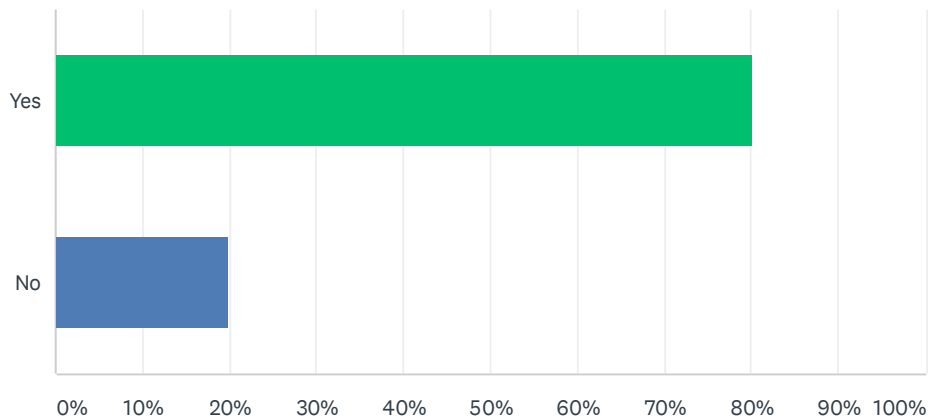


Q1 Do you publish EPUB?

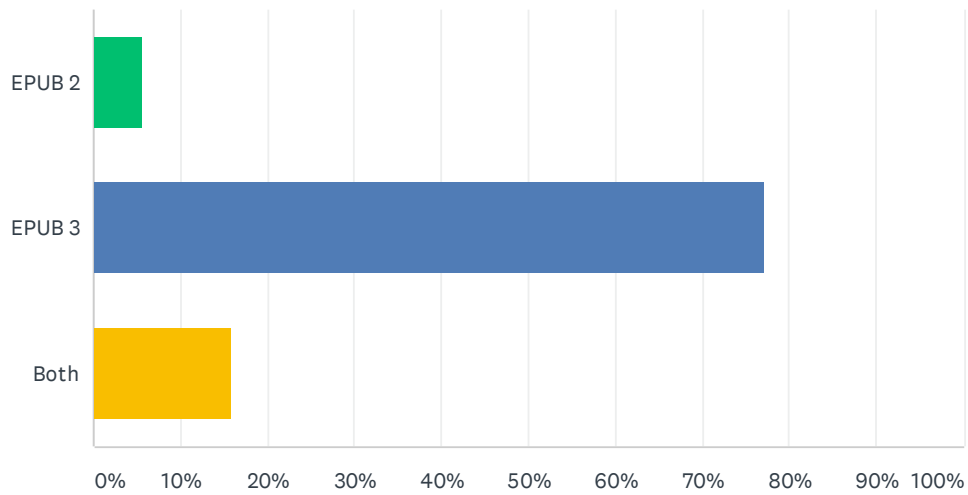
Answered: 106 Skipped: 20



ANSWER CHOICES	RESPONSES	
Yes	80.19%	85
No	19.81%	21
TOTAL		106

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

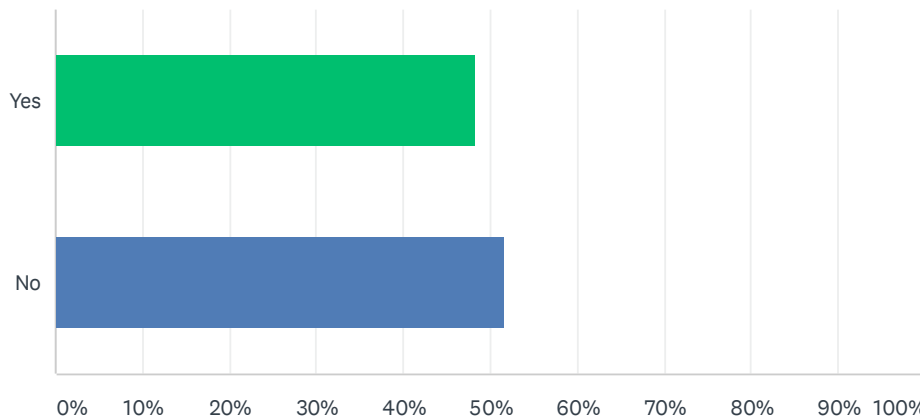
Answered: 88 Skipped: 38



ANSWER CHOICES	RESPONSES	
EPUB 2	5.68%	5
EPUB 3	77.27%	68
Both	15.91%	14
TOTAL		88

Q3 Do you support a backlist of EPUB 2 content?

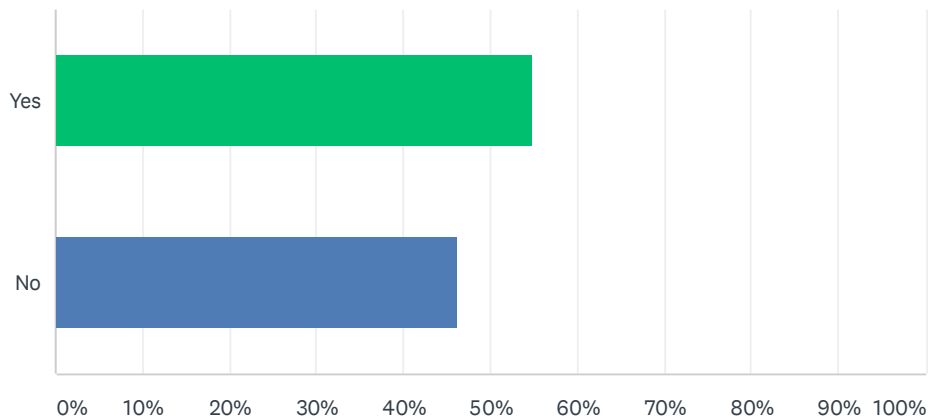
Answered: 85 Skipped: 41



ANSWER CHOICES	RESPONSES	
Yes	48.24%	41
No	51.76%	44
TOTAL		85

Q4 Do you create PDF ebooks?

