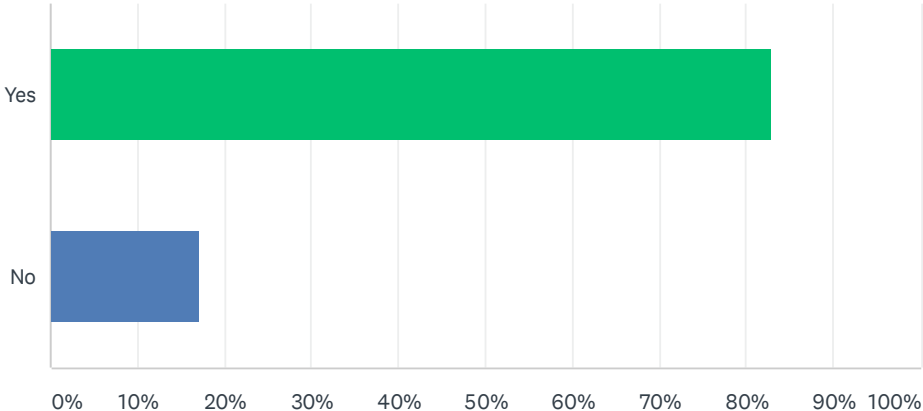


Q1 Do you publish EPUB?

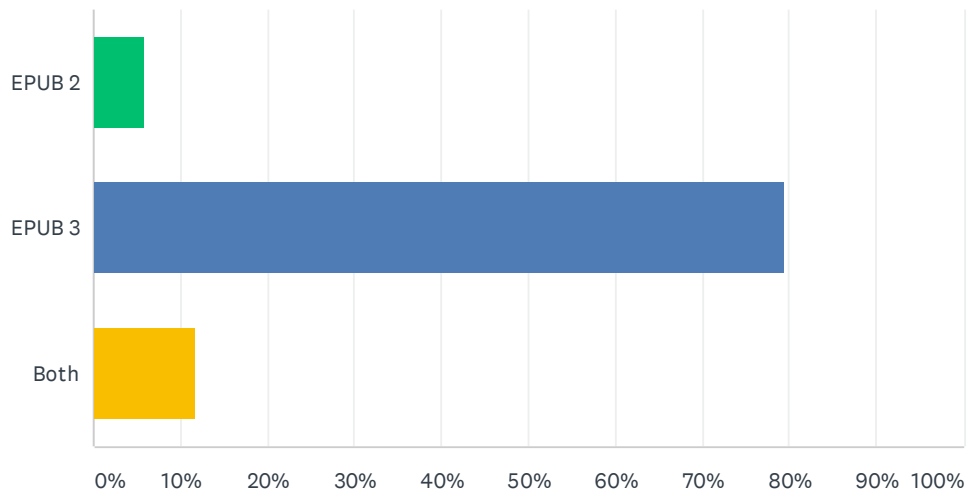
Answered: 41 Skipped: 11



ANSWER CHOICES	RESPONSES	
Yes	82.93%	34
No	17.07%	7
TOTAL		41

Q2 Do you publish EPUB 2 or EPUB 3 or a mix of both?

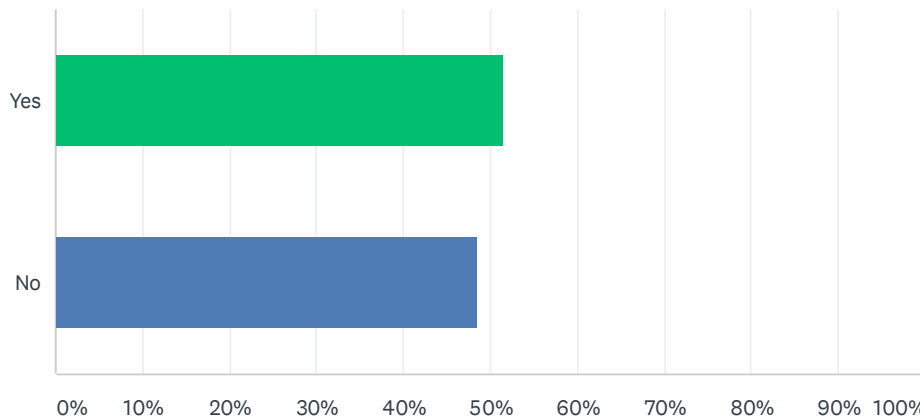
Answered: 34 Skipped: 18



ANSWER CHOICES	RESPONSES	
EPUB 2	5.88%	2
EPUB 3	79.41%	27
Both	11.76%	4
TOTAL		34

Q3 Do you support a backlist of EPUB 2 content?

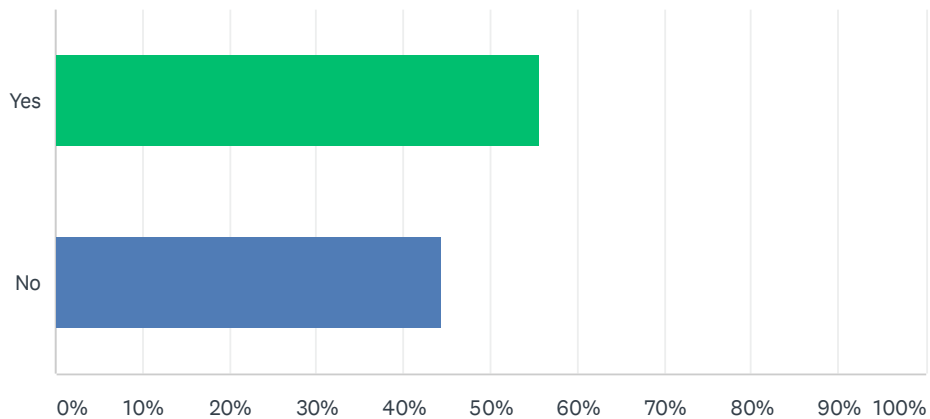
Answered: 33 Skipped: 19



ANSWER CHOICES	RESPONSES	
Yes	51.52%	17
No	48.48%	16
TOTAL		33

Q4 Do you create PDF ebooks?

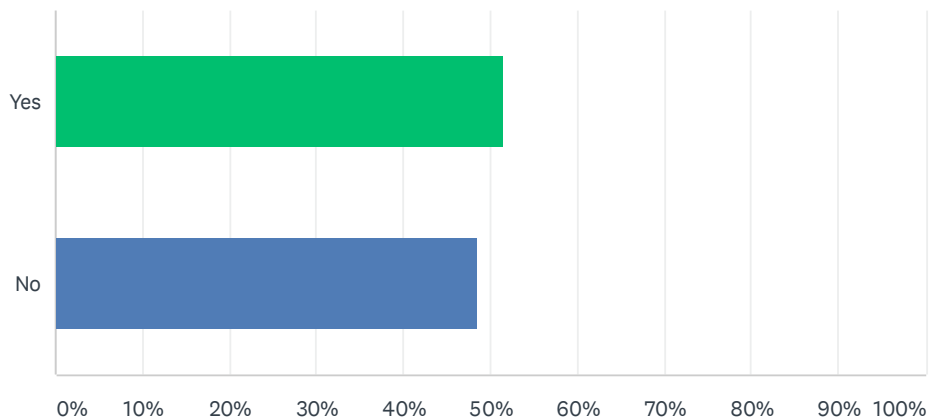
Answered: 36 Skipped: 16



ANSWER CHOICES	RESPONSES	
Yes	55.56%	20
No	44.44%	16
Total Respondents: 36		

Q5 Do you create retailer-specific files for Kindle or other partners in the supply chain?

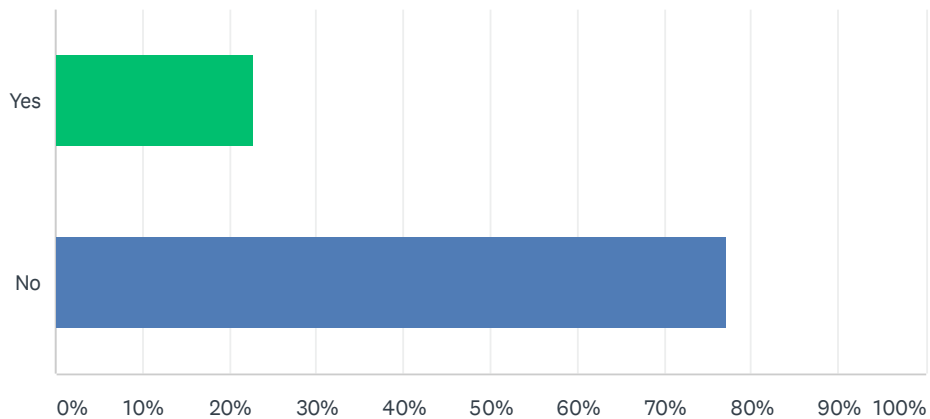
Answered: 35 Skipped: 17



ANSWER CHOICES	RESPONSES	
Yes	51.43%	18
No	48.57%	17
Total Respondents: 35		

Q6 Do you send different EPUBs to different retailers?

Answered: 35 Skipped: 17



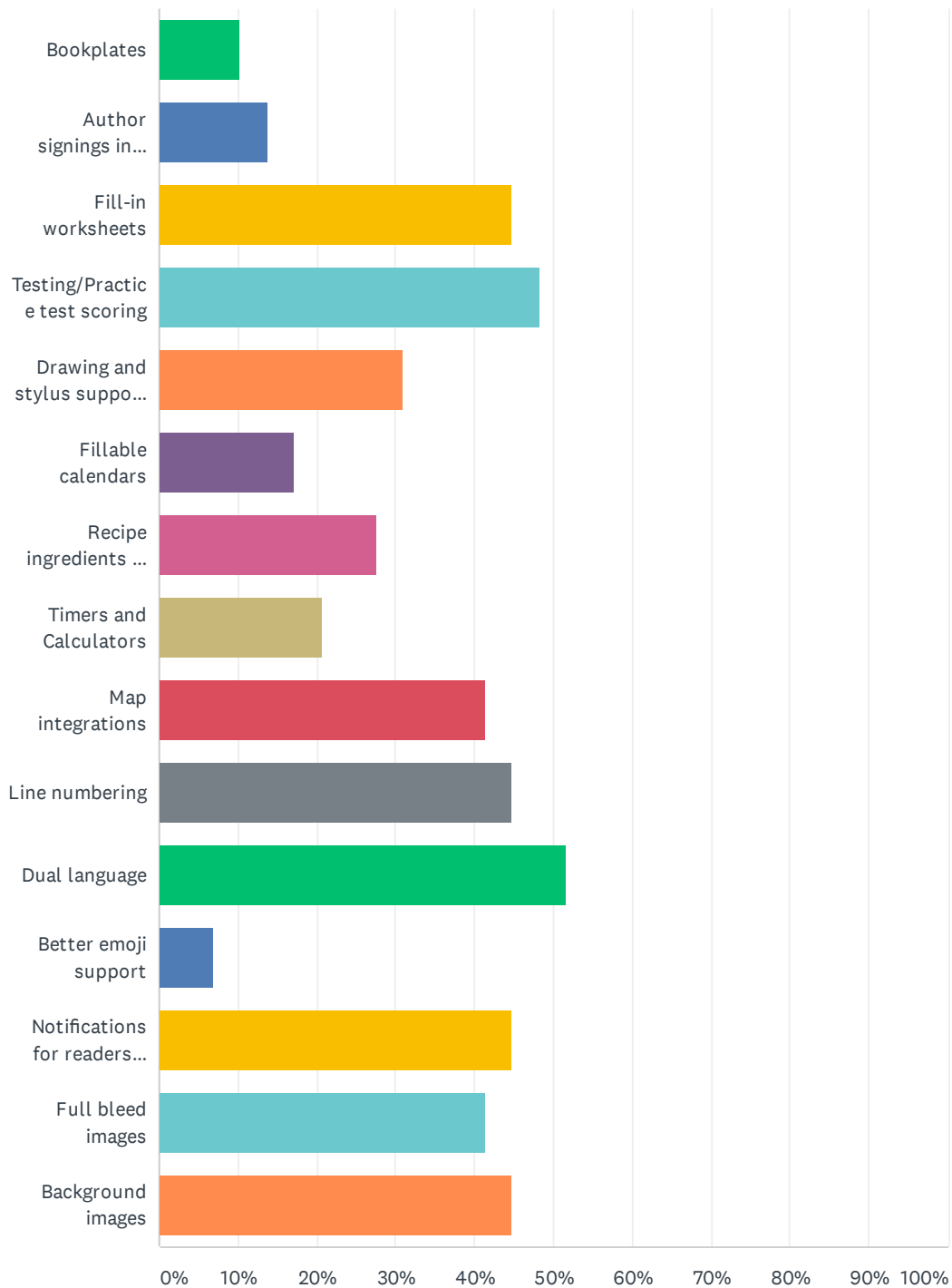
ANSWER CHOICES	RESPONSES	
Yes	22.86%	8
No	77.14%	27
Total Respondents: 35		

Q7 Are there some types/genres of publications that you want to do as EPUB but can't?

Answered: 13 Skipped: 39

Q8 Are there other features you'd like to be able to support in EPUB?

Answered: 29 Skipped: 23



EPUB and Digital Publishing: Today, Tomorrow, and Beyond

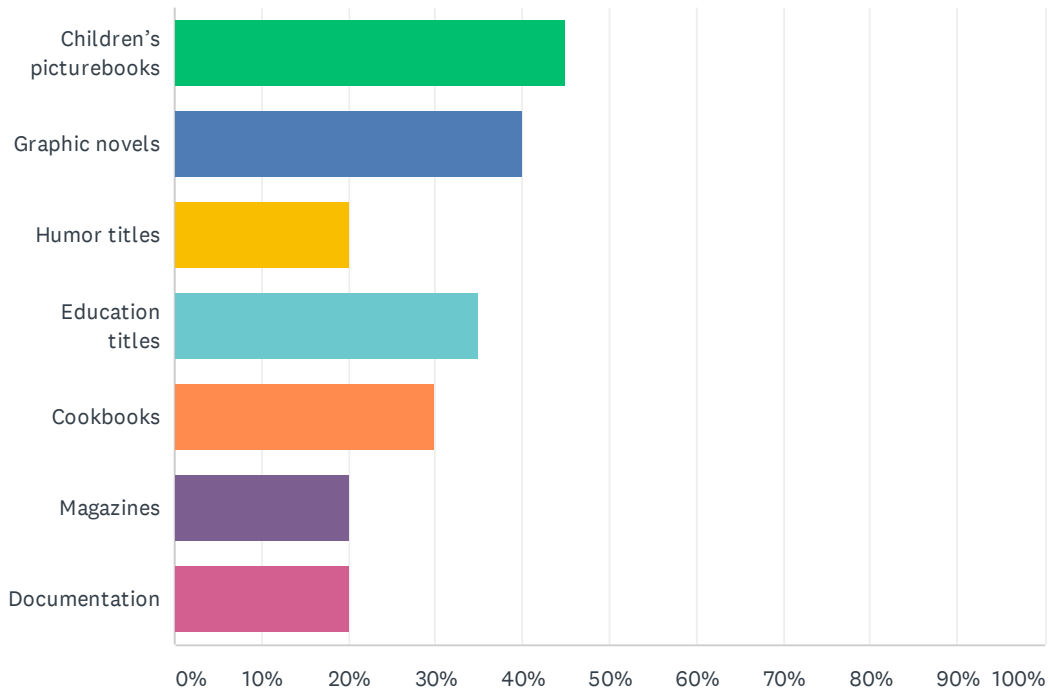
ANSWER CHOICES	RESPONSES	
Bookplates	10.34%	3
Author signings in digital	13.79%	4
Fill-in worksheets	44.83%	13
Testing/Practice test scoring	48.28%	14
Drawing and stylus support for art books	31.03%	9
Fillable calendars	17.24%	5
Recipe ingredients to shopping lists	27.59%	8
Timers and Calculators	20.69%	6
Map integrations	41.38%	12
Line numbering	44.83%	13
Dual language	51.72%	15
Better emoji support	6.90%	2
Notifications for readers when content is updated	44.83%	13
Full bleed images	41.38%	12
Background images	44.83%	13
Total Respondents: 29		

Q9 Are there some types of publications you could make but you find the EPUB production process to be too expensive or difficult?

