripting and Interactivity

32. Would you use scripting in EPUB if it were more widely supported?
33. What scripting features are most important to you?
- A. Local storage
 - B. Charts and graphics
 - C. User interaction such as Quizzes
 - D. Sorting tables
34. Are you interested in using common JS libraries or frameworks in EPUB?

- A. JQuery
- B. React
- C. Angular
- D. Bootstrap
- E. Vue
- F. Polymer
- G. Highcharts
- H. Other (please specify)

Semantics, Semantic Inflection, epub:type, and ARIA roles

- 35. Do you use epub:type in your EPUBs? Why? What expectations do you have about how they are used?
- 36. What epub:type values do you use in EPUB? Are you using ARIA roles in addition to or instead of epub:type?
- 37. Are you interested in using other techniques like RDFa, microdata, microformats, or JSON-LD in ebook content? What are your use cases?

Accessibility

- 38. What obstacles have you faced when trying to create Accessible EPUBs?
- 39. Are you including a11y metadata inside the EPUB Package?
- 40. Are you including a11y metadata in ONIX?
- 41. Do you include image descriptions for all non-decorative images?
- 42. How do you support accessibility in fixed layout?
- 43. Do you include pagelist or page mapping?
- 44. Do you include ARIA in your html?
- 45. Is your HTML navigable by screenreader and keyboard?
- 46. What would help you prepare for the new European Accessibility regulations?
- 47. Do you know that there is accessibility standard for EPUB?
<http://www.w3.org/Submission/epub-a11y/>
- 48. Do you use this EPUB accessibility standard for ensuring that your EPUBs are born accessible?
- 49. What improvements do you want in EPUB accessibility standard and techniques?

Authoring and Editing Tools

- 50. What tools do you use to create EPUBs? Do you start from InDesign? XML? PDF? Word?
- 51. What tools do you use to edit EPUBs?

Testing

- 52. Do you test your EPUBs during the development process and how?
- 53. What challenges do you find with testing?
- 54. What tools or reading systems do you use to test?

For People Who Read Ebooks

- 55. What drives you crazy about the books you read?
- 56. What devices do you read on most? Select all that apply.
 - a. E-ink reader
 - b. Tablet
 - c. Phone
 - d. Laptop computer
 - e. Desktop computer
- 57. Where do you get most of your books? Select all that apply.
 - a. Library
 - b. Public-domain
 - c. Commercial retailer
 - d. other

For Educators

- 58. Are you aware that most commercial titles are now in EPUB 3?
- 59. Are you aware that EPUB reflows so that publications can be read easily on any size screen?
- 60. Do you know that EPUB authoring is available on all popular word processors, such as MS Word, GoogleDocs, LibreOffice, and Pages?
- 61. Have you considered distributing your papers to students in EPUB?
- 62. Are you aware that EPUB 3 can be highly accessible to students with disabilities?
- 63. EPUB accessibility specifications enable accessibility certification of EPUB. Did you know universities strongly recommend the selection of accessible publications for courses?

For Governmental and Corporate publications

- 64. Are you aware that IBM has decided to distribute all documentation in EPUB 3 instead of PDF?
- 65. Do you know that EPUB is far more accessible than PDF?
- 66. Are you aware that unlike PDF, EPUB can be read easily on all size screens and devices?

67. Are you aware that the digital publishing industry is now distributing their publications in EPUB?
68. Are you aware that now that WordToEPUB has been released, that all popular authoring tools, including Googledocs, LibraOffice, and Pages support saving to EPUB?
69. Have your consumers requested something other than PDF for accessibility purposes?