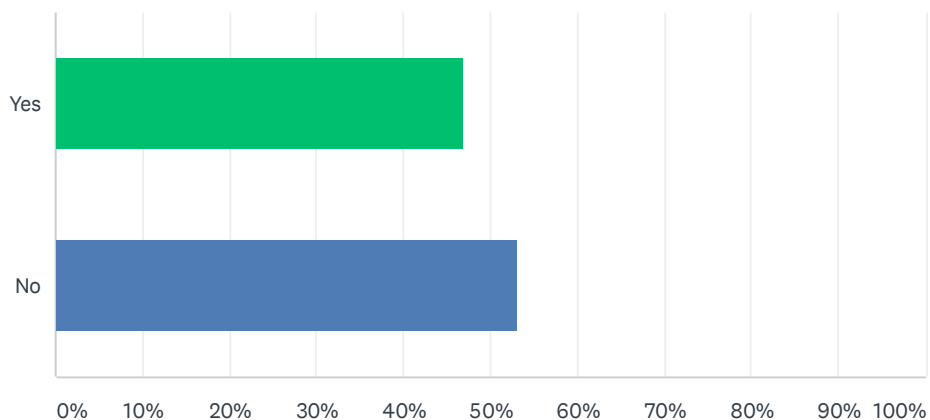
Answered: 95 Skipped: 31



ANSWER CHOICES	RESPONSES	
Yes	54.74%	52
No	46.32%	44
Total Respondents: 95		

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

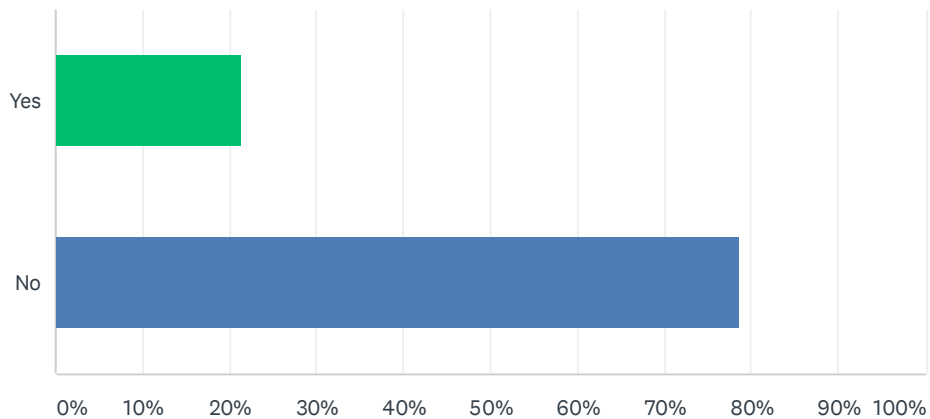
Answered: 94 Skipped: 32



ANSWER CHOICES	RESPONSES	
Yes	46.81%	44
No	53.19%	50
Total Respondents: 94		

Q6 Do you send different EPUBs to different retailers?

Answered: 94 Skipped: 32



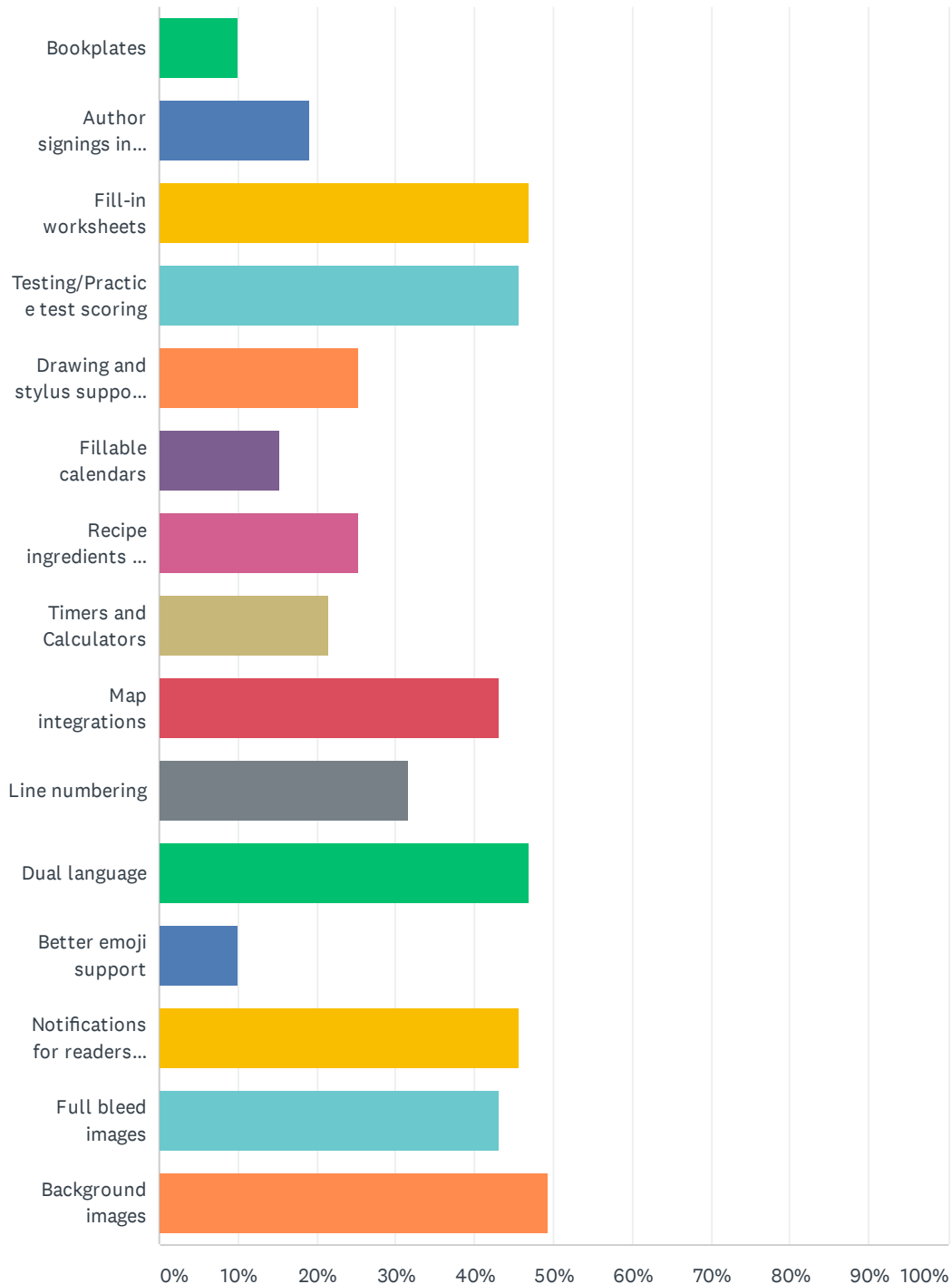
ANSWER CHOICES	RESPONSES	
Yes	21.28%	20
No	78.72%	74
Total Respondents: 94		