Answered: 15 Skipped: 37

Q10 Do you make fixed layout EPUBs for the following types of content?

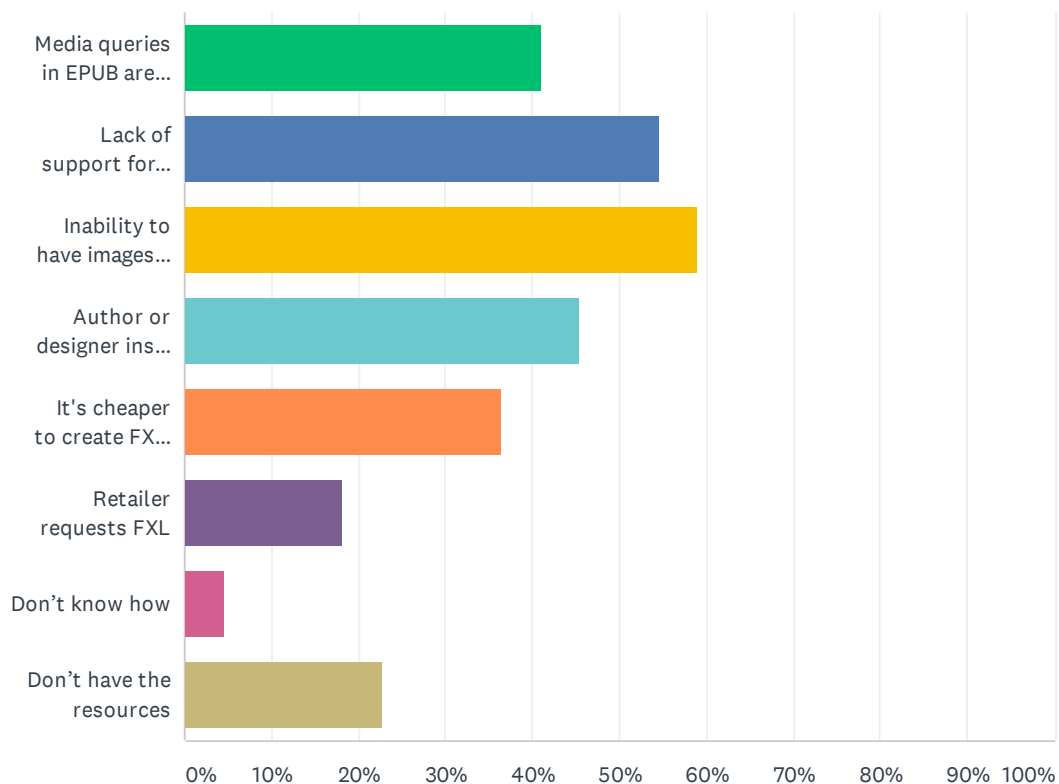
Answered: 20 Skipped: 32



ANSWER CHOICES	RESPONSES
Children's picturebooks	45.00% 9
Graphic novels	40.00% 8
Humor titles	20.00% 4
Education titles	35.00% 7
Cookbooks	30.00% 6
Magazines	20.00% 4
Documentation	20.00% 4
Total Respondents: 20	

Q11 Some publishers use fixed layout for oversized and high-design publications, but this makes the fixed-layout EPUBs much less adaptable to different screen sizes and user preferences. What's preventing you from creating high-design reflowable publications?

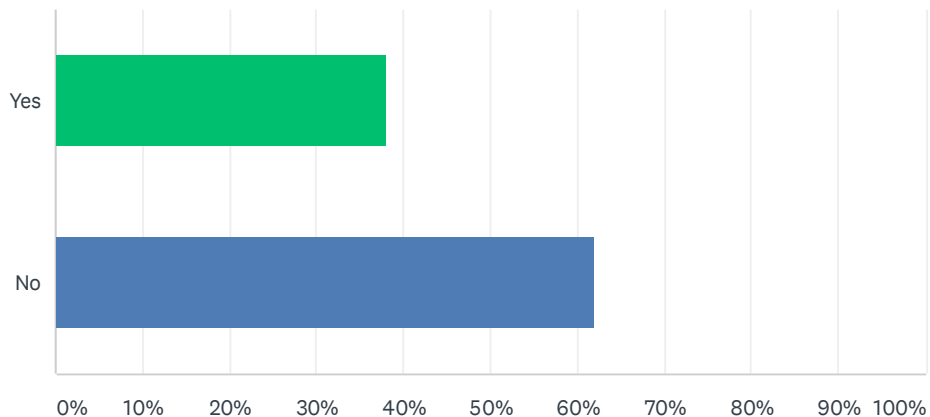
Answered: 22 Skipped: 30



ANSWER CHOICES	RESPONSES	
Media queries in EPUB are often broken	40.91%	9
Lack of support for modern CSS Layout such as grid, flexbox, shapes, exclusions, and writing modes	54.55%	12
Inability to have images cover the entire screen in reflowable	59.09%	13
Author or designer insist this is the best experience	45.45%	10
It's cheaper to create FXL than to redesign	36.36%	8
Retailer requests FXL	18.18%	4
Don't know how	4.55%	1
Don't have the resources	22.73%	5
Total Respondents: 22		

Q12 Do you test how FXL displays and navigates with new retailers?

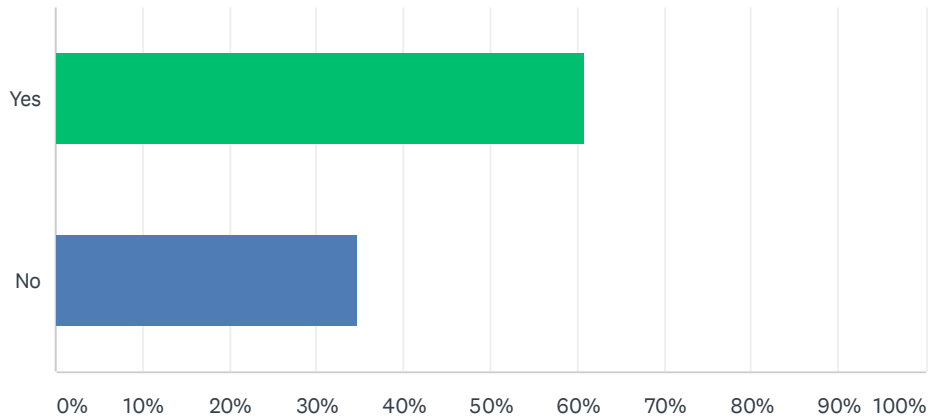
Answered: 21 Skipped: 31



ANSWER CHOICES	RESPONSES	
Yes	38.10%	8
No	61.90%	13
TOTAL		21

Q13 Are you interested in mixing FXL sections and reflowable sections in the same publication? What types of publications would this be helpful for?

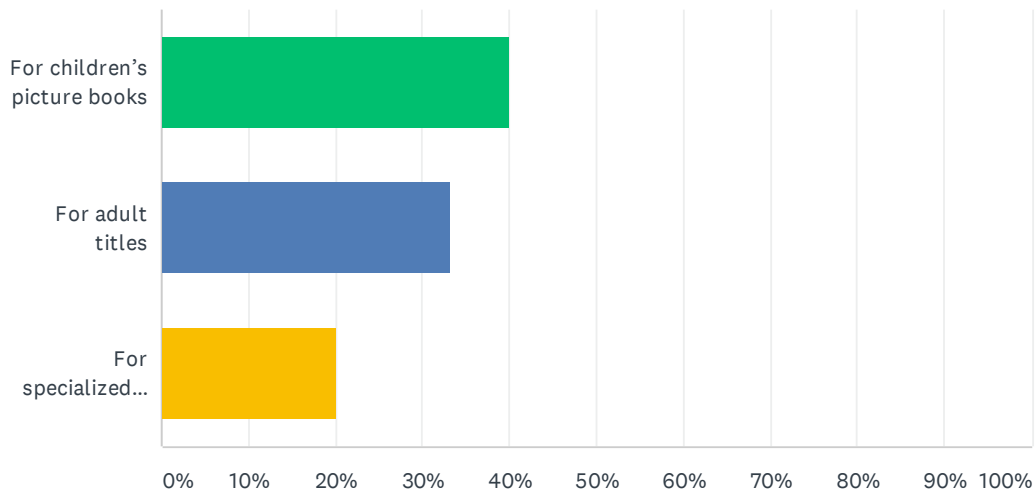
Answered: 23 Skipped: 29



ANSWER CHOICES	RESPONSES	
Yes	60.87%	14
No	34.78%	8
TOTAL		23

Q14 Do you produce audio synchronized books with SMIL overlays?

Answered: 15 Skipped: 37



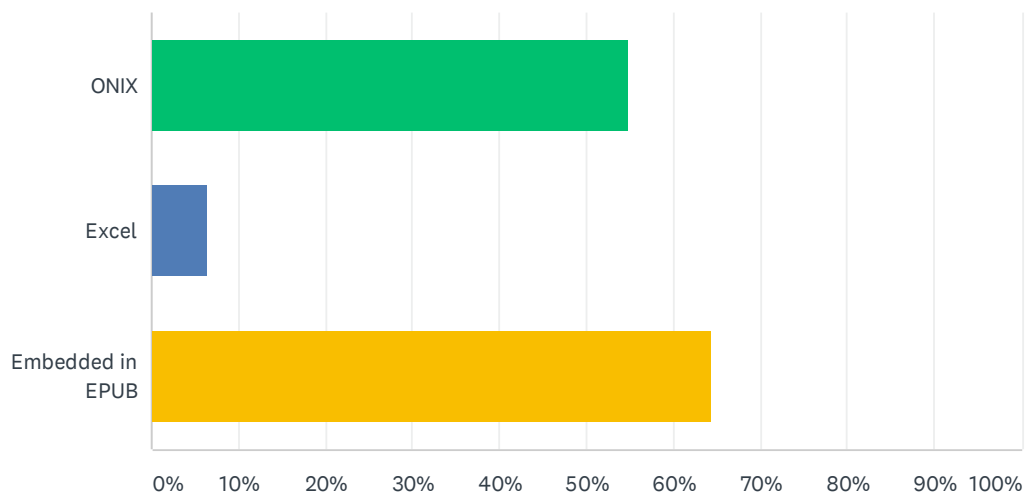
ANSWER CHOICES	RESPONSES	
For children's picture books	40.00%	6
For adult titles	33.33%	5
For specialized publications for people with disabilities	20.00%	3
Total Respondents: 15		

Q15 Do you use linear="no"? What for? What behavior do you expect from reading systems?

Answered: 15 Skipped: 37

Q16 How do you provide metadata to the supply chain? Select all that apply.

Answered: 31 Skipped: 21



ANSWER CHOICES	RESPONSES
ONIX	54.84% 17
Excel	6.45% 2
Embedded in EPUB	64.52% 20
Total Respondents: 31	

Q17 Do you use the EPUB Annotations specification? Would it be helpful to update this spec to reflect updates in the Web Annotations Data Model?

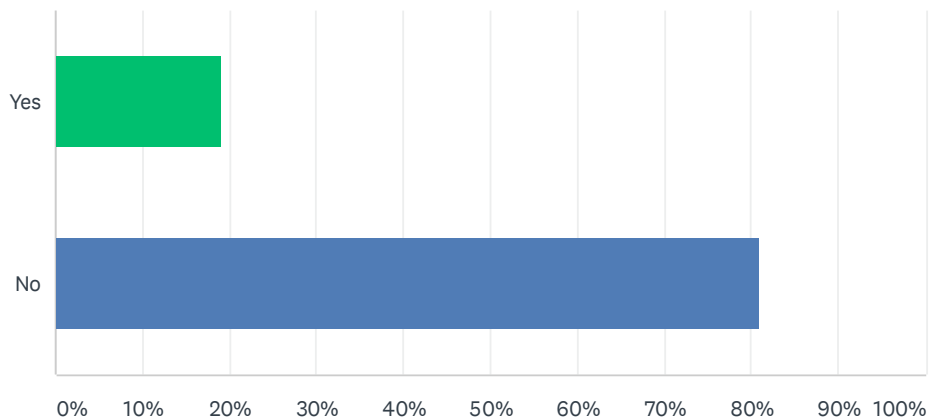
Answered: 18 Skipped: 34

Q18 What kind of linking would you like to see in EPUB? Does EPUB 3's removal of Canonical Fragment Identifiers (CFI) in content documents affect your workflow? Would you be interested in an HTML-based replacement for CFI?

Answered: 17 Skipped: 35

Q19 Have you had problems with reading systems removing or rejecting certain kinds of links?

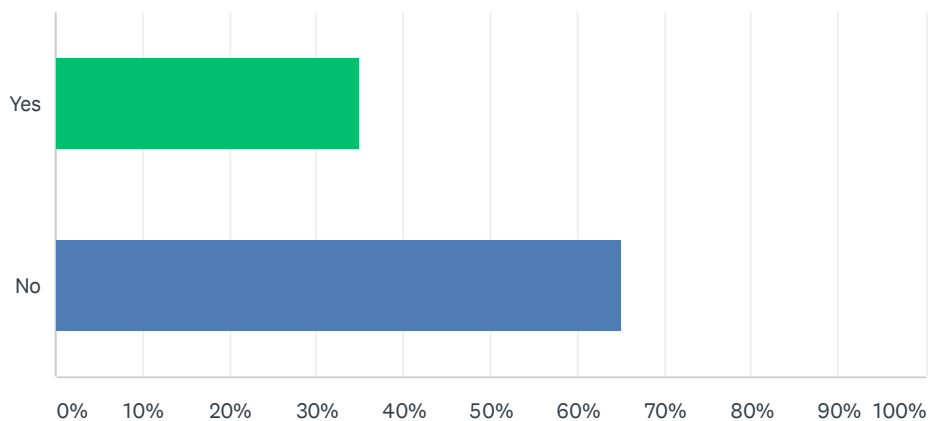
Answered: 21 Skipped: 31



ANSWER CHOICES	RESPONSES	
Yes	19.05%	4
No	80.95%	17
TOTAL		21

Q20 Do you have issues with reading systems “popping up” links and the way that content is displayed? Or does content pop-up when you don’t want it to?

Answered: 20 Skipped: 32



ANSWER CHOICES	RESPONSES	
Yes	35.00%	7
No	65.00%	13
TOTAL		20

Q21 How do you manage keeping web links updated?

Answered: 16 Skipped: 36

Q22 Does EPUB need more core media types? Do you have all the image formats you need?

Answered: 17 Skipped: 35

Q23 Do you use MathML in EPUB? What problems have you encountered?