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

Answered: 39 Skipped: 87

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

Answered: 79 Skipped: 47



EPUB and Digital Publishing: Today, Tomorrow, and Beyond

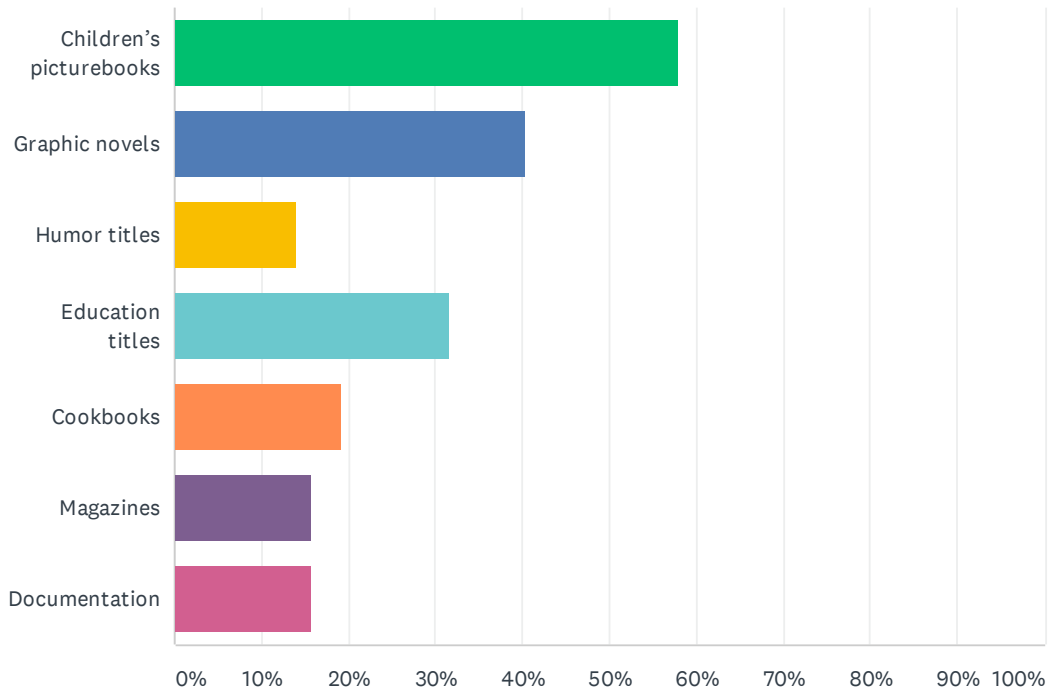
ANSWER CHOICES	RESPONSES	
Bookplates	10.13%	8
Author signings in digital	18.99%	15
Fill-in worksheets	46.84%	37
Testing/Practice test scoring	45.57%	36
Drawing and stylus support for art books	25.32%	20
Fillable calendars	15.19%	12
Recipe ingredients to shopping lists	25.32%	20
Timers and Calculators	21.52%	17
Map integrations	43.04%	34
Line numbering	31.65%	25
Dual language	46.84%	37
Better emoji support	10.13%	8
Notifications for readers when content is updated	45.57%	36
Full bleed images	43.04%	34
Background images	49.37%	39
Total Respondents: 79		

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

Answered: 39 Skipped: 87

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

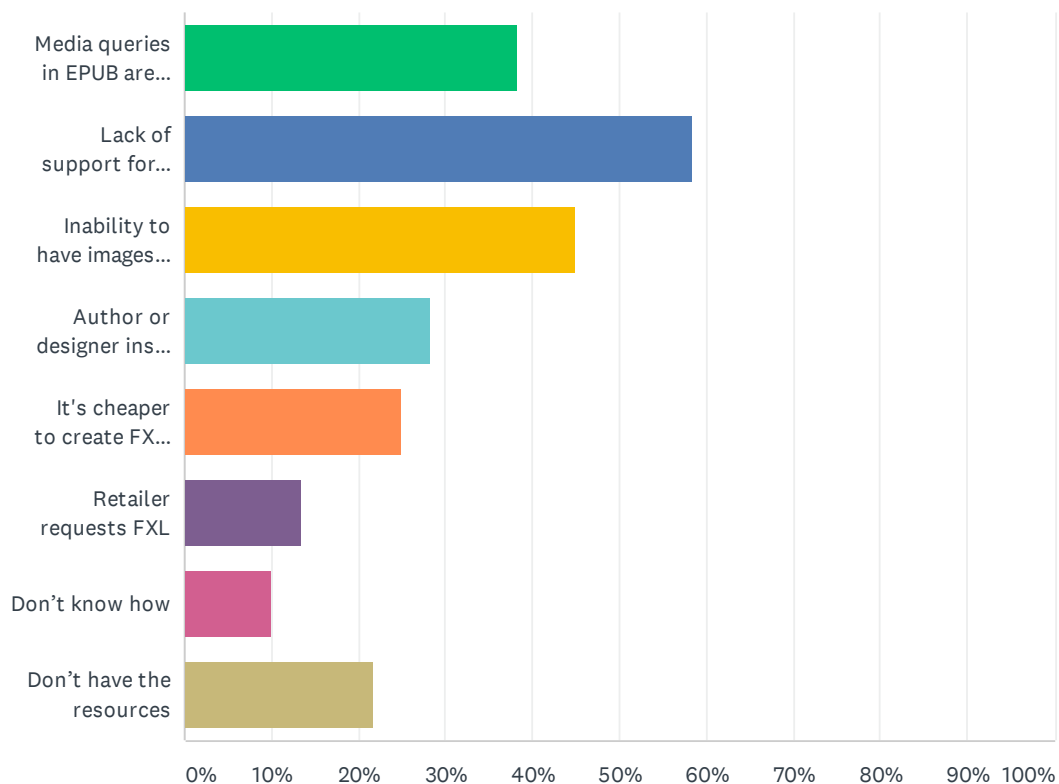
Answered: 57 Skipped: 69



ANSWER CHOICES	RESPONSES	
Children's picturebooks	57.89%	33
Graphic novels	40.35%	23
Humor titles	14.04%	8
Education titles	31.58%	18
Cookbooks	19.30%	11
Magazines	15.79%	9
Documentation	15.79%	9
Total Respondents: 57		

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?

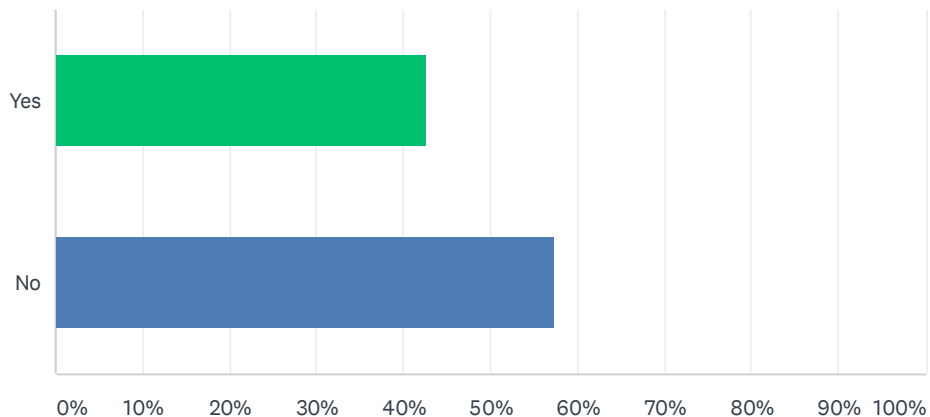
Answered: 60 Skipped: 66



ANSWER CHOICES	RESPONSES	
Media queries in EPUB are often broken	38.33%	23
Lack of support for modern CSS Layout such as grid, flexbox, shapes, exclusions, and writing modes	58.33%	35
Inability to have images cover the entire screen in reflowable	45.00%	27
Author or designer insist this is the best experience	28.33%	17
It's cheaper to create FXL than to redesign	25.00%	15
Retailer requests FXL	13.33%	8
Don't know how	10.00%	6
Don't have the resources	21.67%	13
Total Respondents: 60		