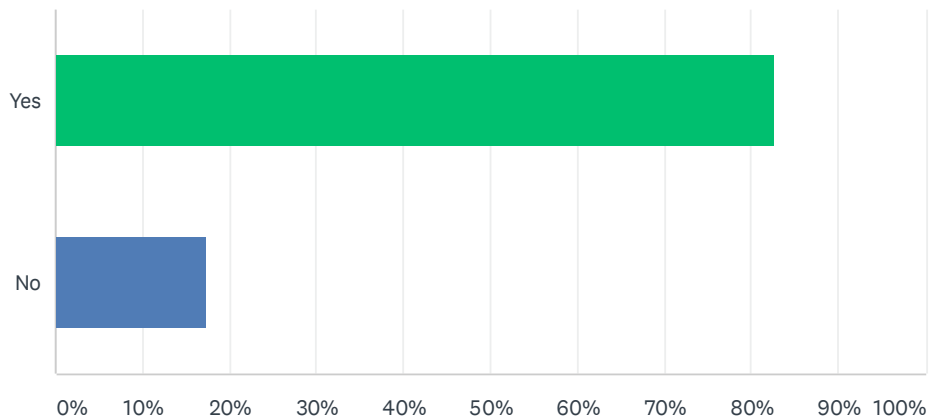
Answered: 24 Skipped: 28

Q24 Do you worry about color management? Do you feel CSS needs better color management tools?

Answered: 18 Skipped: 34

Q25 Would you use scripting in EPUB if it were more widely supported?

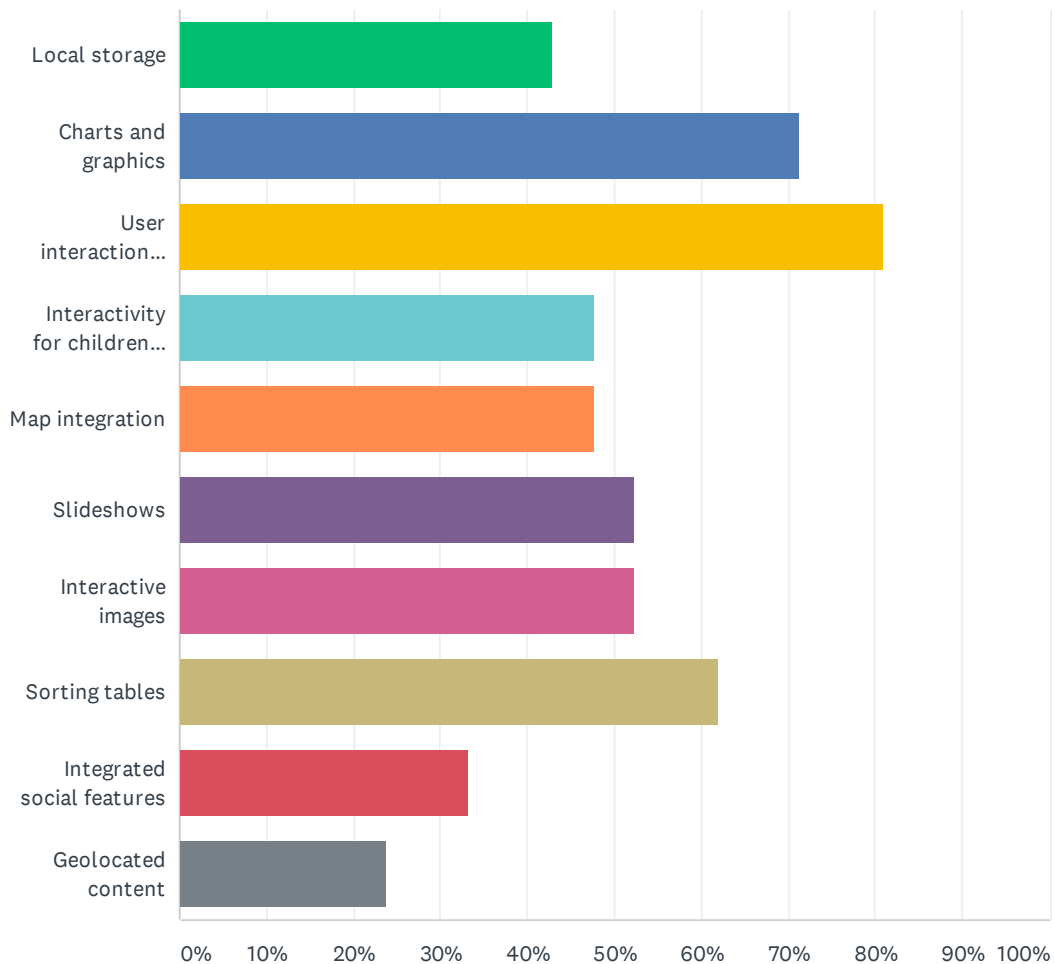
Answered: 23 Skipped: 29



ANSWER CHOICES	RESPONSES	
Yes	82.61%	19
No	17.39%	4
TOTAL		23

Q26 What scripting features are most important to you?

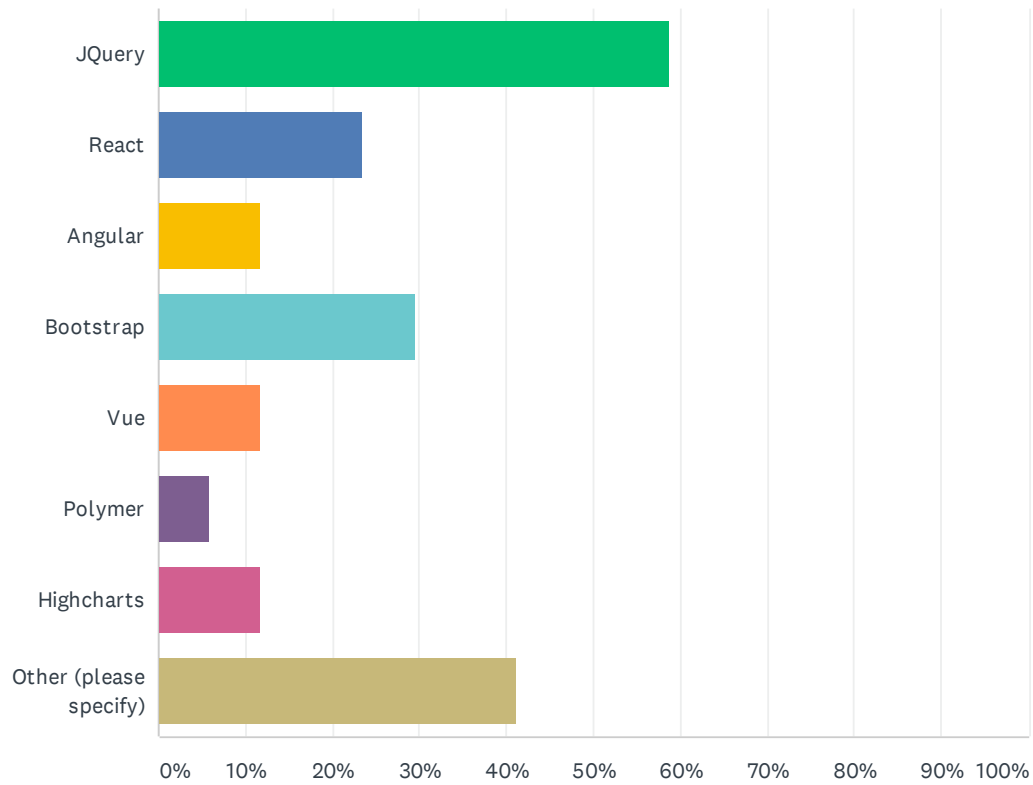
Answered: 21 Skipped: 31



ANSWER CHOICES	RESPONSES
Local storage	42.86% 9
Charts and graphics	71.43% 15
User interaction such as Quizzes	80.95% 17
Interactivity for children's books	47.62% 10
Map integration	47.62% 10
Slideshows	52.38% 11
Interactive images	52.38% 11
Sorting tables	61.90% 13
Integrated social features	33.33% 7
Geolocated content	23.81% 5
Total Respondents: 21	

Q27 Are you interested in using common JS libraries or frameworks in EPUB?

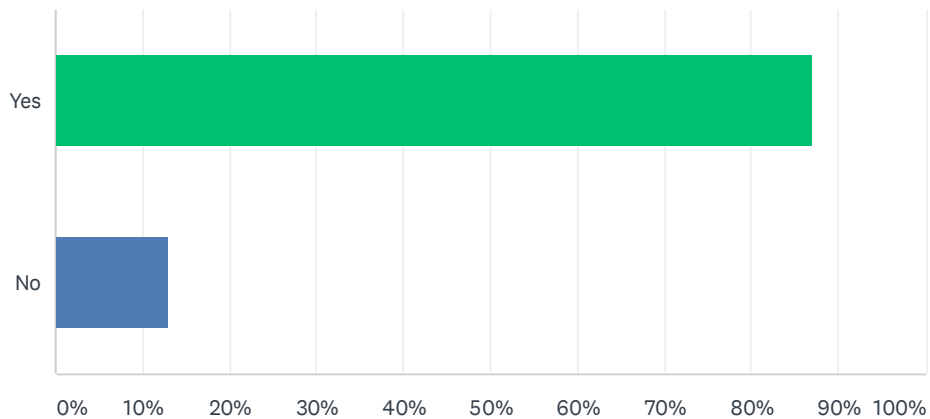
Answered: 17 Skipped: 35



ANSWER CHOICES	RESPONSES
JQuery	58.82% 10
React	23.53% 4
Angular	11.76% 2
Bootstrap	29.41% 5
Vue	11.76% 2
Polymer	5.88% 1
Highcharts	11.76% 2
Other (please specify)	41.18% 7
Total Respondents: 17	

Q28 Do you use epub:type in your EPUBs?

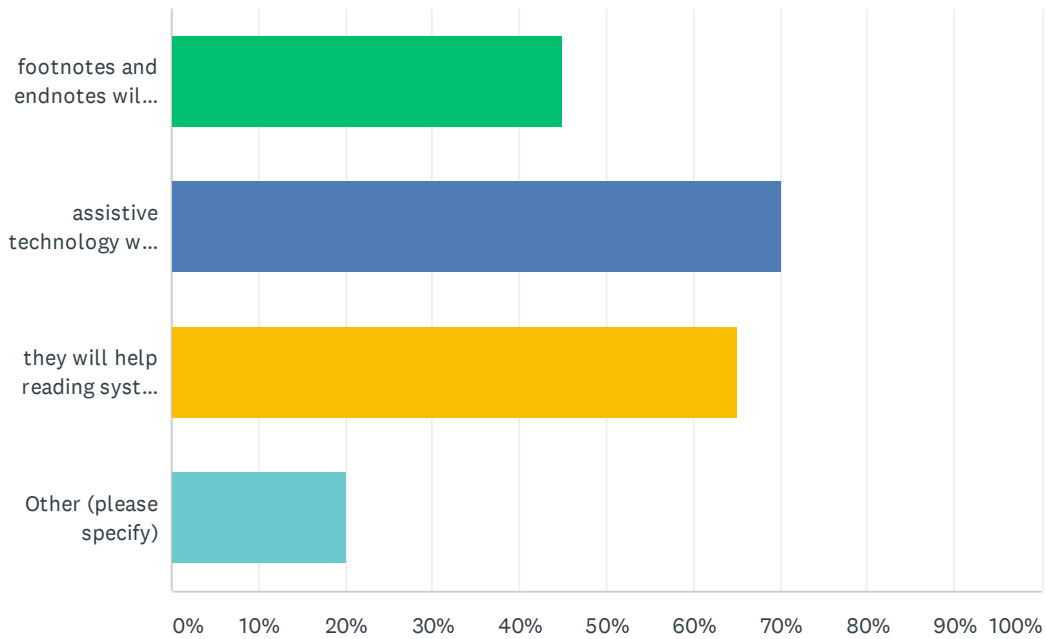
Answered: 23 Skipped: 29



ANSWER CHOICES	RESPONSES	
Yes	86.96%	20
No	13.04%	3
TOTAL		23

Q29 If you use epub:type in your EPUBs, what expectations do you have about how the values are used?

Answered: 20 Skipped: 32

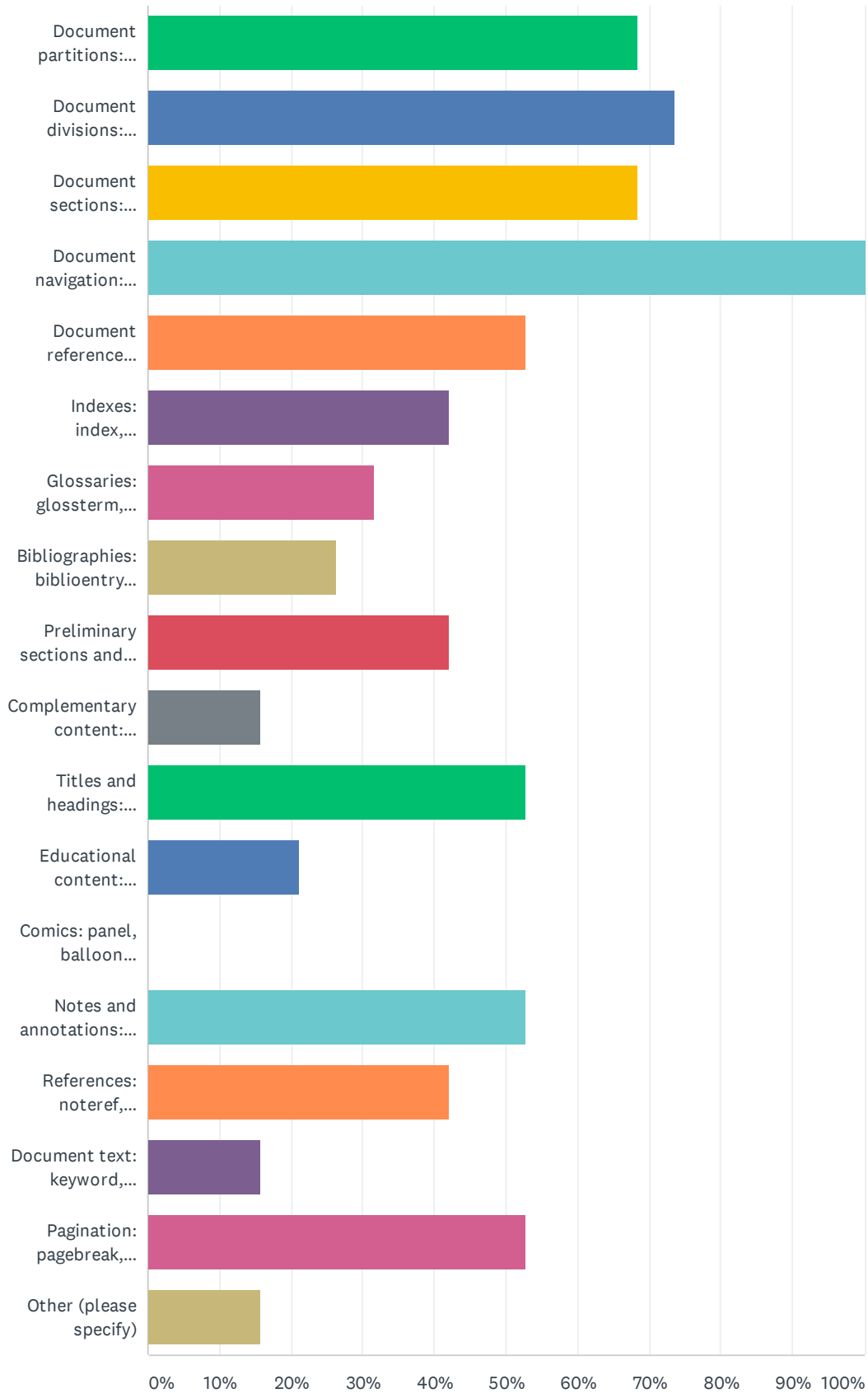


ANSWER CHOICES	RESPONSES	
footnotes and endnotes will pop up	45.00%	9
assistive technology will provide semantic information to end users	70.00%	14
they will help reading systems identify various navigation files	65.00%	13
Other (please specify)	20.00%	4
Total Respondents: 20		

Q30 What epub:type values do you use in EPUB? Please select all that you use.

Answered: 19 Skipped: 33

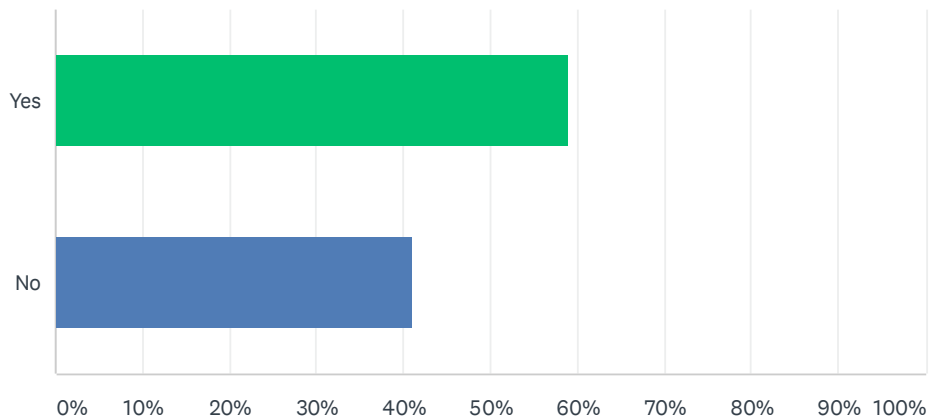
EPUB and Digital Publishing: Today, Tomorrow, and Beyond



ANSWER CHOICES	RESPONSES	
Document partitions: cover, frontmatter, bodymatter, backmatter	68.42%	13
Document divisions: volume, part, chapter...	73.68%	14
Document sections: foreword, preface, epilogue...	68.42%	13
Document navigation: toc, landmarks, loi...	100.00%	19
Document reference sections: appendix, colophon	52.63%	10
Indexes: index, index-term...	42.11%	8
Glossaries: glossterm, glossdef...	31.58%	6
Bibliographies: biblioentry...	26.32%	5
Preliminary sections and components: titlepage, copyright-page, acknowledgments...	42.11%	8
Complementary content: notice, tip...	15.79%	3
Titles and headings: halftitle, title, subtitle;	52.63%	10
Educational content: learning-objective, multiple-choice-problem...	21.05%	4
Comics: panel, balloon...	0.00%	0
Notes and annotations: footnote, endnote	52.63%	10
References: noteref, biblioref...	42.11%	8
Document text: keyword, topic-sentence	15.79%	3
Pagination: pagebreak, page-list	52.63%	10
Other (please specify)	15.79%	3
Total Respondents: 19		

Q31 Are you using ARIA roles in addition to or instead of epub:type?

Answered: 22 Skipped: 30



ANSWER CHOICES	RESPONSES	
Yes	59.09%	13
No	40.91%	9
TOTAL		22

Q32 Are you interested in using other techniques like RDFa, microdata, microformats, or JSON-LD in EPUB content? What are your use cases?

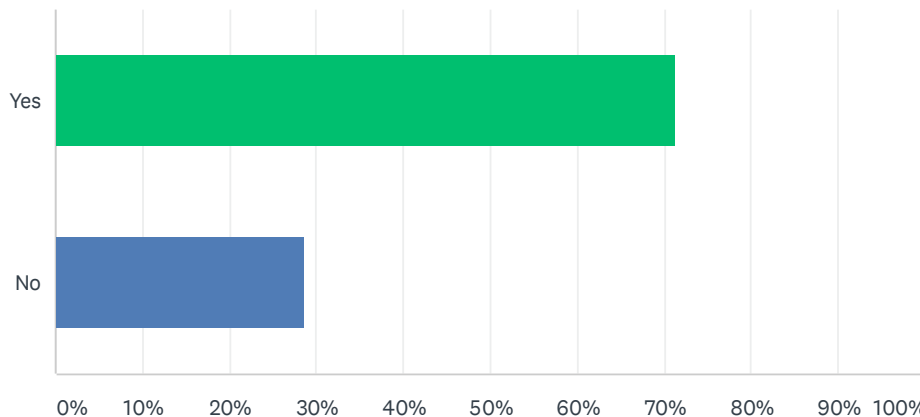
Answered: 12 Skipped: 40

Q33 What obstacles have you faced when trying to create Accessible EPUBs?

Answered: 20 Skipped: 32

Q34 Are you including accessibility metadata inside the EPUB Package?

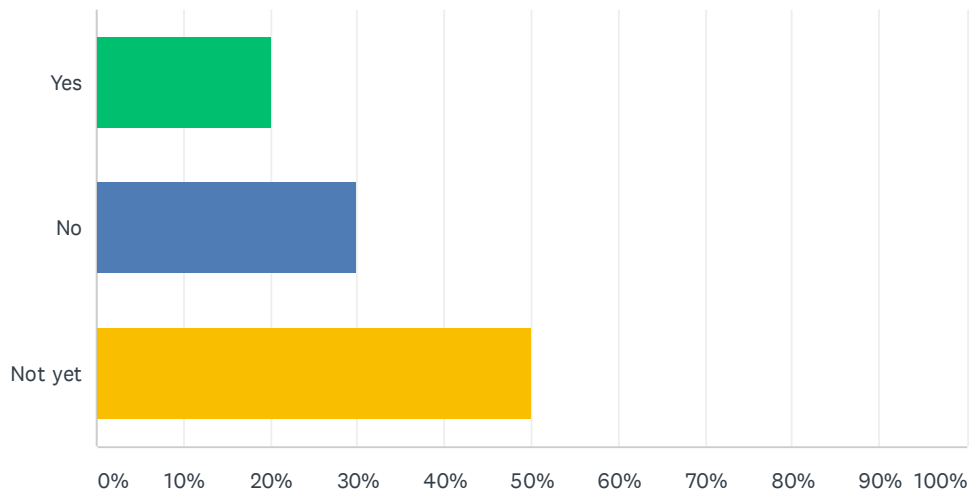
Answered: 21 Skipped: 31



ANSWER CHOICES	RESPONSES	
Yes	71.43%	15
No	28.57%	6
TOTAL		21

Q35 Are you including accessibility metadata in ONIX?

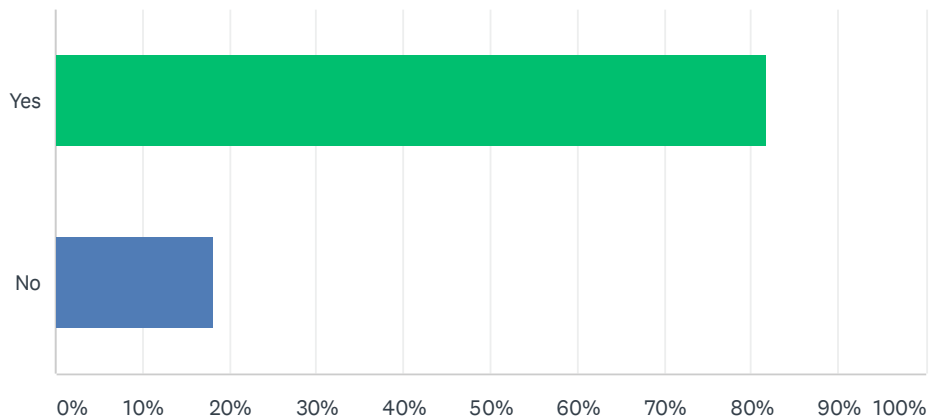
Answered: 20 Skipped: 32



ANSWER CHOICES	RESPONSES	
Yes	20.00%	4
No	30.00%	6
Not yet	50.00%	10
TOTAL		20

Q36 Do you provide alt text for all non-decorative images?

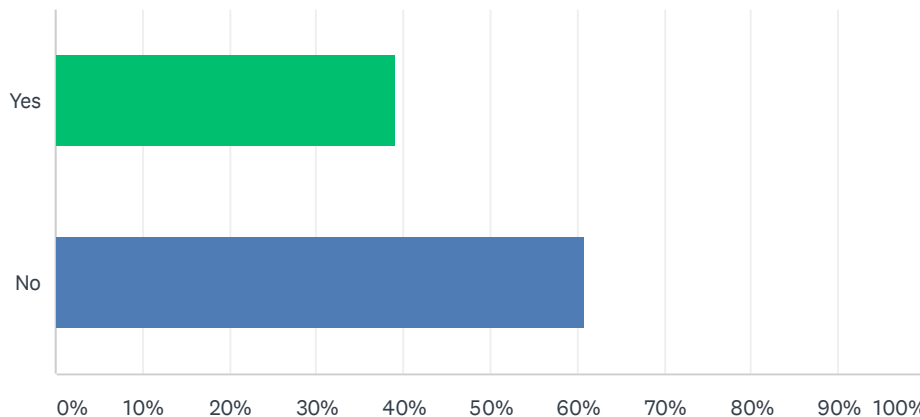
Answered: 22 Skipped: 30



ANSWER CHOICES	RESPONSES	
Yes	81.82%	18
No	18.18%	4
TOTAL		22

Q37 Do you include image descriptions for all non-decorative images?

Answered: 23 Skipped: 29



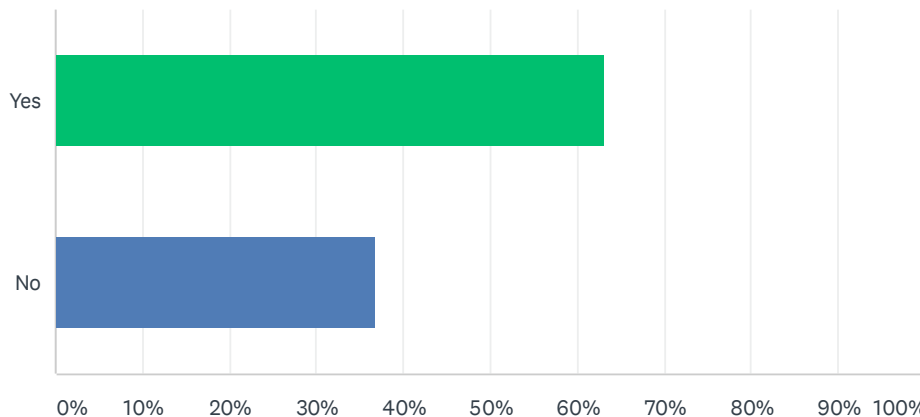
ANSWER CHOICES	RESPONSES	
Yes	39.13%	9
No	60.87%	14
TOTAL		23

Q38 How do you support accessibility in fixed layout?

Answered: 11 Skipped: 41

Q39 Do you include pagelist or page mapping?

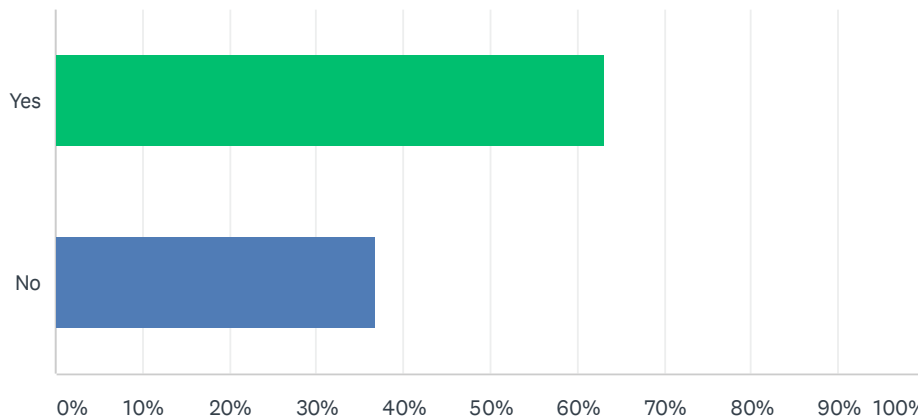
Answered: 19 Skipped: 33



ANSWER CHOICES	RESPONSES	
Yes	63.16%	12
No	36.84%	7
TOTAL		19

Q40 Do you include ARIA in your html?

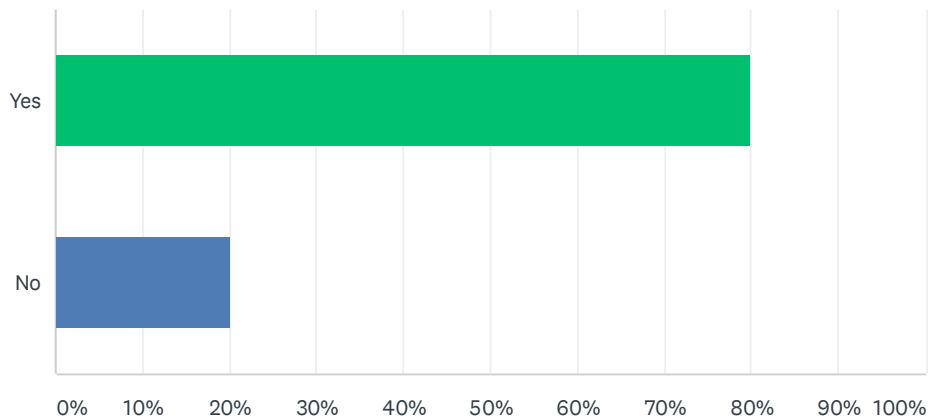
Answered: 19 Skipped: 33



ANSWER CHOICES	RESPONSES	
Yes	63.16%	12
No	36.84%	7
TOTAL		19

Q41 Is your HTML navigable by screenreader and keyboard?

Answered: 20 Skipped: 32



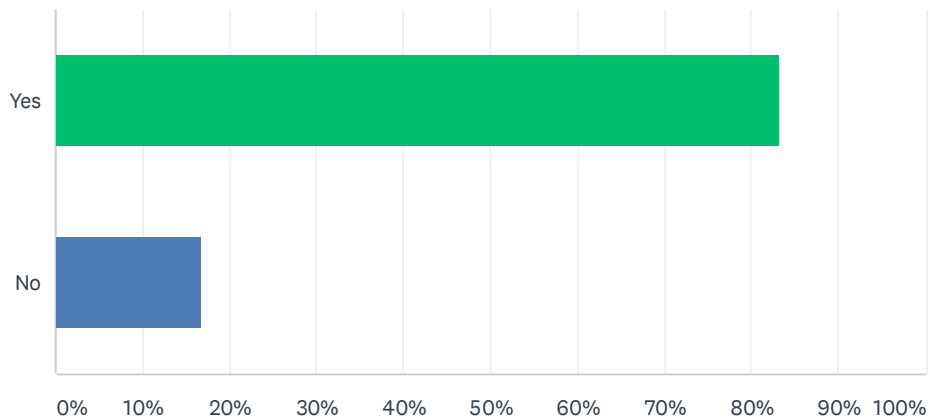
ANSWER CHOICES	RESPONSES	
Yes	80.00%	16
No	20.00%	4
TOTAL		20

Q42 What would help you prepare for the new European Accessibility regulations?

Answered: 10 Skipped: 42

Q43 Do you know that there is an accessibility standard for EPUB?

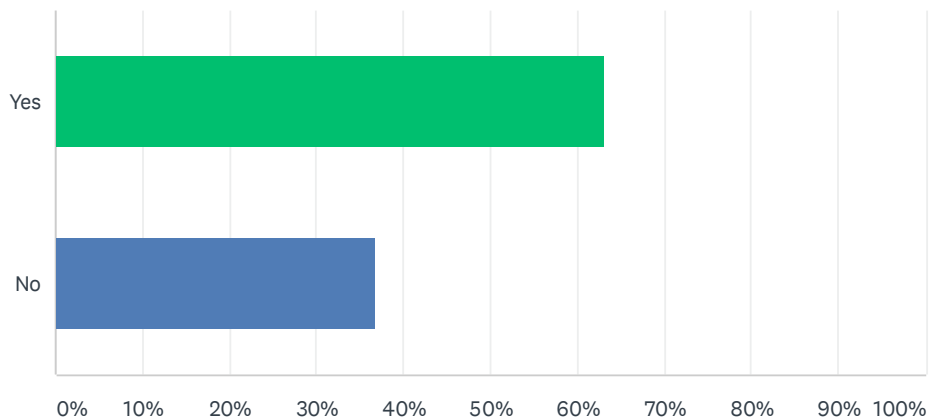
Answered: 24 Skipped: 28



ANSWER CHOICES	RESPONSES	
Yes	83.33%	20
No	16.67%	4
TOTAL		24

Q44 Do you use this EPUB accessibility standard for ensuring that your EPUBs are born accessible?