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

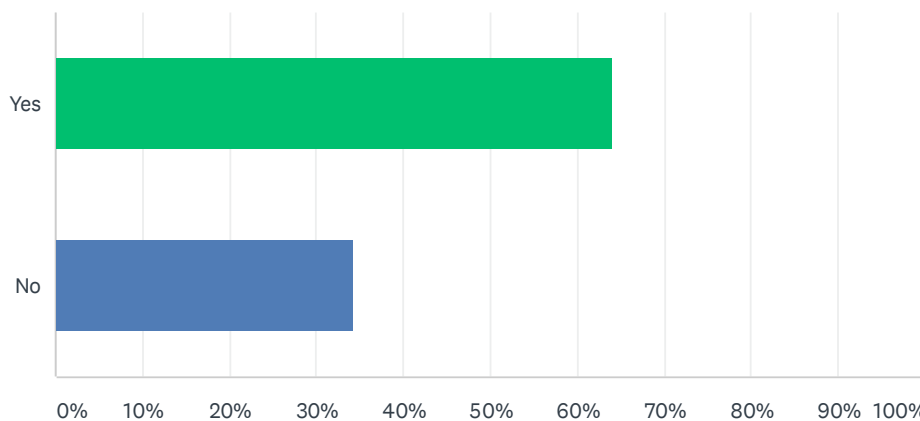
Answered: 61 Skipped: 65



ANSWER CHOICES	RESPONSES	
Yes	42.62%	26
No	57.38%	35
TOTAL		61

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

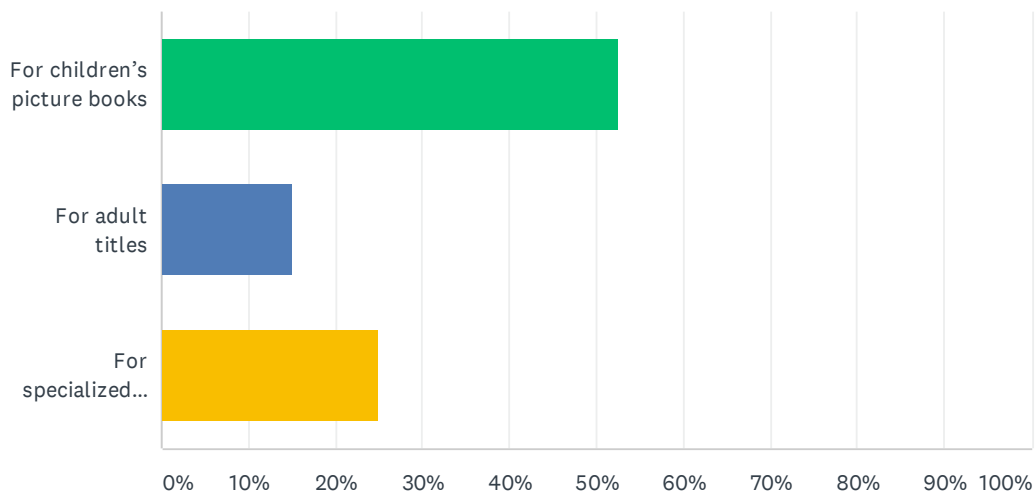
Answered: 64 Skipped: 62



ANSWER CHOICES	RESPONSES	
Yes	64.06%	41
No	34.38%	22
TOTAL		64

Q14 Do you produce audio synchronized books with SMIL overlays?

Answered: 40 Skipped: 86



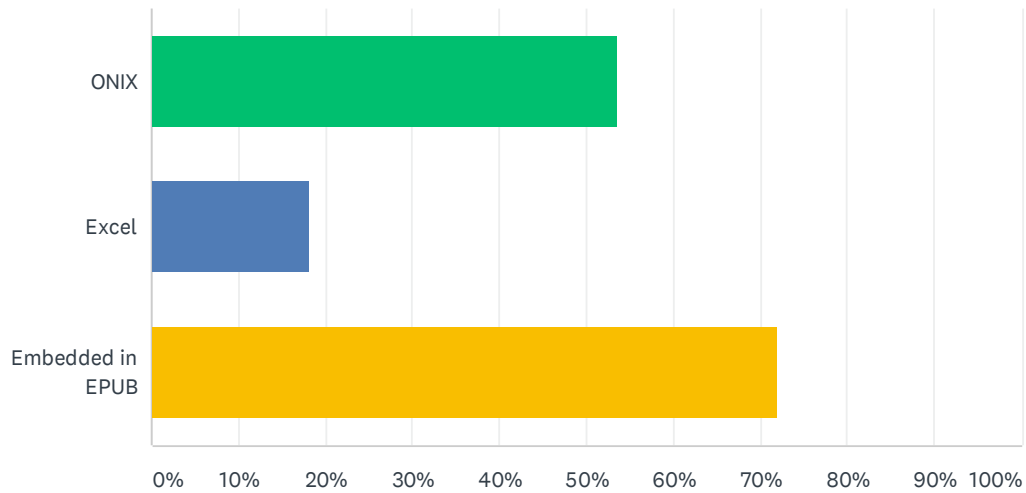
ANSWER CHOICES	RESPONSES	
For children's picture books	52.50%	21
For adult titles	15.00%	6
For specialized publications for people with disabilities	25.00%	10
Total Respondents: 40		

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

Answered: 34 Skipped: 92

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

Answered: 82 Skipped: 44



ANSWER CHOICES	RESPONSES
ONIX	53.66% 44
Excel	18.29% 15
Embedded in EPUB	71.95% 59
Total Respondents: 82	

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?

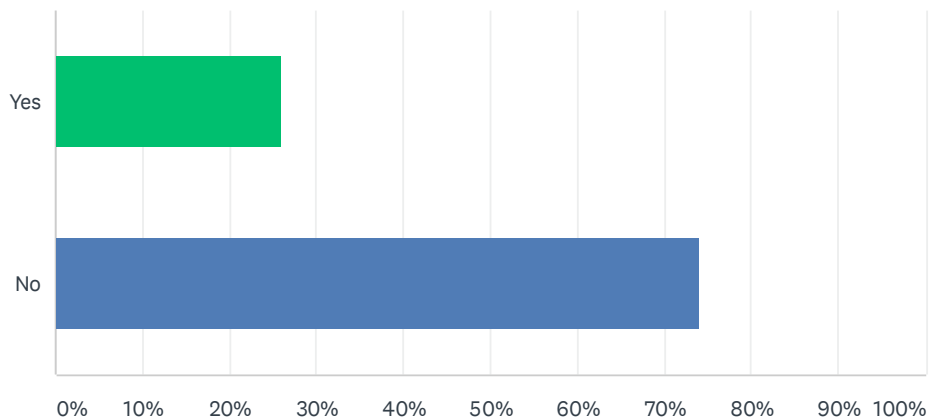
Answered: 37 Skipped: 89

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: 36 Skipped: 90

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

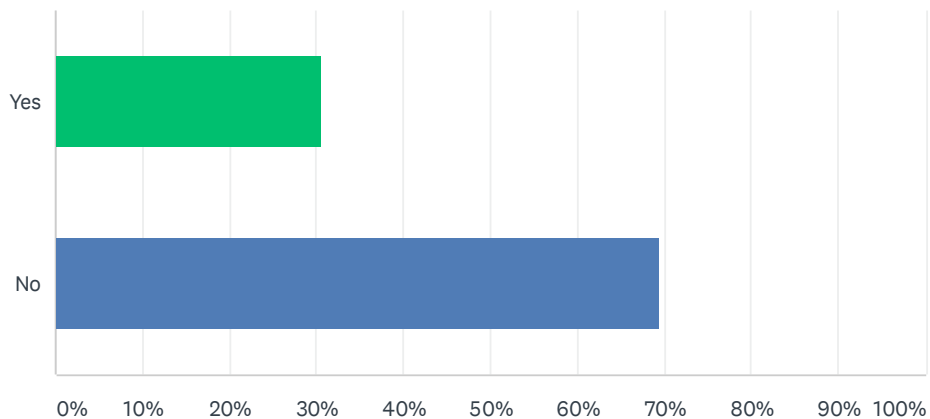
Answered: 58 Skipped: 68



ANSWER CHOICES	RESPONSES	
Yes	25.86%	15
No	74.14%	43
TOTAL		58

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: 59 Skipped: 67



ANSWER CHOICES	RESPONSES	
Yes	30.51%	18
No	69.49%	41
TOTAL		59

Q21 How do you manage keeping web links updated?