Answered: 19 Skipped: 33



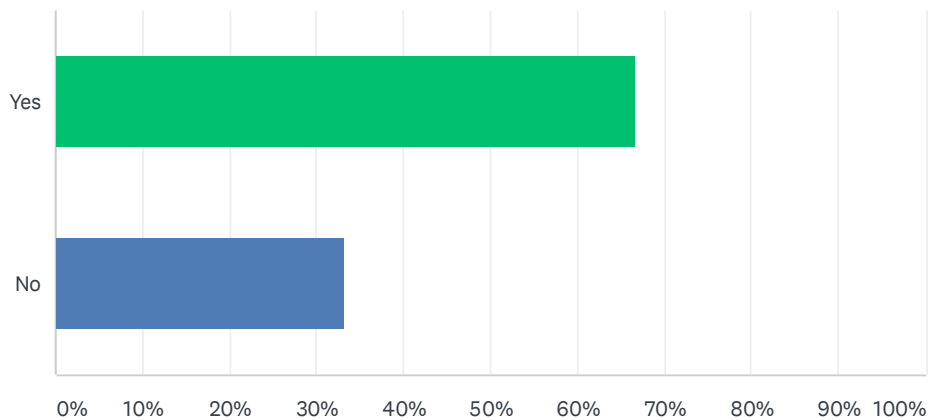
ANSWER CHOICES	RESPONSES	
Yes	63.16%	12
No	36.84%	7
TOTAL		19

Q45 What improvements do you want in EPUB accessibility standard and techniques?

Answered: 6 Skipped: 46

Q46 Do you run into issues with differing support across reading systems?

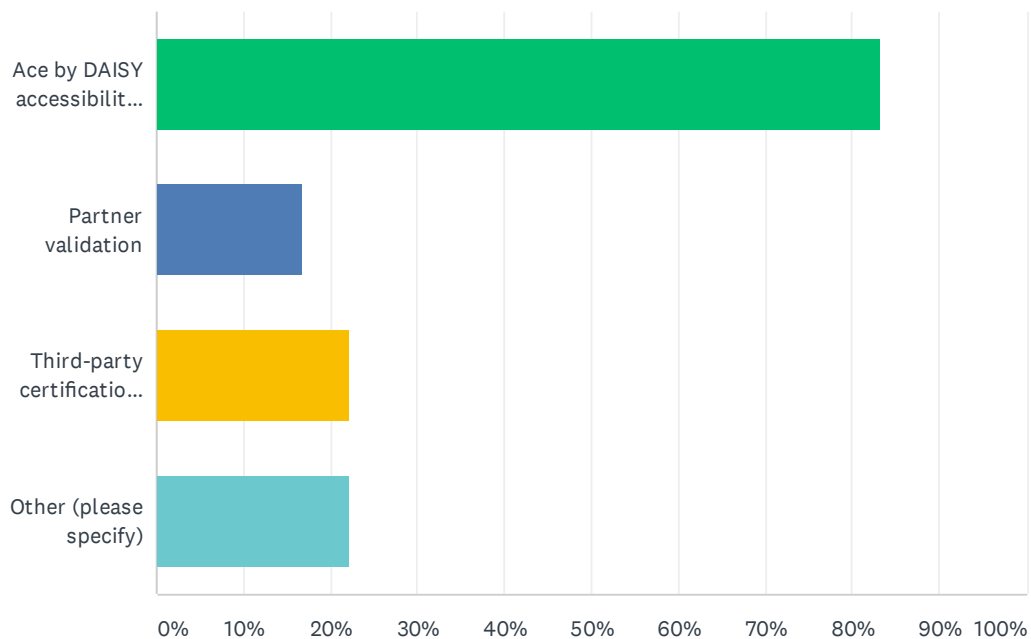
Answered: 18 Skipped: 34



ANSWER CHOICES	RESPONSES	
Yes	66.67%	12
No	33.33%	6
TOTAL		18

Q47 How do you check the accessibility of your EPUB files?

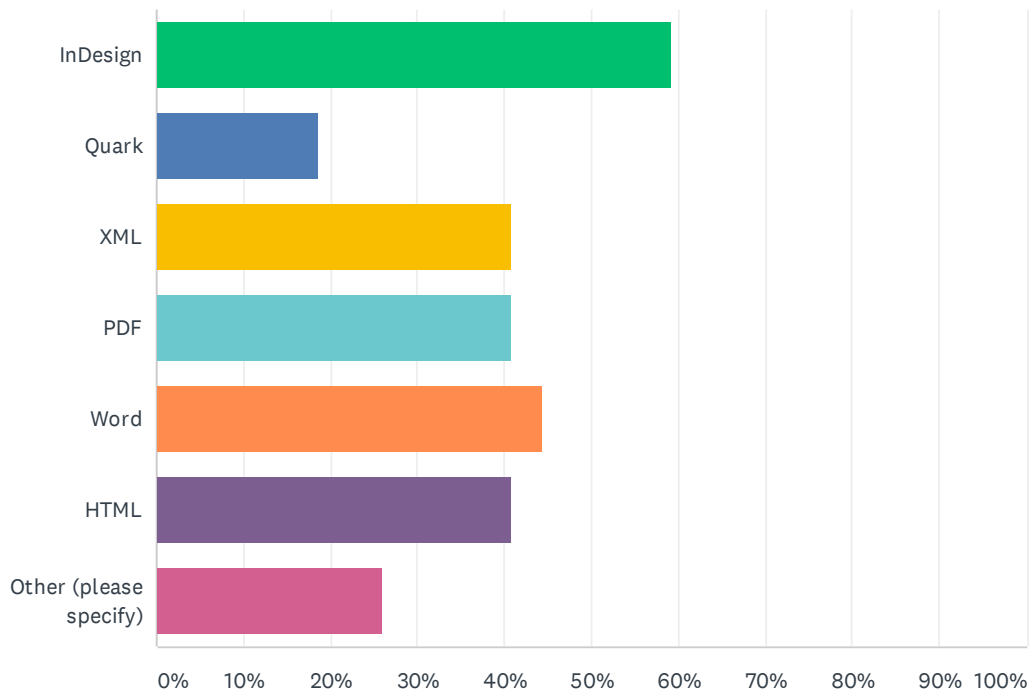
Answered: 18 Skipped: 34



ANSWER CHOICES	RESPONSES	
Ace by DAISY accessibility checker	83.33%	15
Partner validation	16.67%	3
Third-party certification services	22.22%	4
Other (please specify)	22.22%	4
Total Respondents: 18		

Q48 What content format do you start from? Select all that apply.

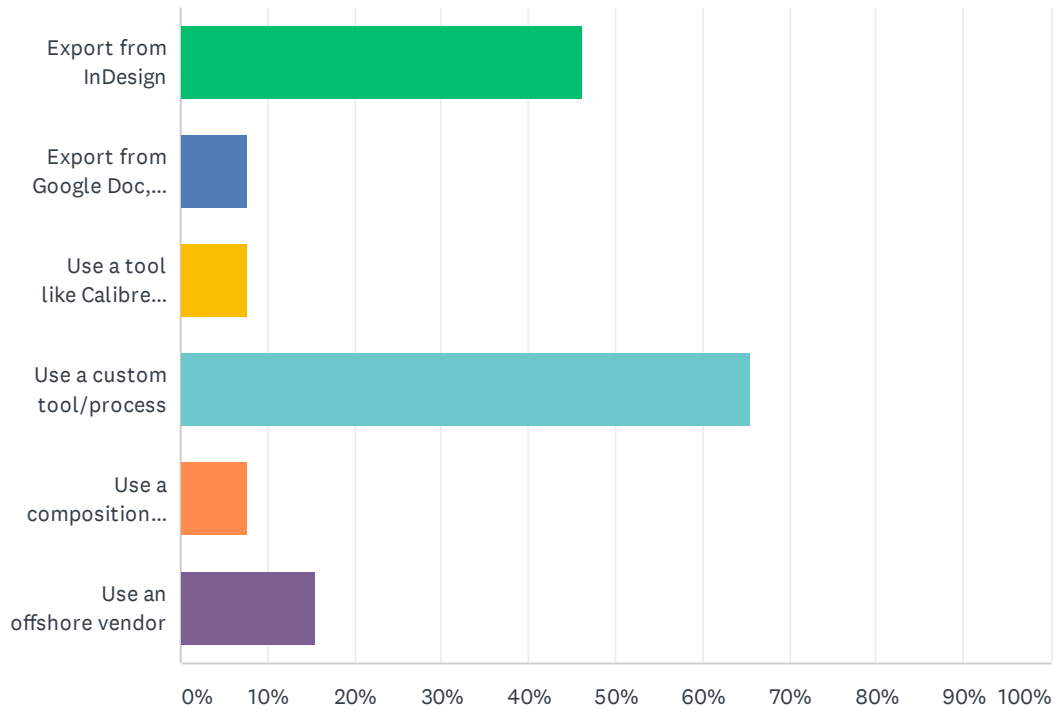
Answered: 27 Skipped: 25



ANSWER CHOICES	RESPONSES	
InDesign	59.26%	16
Quark	18.52%	5
XML	40.74%	11
PDF	40.74%	11
Word	44.44%	12
HTML	40.74%	11
Other (please specify)	25.93%	7
Total Respondents: 27		

Q49 What tools do you use to create EPUBs?

Answered: 26 Skipped: 26



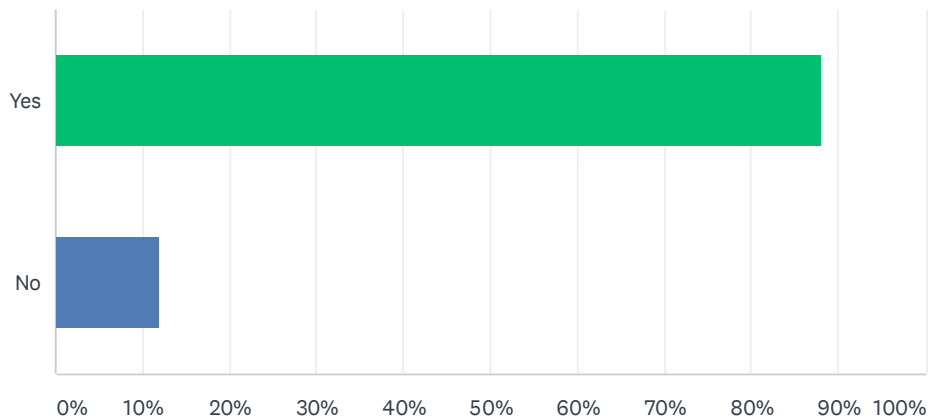
ANSWER CHOICES	RESPONSES	
Export from InDesign	46.15%	12
Export from Google Doc, Word, LibreOffice, or Pages	7.69%	2
Use a tool like Calibre or Sigil	7.69%	2
Use a custom tool/process	65.38%	17
Use a composition vendor	7.69%	2
Use an offshore vendor	15.38%	4
Total Respondents: 26		

Q50 What tools do you use to edit EPUBs?

Answered: 21 Skipped: 31

Q51 Do you test your EPUBs during the development process and how?

Answered: 25 Skipped: 27



ANSWER CHOICES	RESPONSES	
Yes	88.00%	22
No	12.00%	3
TOTAL		25

Q52 What challenges do you find with testing?

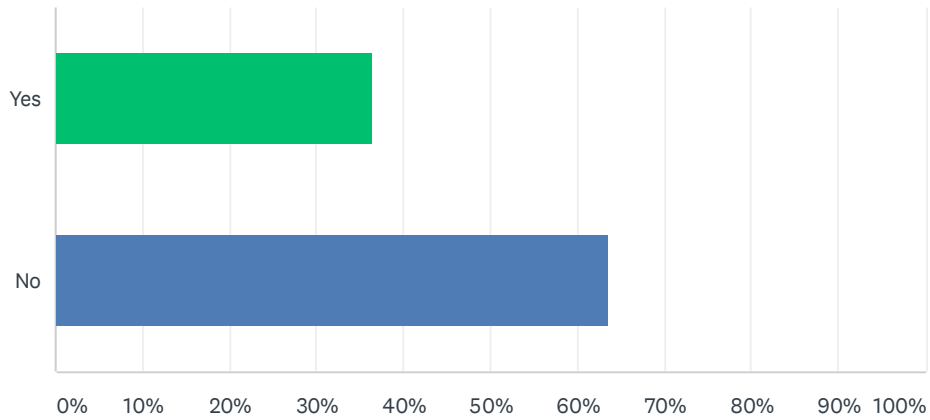
Answered: 16 Skipped: 36

Q53 What tools or reading systems do you use to test?

Answered: 17 Skipped: 35

Q54 Often ebooks purchased via a retailer behave differently than side-loaded ebooks. Do you ever compare in-market testing to pre-publication testing?

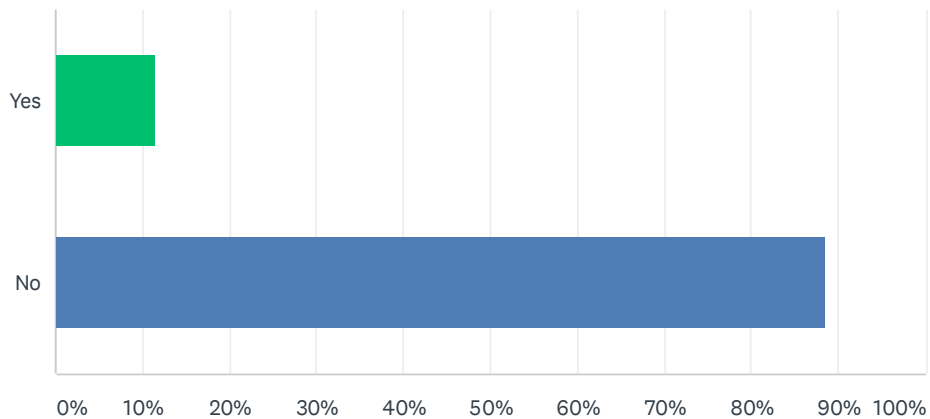
Answered: 22 Skipped: 30



ANSWER CHOICES	RESPONSES	
Yes	36.36%	8
No	63.64%	14
TOTAL		22

Q55 Do you work for a retailer or reading system?

Answered: 26 Skipped: 26



ANSWER CHOICES	RESPONSES	
Yes	11.54%	3
No	88.46%	23
TOTAL		26

Q56 What are the most common problems you find in the EPUBs you handle?

Answered: 2 Skipped: 50

Q57 What do your customers complain about most?

Answered: 2 Skipped: 50

Q58 Are your customers asking for new features? If so, what features?

Answered: 2 Skipped: 50

Q59 Have you implemented all of the EPUB spec? If not, why not?