Answered: 44 Skipped: 82

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

Answered: 42 Skipped: 84

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

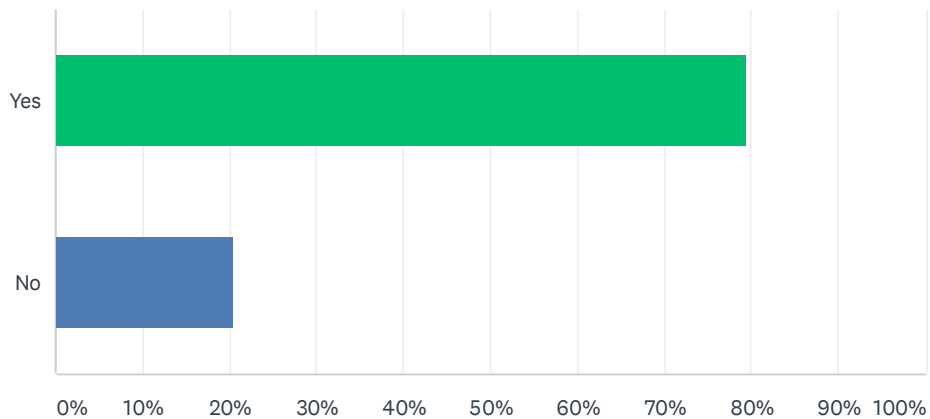
Answered: 56 Skipped: 70

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

Answered: 42 Skipped: 84

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

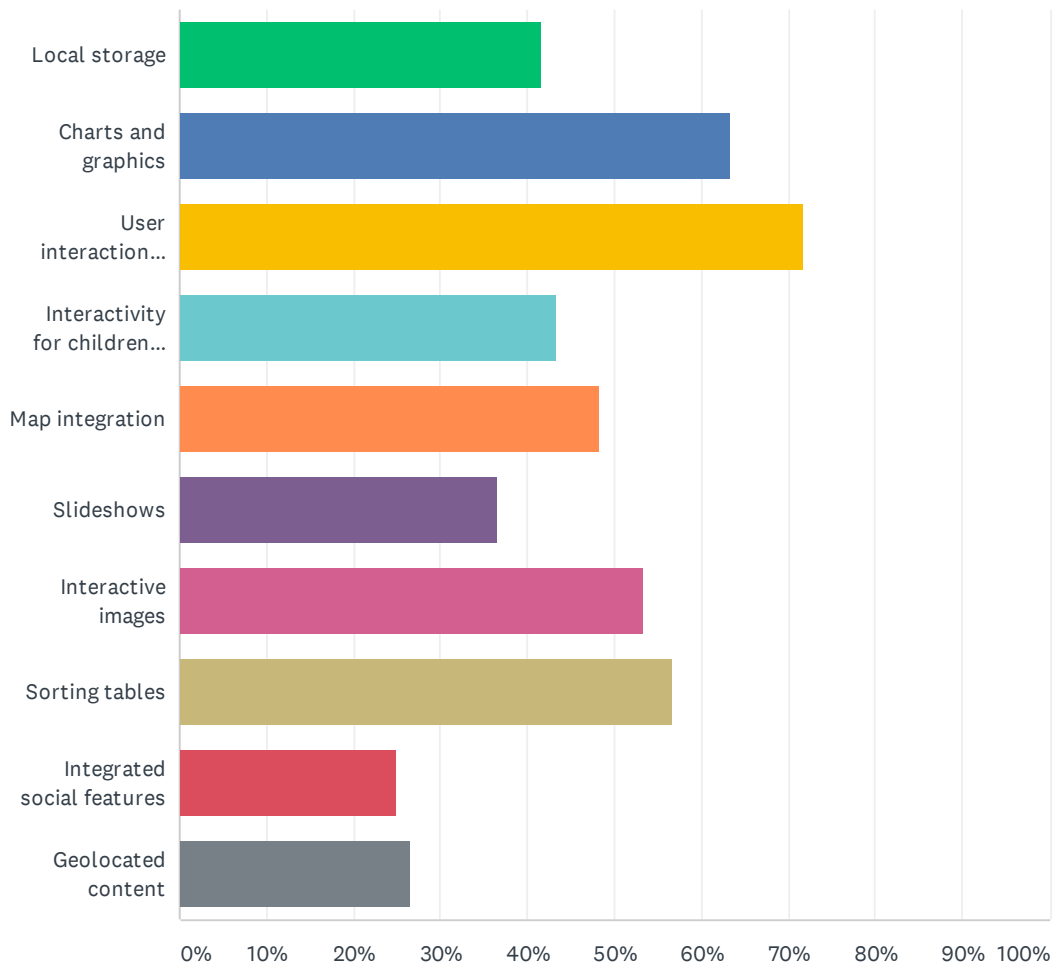
Answered: 68 Skipped: 58



ANSWER CHOICES	RESPONSES	
Yes	79.41%	54
No	20.59%	14
TOTAL		68

Q26 What scripting features are most important to you?

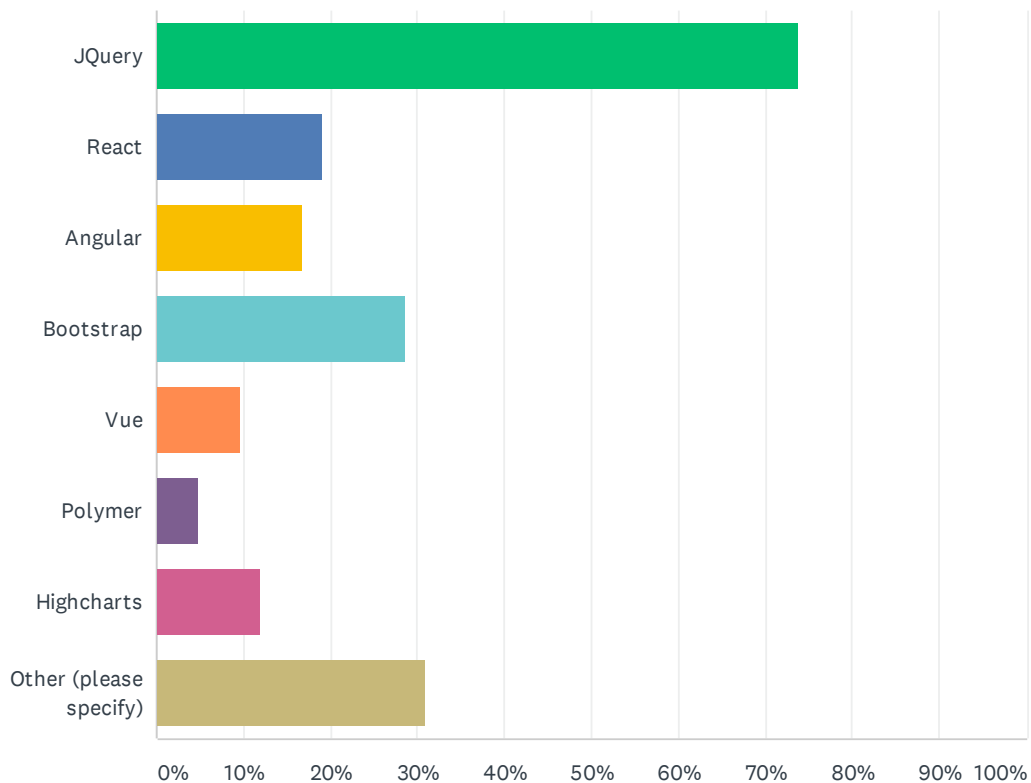
Answered: 60 Skipped: 66



ANSWER CHOICES	RESPONSES	
Local storage	41.67%	25
Charts and graphics	63.33%	38
User interaction such as Quizzes	71.67%	43
Interactivity for children's books	43.33%	26
Map integration	48.33%	29
Slideshows	36.67%	22
Interactive images	53.33%	32
Sorting tables	56.67%	34
Integrated social features	25.00%	15
Geolocated content	26.67%	16
Total Respondents: 60		

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

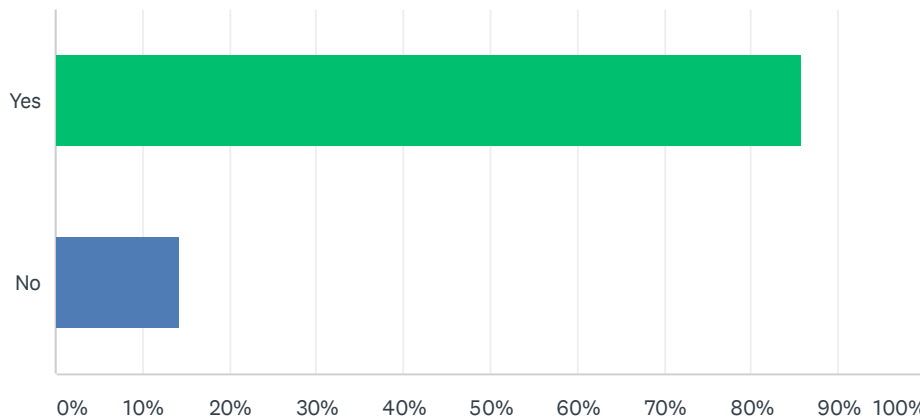
Answered: 42 Skipped: 84



ANSWER CHOICES	RESPONSES	
JQuery	73.81%	31
React	19.05%	8
Angular	16.67%	7
Bootstrap	28.57%	12
Vue	9.52%	4
Polymer	4.76%	2
Highcharts	11.90%	5
Other (please specify)	30.95%	13
Total Respondents: 42		

Q28 Do you use epub:type in your EPUBs?