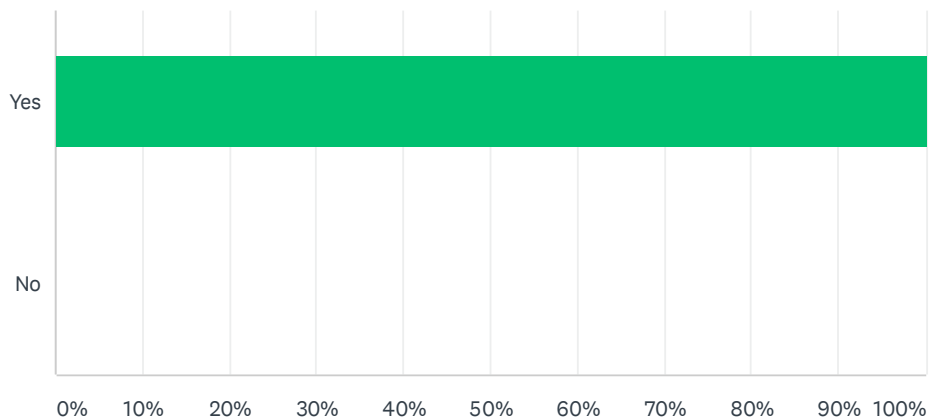
Answered: 2 Skipped: 50

Q60 What parts of EPUB were hardest to implement. Why?

Answered: 1 Skipped: 51

Q61 Would you like the EPUB spec to be clearer about reading system conformance?

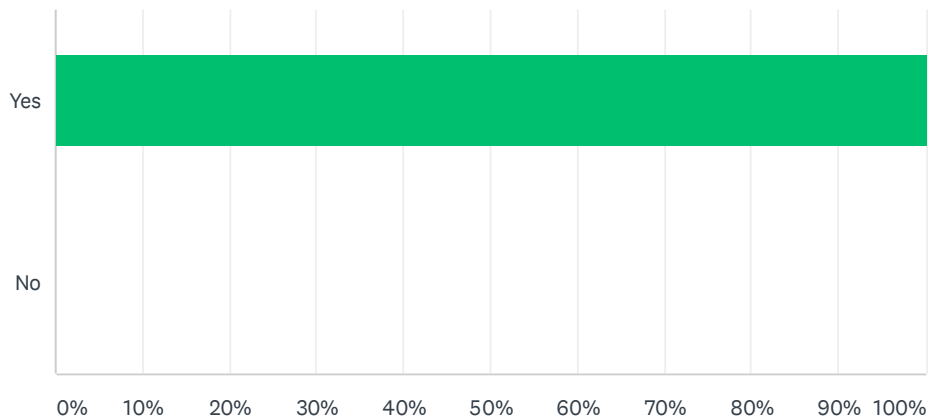
Answered: 3 Skipped: 49



ANSWER CHOICES	RESPONSES	
Yes	100.00%	3
No	0.00%	0
TOTAL		3

Q62 Would you like to see reading system conformance tests?

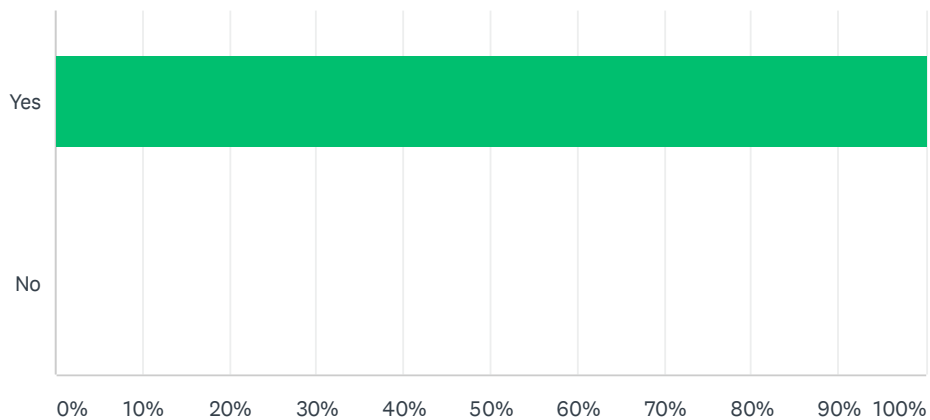
Answered: 3 Skipped: 49



ANSWER CHOICES	RESPONSES	
Yes	100.00%	3
No	0.00%	0
TOTAL		3

Q63 Would you be willing to share your existing reading system tests, or help with the development of new tests?

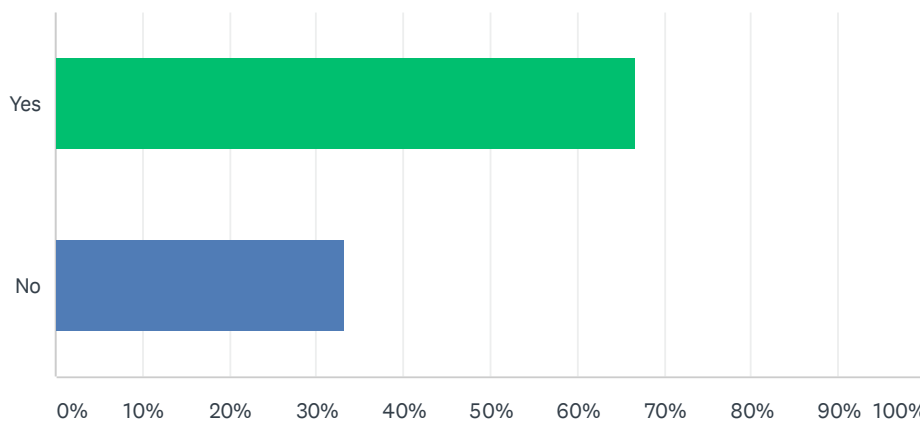
Answered: 3 Skipped: 49



ANSWER CHOICES	RESPONSES	
Yes	100.00%	3
No	0.00%	0
TOTAL		3

Q64 When publishers deliver accessible EPUB files and the related metadata, do you inform consumers about the accessibility features that are available?

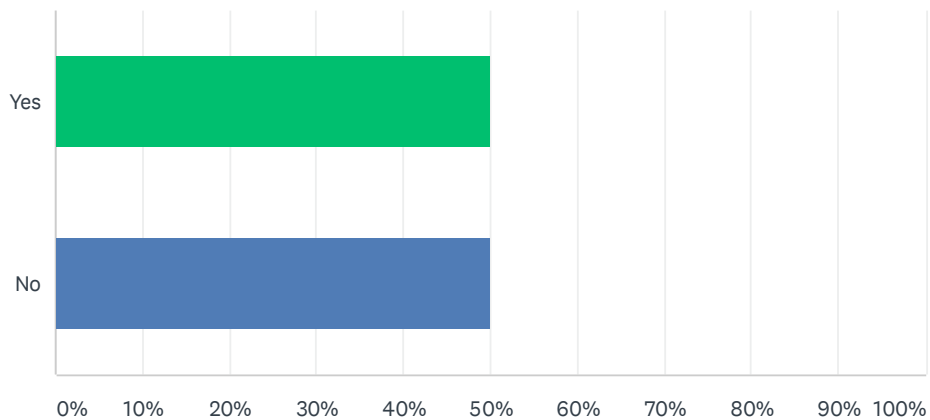
Answered: 3 Skipped: 49



ANSWER CHOICES	RESPONSES	
Yes	66.67%	2
No	33.33%	1
TOTAL		3

Q65 If you answered no to the previous question, is this something you're working on?

Answered: 2 Skipped: 50



ANSWER CHOICES	RESPONSES	
Yes	50.00%	1
No	50.00%	1
TOTAL		2

Q66 Do you alter the EPUB files you have been supplied as part of your ingestion? What do you change?

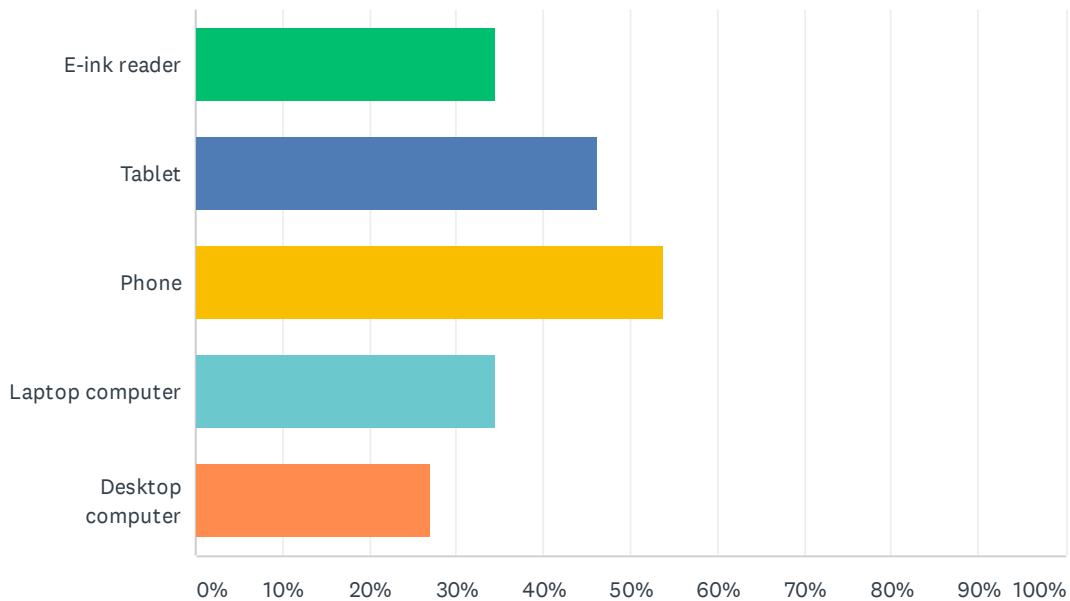
Answered: 2 Skipped: 50

Q67 What drives you crazy about the ebooks you read?

Answered: 19 Skipped: 33

Q68 What devices do you read on most? Select all that apply.

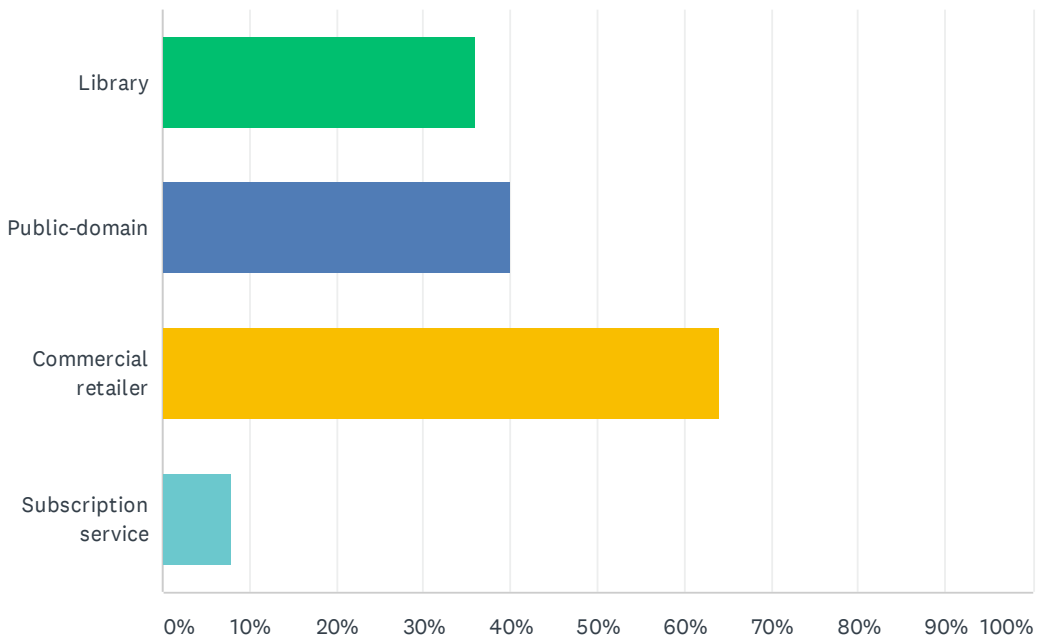
Answered: 26 Skipped: 26



ANSWER CHOICES	RESPONSES
E-ink reader	34.62% 9
Tablet	46.15% 12
Phone	53.85% 14
Laptop computer	34.62% 9
Desktop computer	26.92% 7
Total Respondents: 26	

Q69 Where do you get most of your ebooks? Select all that apply.

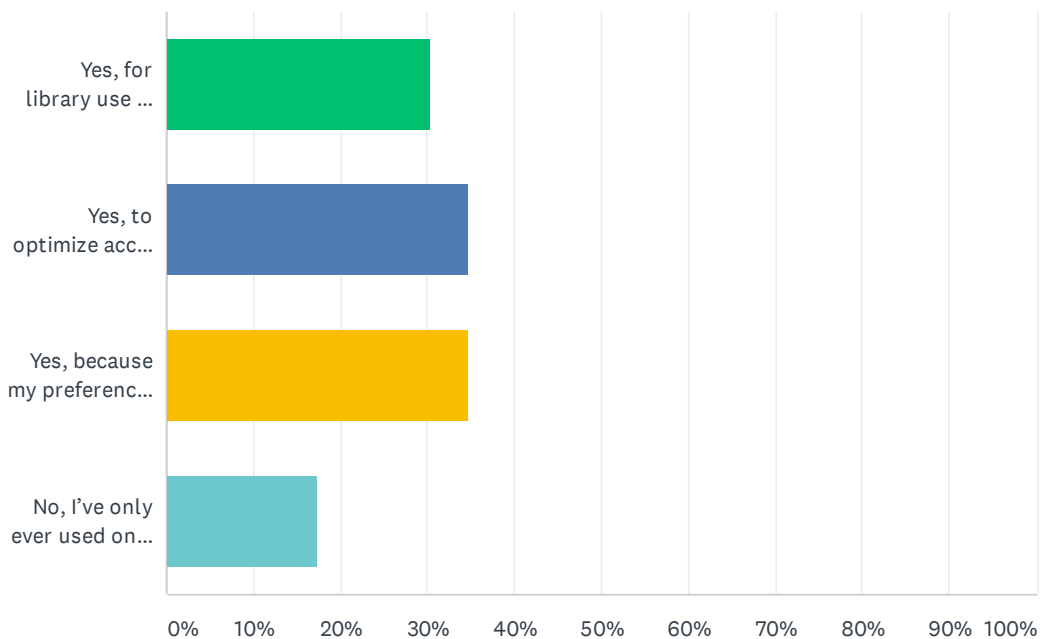
Answered: 25 Skipped: 27



ANSWER CHOICES	RESPONSES
Library	36.00% 9
Public-domain	40.00% 10
Commercial retailer	64.00% 16
Subscription service	8.00% 2
Total Respondents: 25	

Q70 Do you use multiple reading systems? Select all that apply.

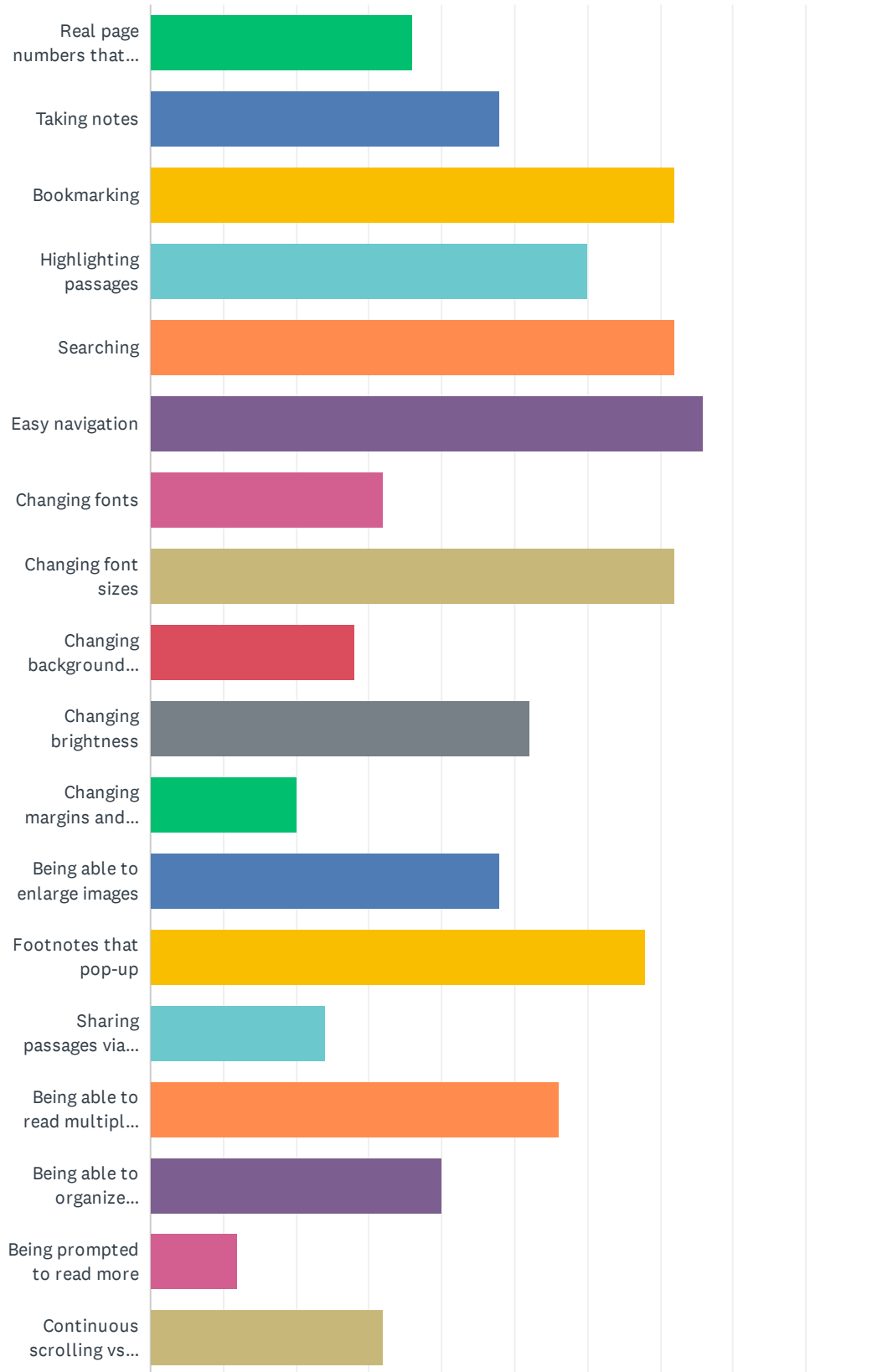
Answered: 23 Skipped: 29



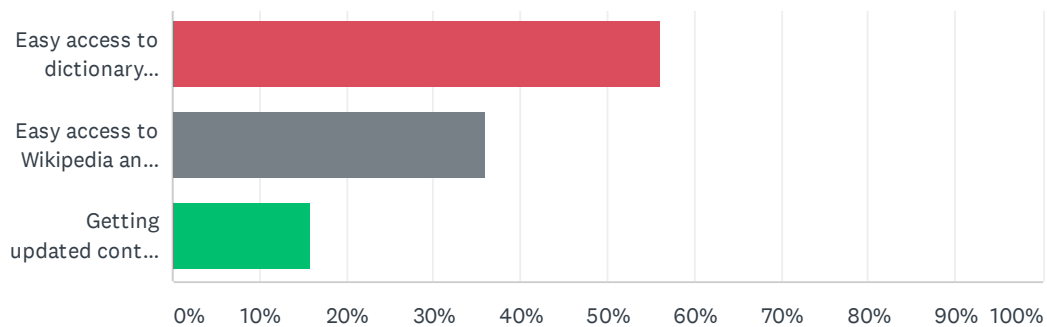
ANSWER CHOICES	RESPONSES	
Yes, for library use vs. purchased	30.43%	7
Yes, to optimize access to content	34.78%	8
Yes, because my preferences have evolved over time	34.78%	8
No, I've only ever used one system	17.39%	4
Total Respondents: 23		

Q71 What digital reading system features are most important to you? Select all that apply.

Answered: 25 Skipped: 27



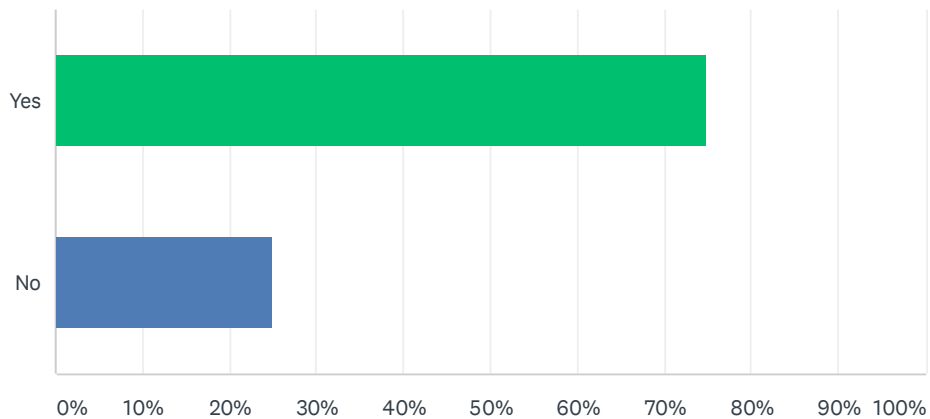
EPUB and Digital Publishing: Today, Tomorrow, and Beyond



ANSWER CHOICES	RESPONSES
Real page numbers that match print	36.00% 9
Taking notes	48.00% 12
Bookmarking	72.00% 18
Highlighting passages	60.00% 15
Searching	72.00% 18
Easy navigation	76.00% 19
Changing fonts	32.00% 8
Changing font sizes	72.00% 18
Changing background colors	28.00% 7
Changing brightness	52.00% 13
Changing margins and alignment	20.00% 5
Being able to enlarge images	48.00% 12
Footnotes that pop-up	68.00% 17
Sharing passages via social	24.00% 6
Being able to read multiple books at once	56.00% 14
Being able to organize library	40.00% 10
Being prompted to read more	12.00% 3
Continuous scrolling vs. page turning	32.00% 8
Easy access to dictionary look-up	56.00% 14
Easy access to Wikipedia and other look-ups	36.00% 9
Getting updated content from author	16.00% 4
Total Respondents: 25	

Q72 Have you considered distributing your papers to students in EPUB?

Answered: 12 Skipped: 40



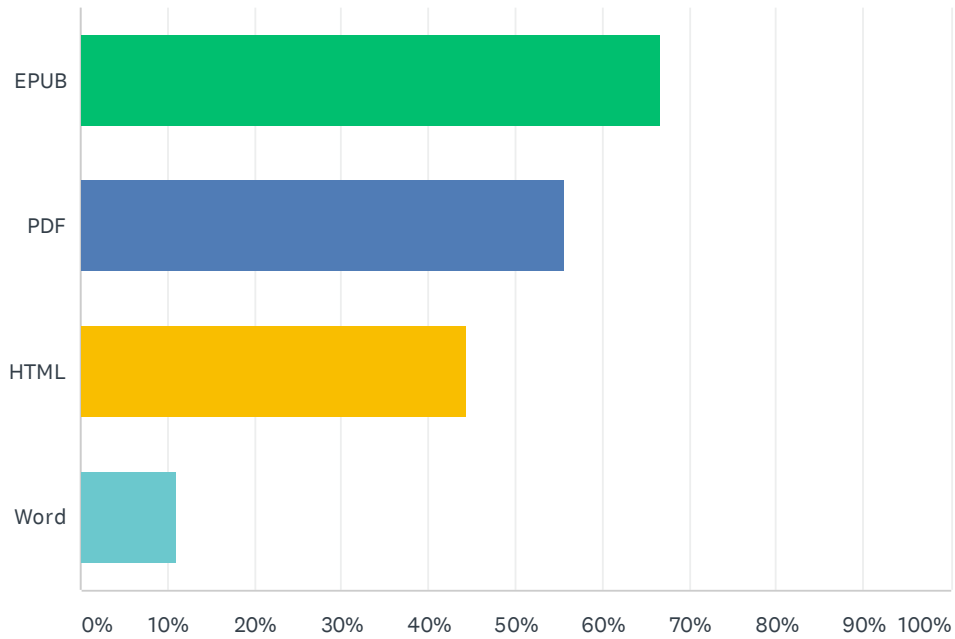
ANSWER CHOICES	RESPONSES	
Yes	75.00%	9
No	25.00%	3
TOTAL		12

Q73 What kinds of technical features do you think will be important for educational publications in the future?

Answered: 10 Skipped: 42

Q74 What kinds of documents do you distribute? Select all that apply.

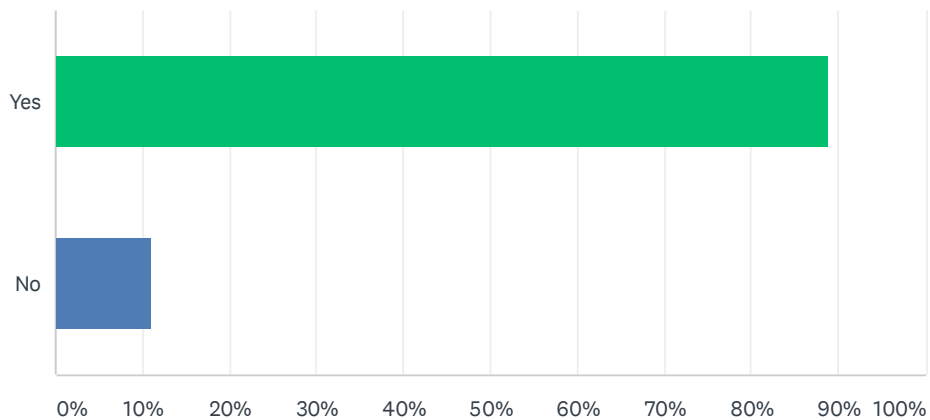
Answered: 9 Skipped: 43



ANSWER CHOICES	RESPONSES	
EPUB	66.67%	6
PDF	55.56%	5
HTML	44.44%	4
Word	11.11%	1
Total Respondents: 9		

Q75 Are you concerned about accessibility for the documents you distribute?

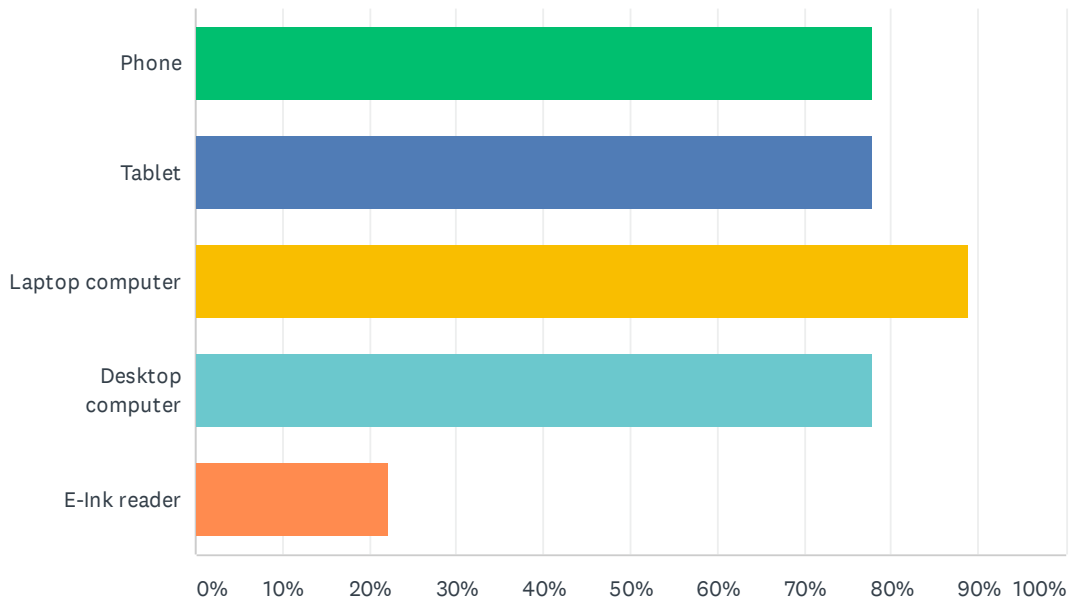
Answered: 9 Skipped: 43



ANSWER CHOICES	RESPONSES	
Yes	88.89%	8
No	11.11%	1
TOTAL		9

Q76 What types of devices are you concerned about your documents being easy to read on?

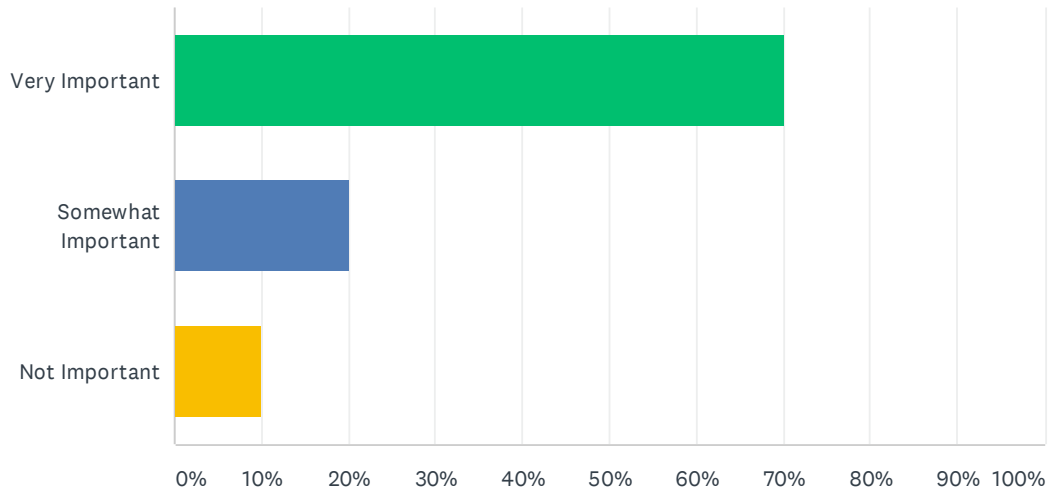
Answered: 9 Skipped: 43



ANSWER CHOICES	RESPONSES	
Phone	77.78%	7
Tablet	77.78%	7
Laptop computer	88.89%	8
Desktop computer	77.78%	7
E-Ink reader	22.22%	2
Total Respondents: 9		

Q77 How important is it to you that your publications can be opened without installing a reading system or Ebook reader, and can be opened easily by a commonly available software like a browser?