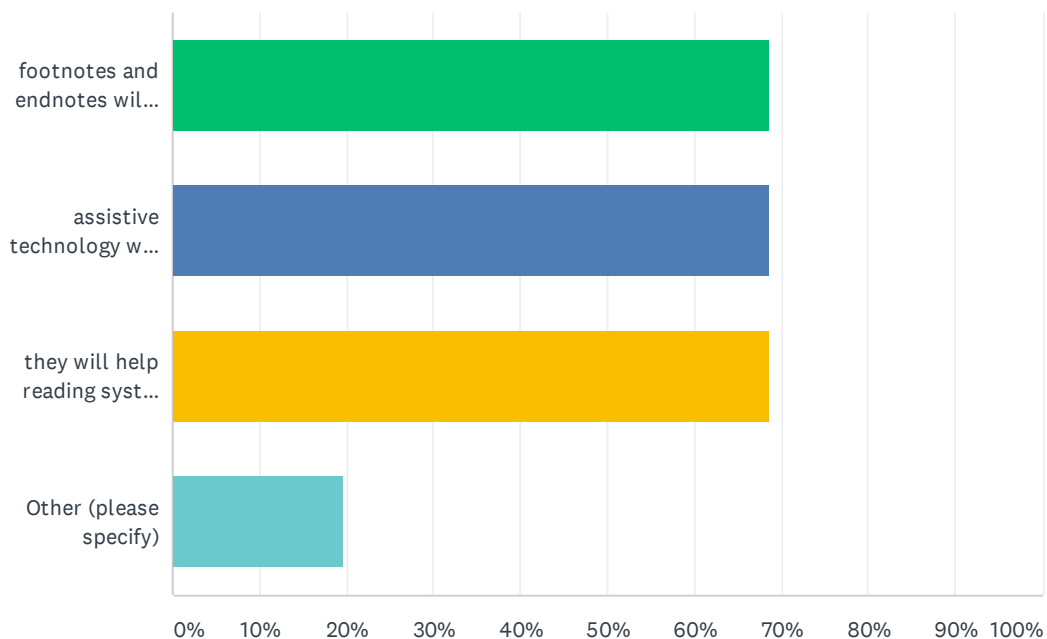
Answered: 63 Skipped: 63



ANSWER CHOICES	RESPONSES	
Yes	85.71%	54
No	14.29%	9
TOTAL		63

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

Answered: 51 Skipped: 75

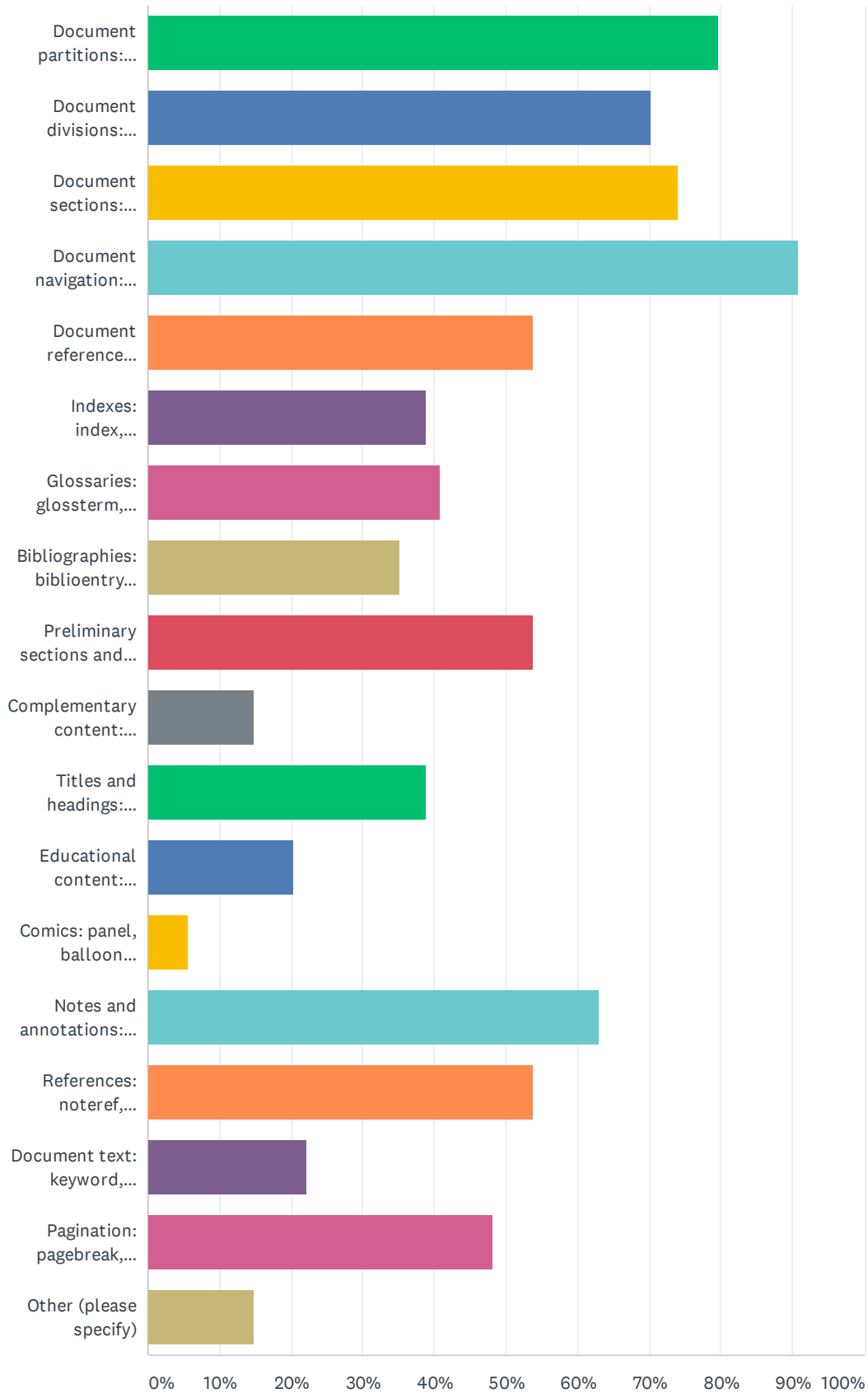


ANSWER CHOICES	RESPONSES	
footnotes and endnotes will pop up	68.63%	35
assistive technology will provide semantic information to end users	68.63%	35
they will help reading systems identify various navigation files	68.63%	35
Other (please specify)	19.61%	10
Total Respondents: 51		

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

Answered: 54 Skipped: 72

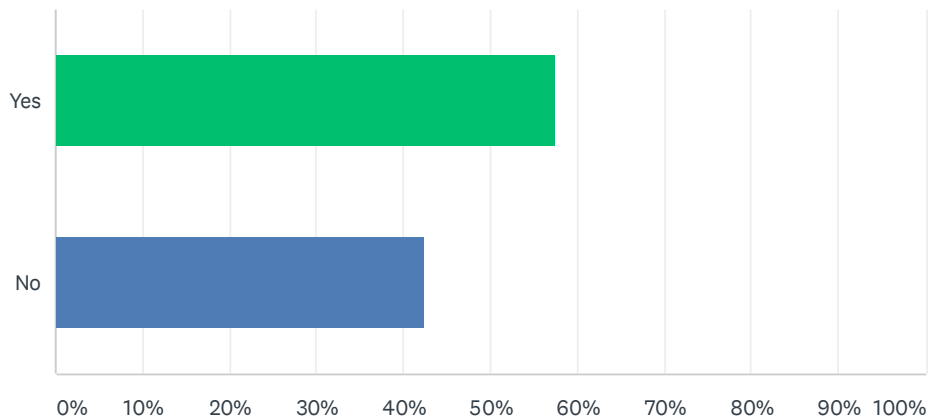
EPUB and Digital Publishing: Today, Tomorrow, and Beyond



ANSWER CHOICES	RESPONSES	
Document partitions: cover, frontmatter, bodymatter, backmatter	79.63%	43
Document divisions: volume, part, chapter...	70.37%	38
Document sections: foreword, preface, epilogue...	74.07%	40
Document navigation: toc, landmarks, loi...	90.74%	49
Document reference sections: appendix, colophon	53.70%	29
Indexes: index, index-term...	38.89%	21
Glossaries: glossterm, glossdef...	40.74%	22
Bibliographies: biblioentry...	35.19%	19
Preliminary sections and components: titlepage, copyright-page, acknowledgments...	53.70%	29
Complementary content: notice, tip...	14.81%	8
Titles and headings: halftitle, title, subtitle;	38.89%	21
Educational content: learning-objective, multiple-choice-problem...	20.37%	11
Comics: panel, balloon...	5.56%	3
Notes and annotations: footnote, endnote	62.96%	34
References: noteref, biblioref...	53.70%	29
Document text: keyword, topic-sentence	22.22%	12
Pagination: pagebreak, page-list	48.15%	26
Other (please specify)	14.81%	8
Total Respondents: 54		

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

Answered: 59 Skipped: 67



ANSWER CHOICES	RESPONSES	
Yes	57.63%	34
No	42.37%	25
TOTAL		59

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

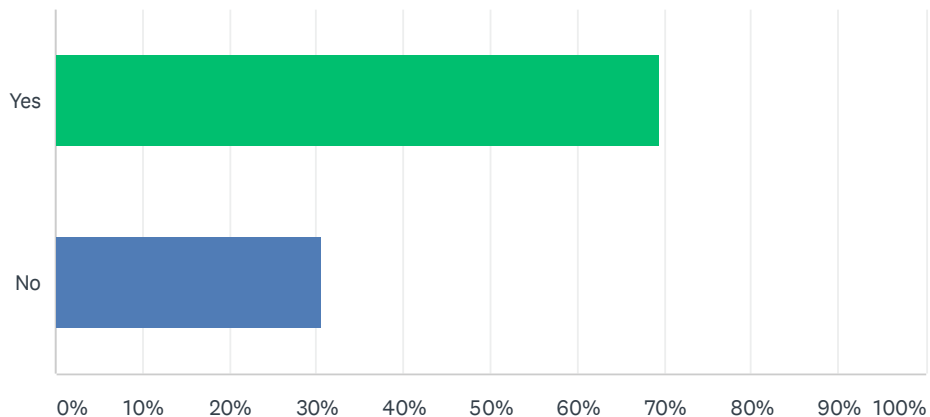
Answered: 29 Skipped: 97

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

Answered: 48 Skipped: 78

Q34 Are you including accessibility metadata inside the EPUB Package?