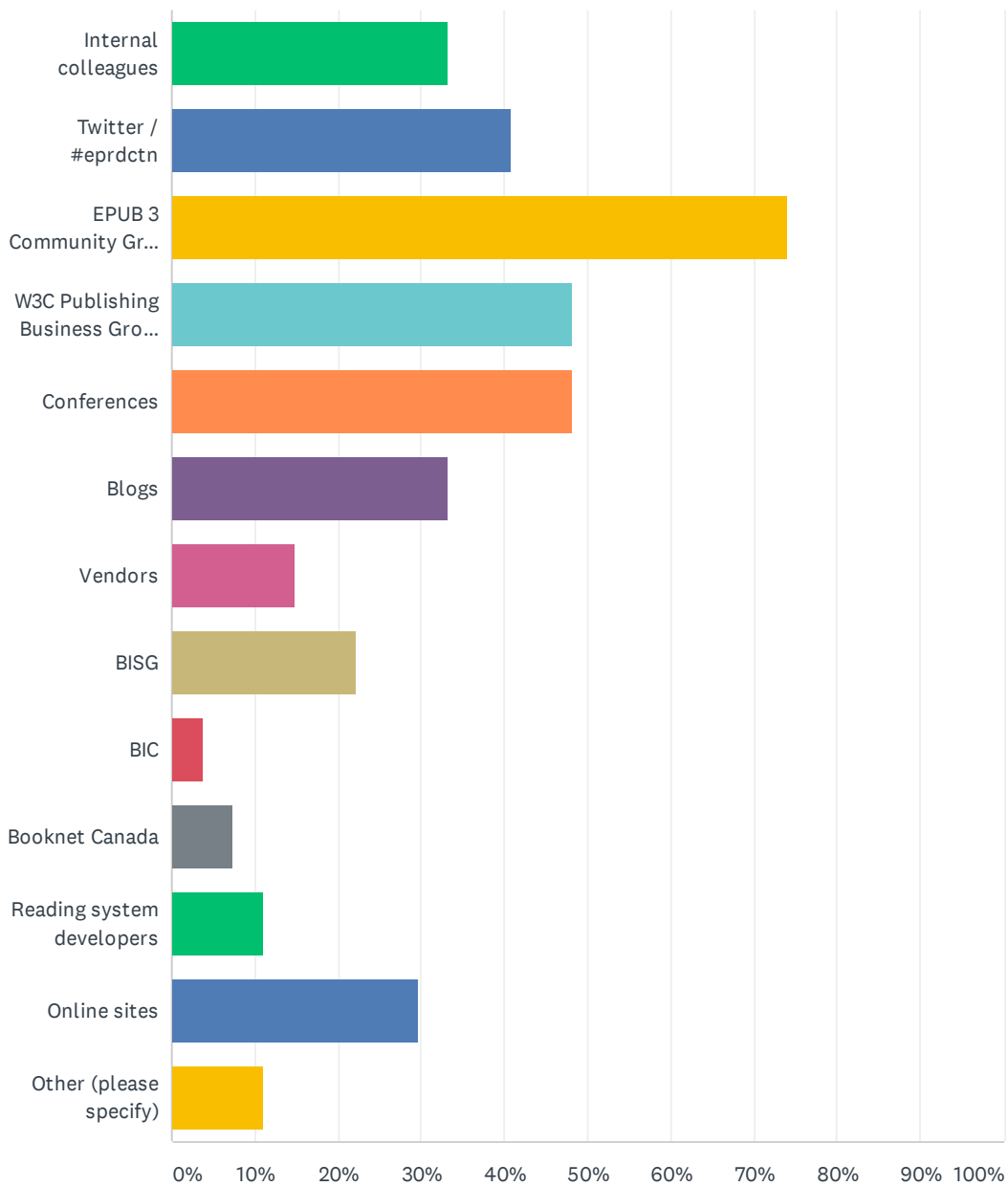
Answered: 10 Skipped: 42



ANSWER CHOICES	RESPONSES	
Very Important	70.00%	7
Somewhat Important	20.00%	2
Not Important	10.00%	1
TOTAL		10

Q78 How do you learn about what's going on with EPUB, ebooks, reading systems, etc.?

Answered: 27 Skipped: 25

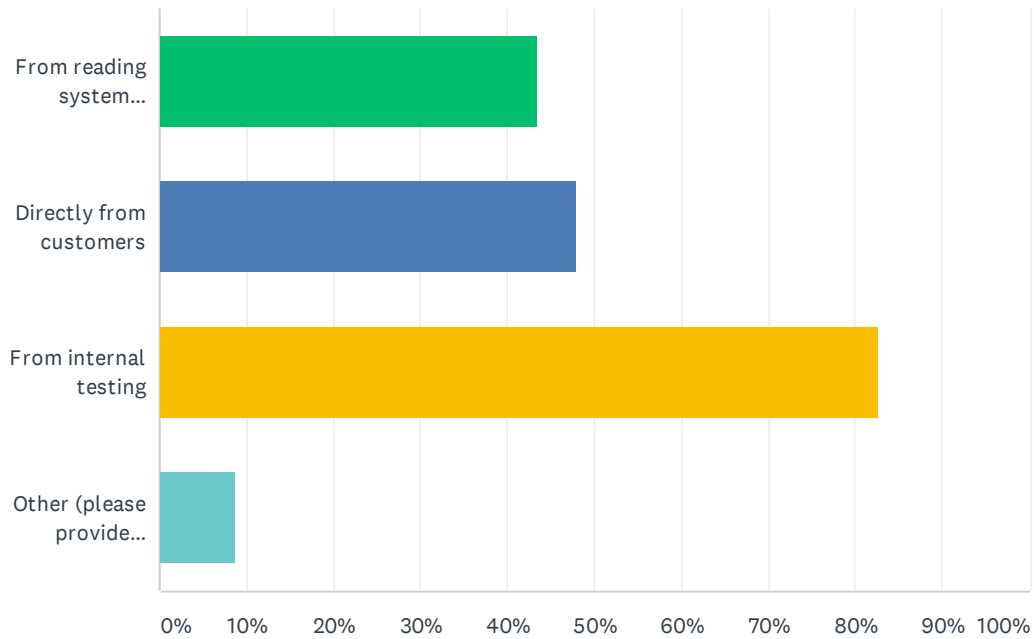


EPUB and Digital Publishing: Today, Tomorrow, and Beyond

ANSWER CHOICES	RESPONSES	
Internal colleagues	33.33%	9
Twitter / #eprdctn	40.74%	11
EPUB 3 Community Group calls/email list/GitHub	74.07%	20
W3C Publishing Business Group calls/email list/GitHub	48.15%	13
Conferences	48.15%	13
Blogs	33.33%	9
Vendors	14.81%	4
BISG	22.22%	6
BIC	3.70%	1
Booknet Canada	7.41%	2
Reading system developers	11.11%	3
Online sites	29.63%	8
Other (please specify)	11.11%	3
Total Respondents: 27		

Q79 How do you find out about issues with the EPUBs you create or publish?

Answered: 23 Skipped: 29



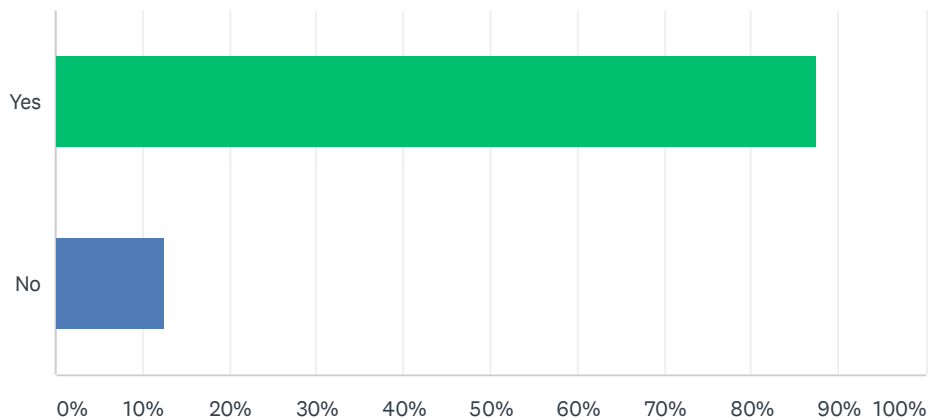
ANSWER CHOICES	RESPONSES	
From reading system partners?	43.48%	10
Directly from customers	47.83%	11
From internal testing	82.61%	19
Other (please provide details)	8.70%	2
Total Respondents: 23		

Q80 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?

Answered: 12 Skipped: 40

Q81 Should the EPUB 3 Community Group start a GitHub repo devoted to tracking reading system bugs?

Answered: 24 Skipped: 28



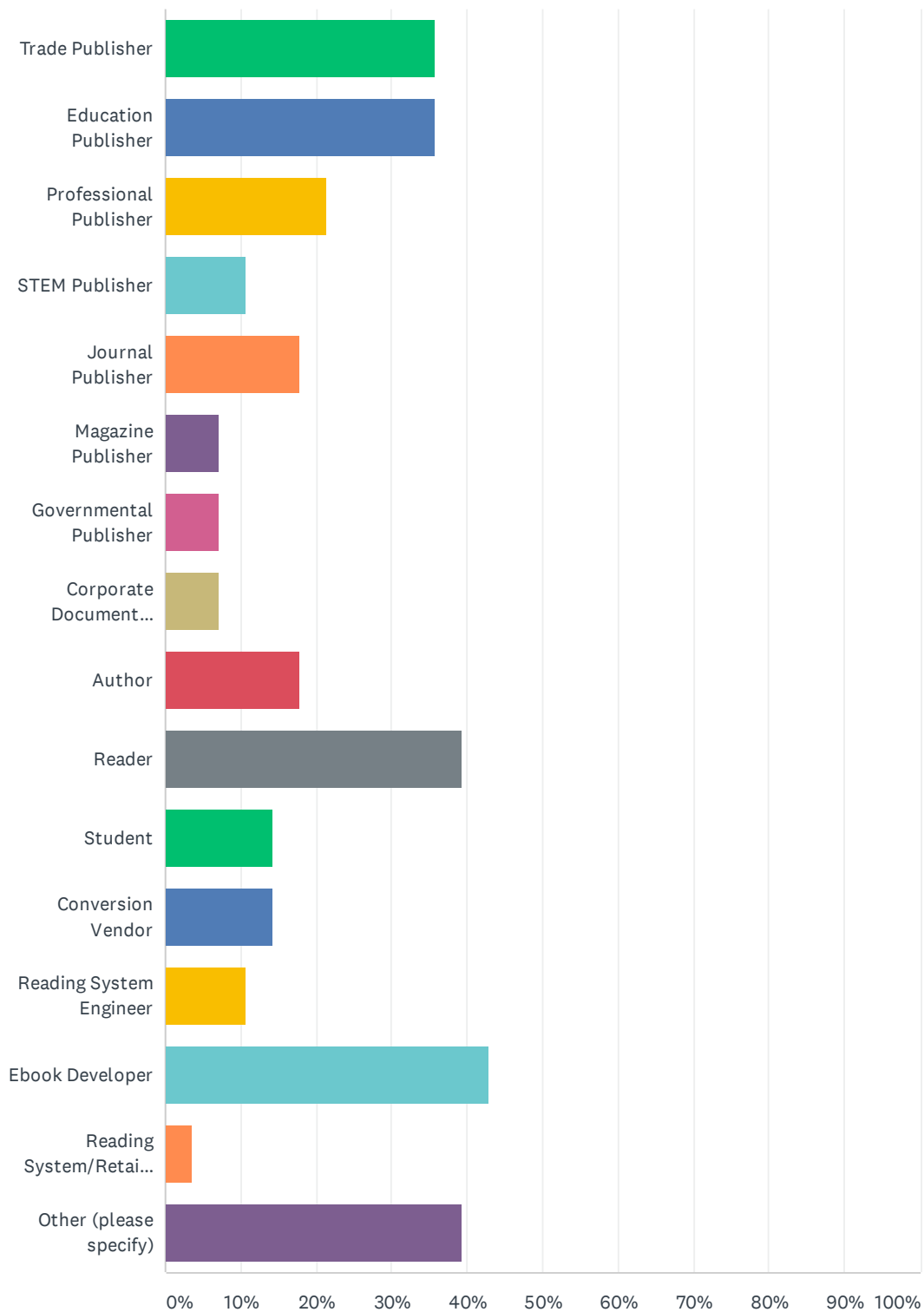
ANSWER CHOICES	RESPONSES	
Yes	87.50%	21
No	12.50%	3
TOTAL		24

Q82 What would you like to see in EPUB and the digital reading experience? What do you feel is missing?

Answered: 16 Skipped: 36

Q83 What part of the publishing ecosystem do you represent? Select all that apply.

Answered: 28 Skipped: 24

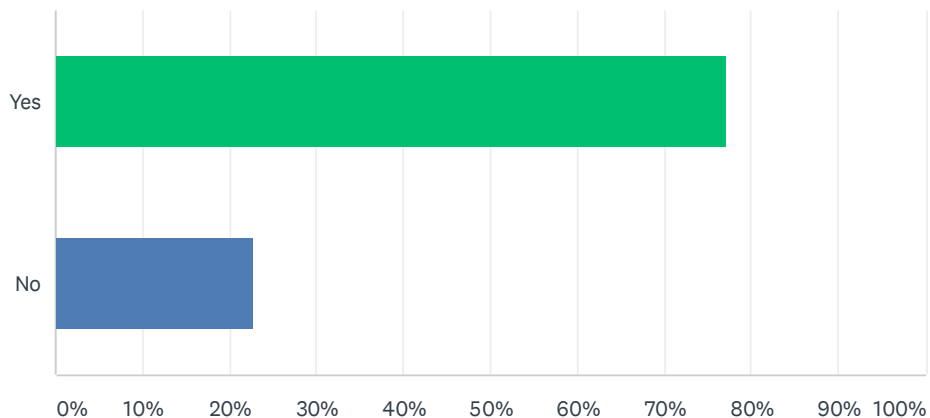


EPUB and Digital Publishing: Today, Tomorrow, and Beyond

ANSWER CHOICES	RESPONSES	
Trade Publisher	35.71%	10
Education Publisher	35.71%	10
Professional Publisher	21.43%	6
STEM Publisher	10.71%	3
Journal Publisher	17.86%	5
Magazine Publisher	7.14%	2
Governmental Publisher	7.14%	2
Corporate Document Publisher	7.14%	2
Author	17.86%	5
Reader	39.29%	11
Student	14.29%	4
Conversion Vendor	14.29%	4
Reading System Engineer	10.71%	3
Ebook Developer	42.86%	12
Reading System/Retailer Employee	3.57%	1
Other (please specify)	39.29%	11
Total Respondents: 28		

Q84 Do you want to be kept in the loop as the Publishing@W3C efforts to develop standards for the future of digital publications moves forward?

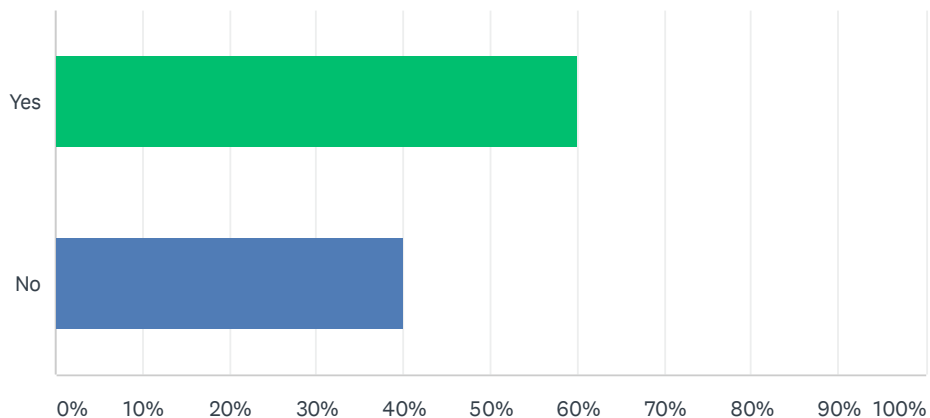
Answered: 22 Skipped: 30



ANSWER CHOICES	RESPONSES	
Yes	77.27%	17
No	22.73%	5
TOTAL		22

Q85 Is there anyone in your organization who would be willing to discuss the future of EPUB and digital publishing standards?

Answered: 15 Skipped: 37



ANSWER CHOICES	RESPONSES	
Yes	60.00%	9
No	40.00%	6
TOTAL		15