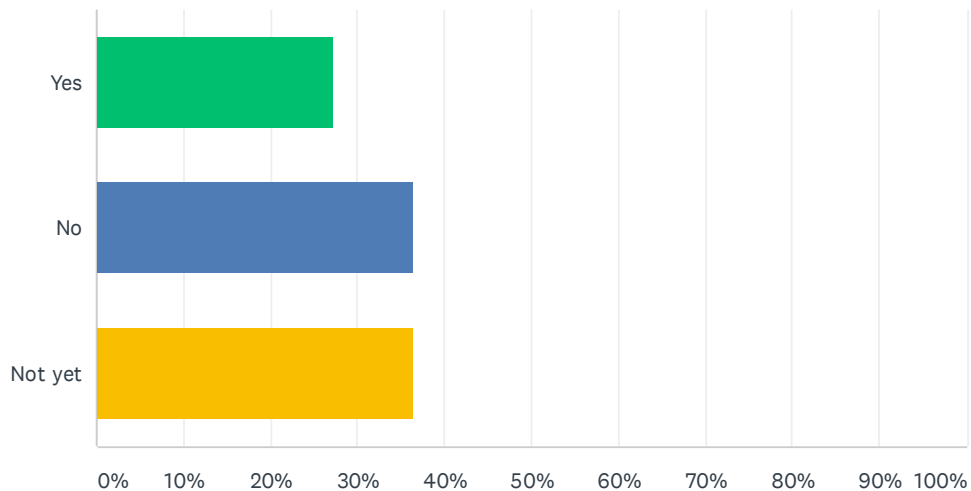
Answered: 59 Skipped: 67



ANSWER CHOICES		RESPONSES	
Yes		69.49%	41
No		30.51%	18
TOTAL			59

Q35 Are you including accessibility metadata in ONIX?

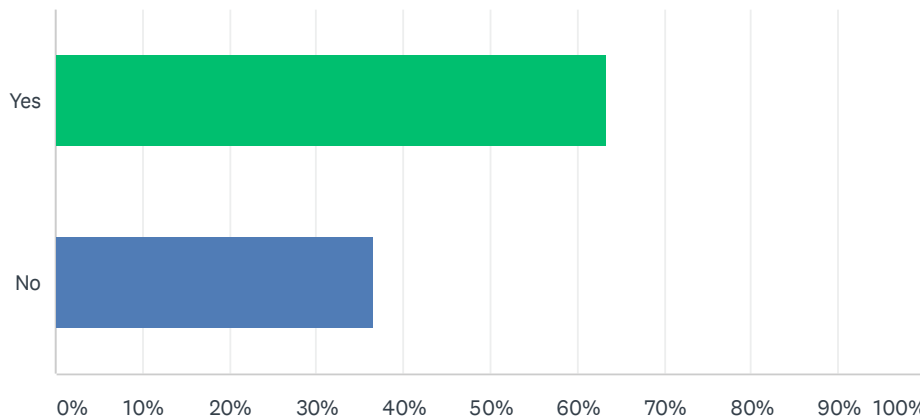
Answered: 55 Skipped: 71



ANSWER CHOICES	RESPONSES	
Yes	27.27%	15
No	36.36%	20
Not yet	36.36%	20
TOTAL		55

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

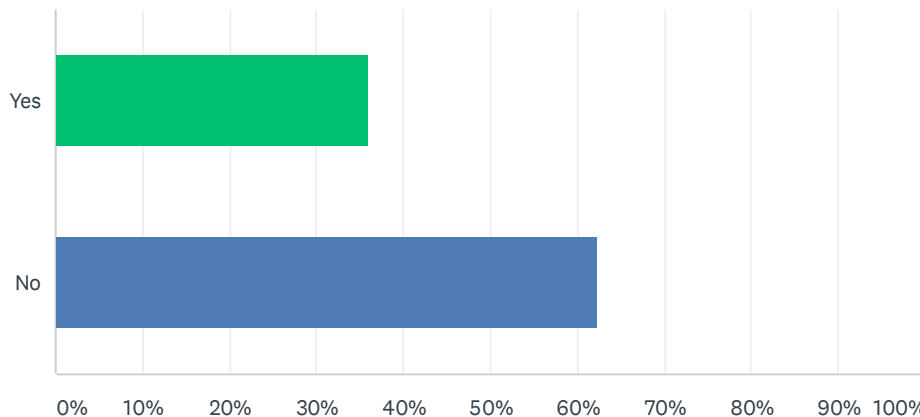
Answered: 60 Skipped: 66



ANSWER CHOICES	RESPONSES	
Yes	63.33%	38
No	36.67%	22
TOTAL		60

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

Answered: 61 Skipped: 65



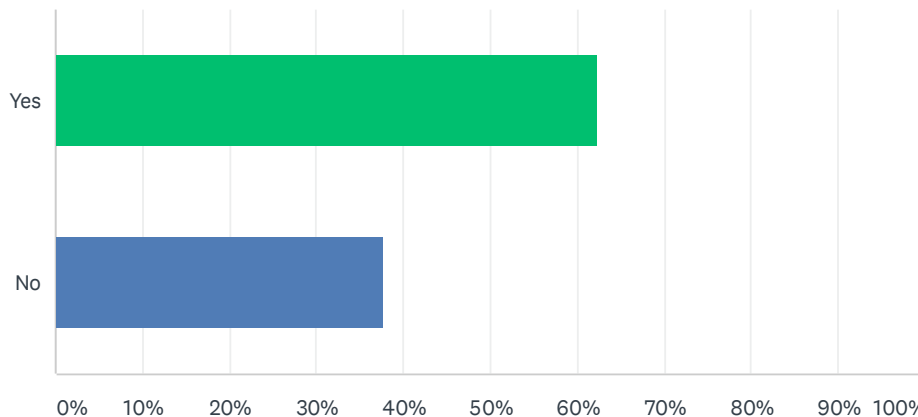
ANSWER CHOICES	RESPONSES	
Yes	36.07%	22
No	62.30%	38
TOTAL		61

Q38 How do you support accessibility in fixed layout?

Answered: 31 Skipped: 95

Q39 Do you include pagelist or page mapping?

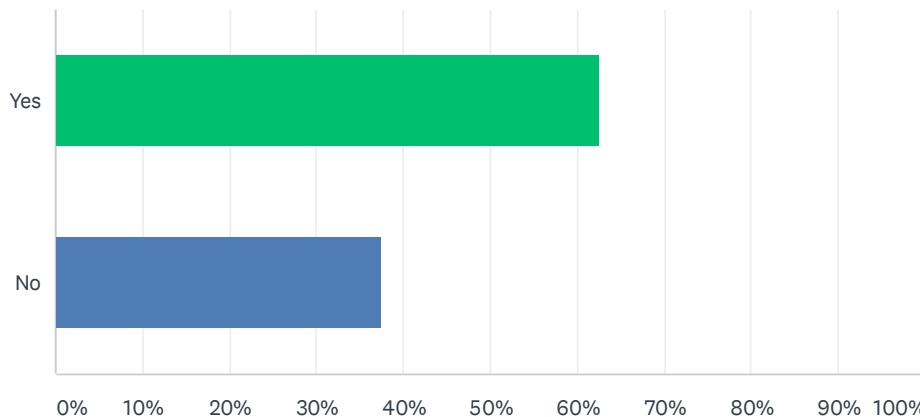
Answered: 53 Skipped: 73



ANSWER CHOICES	RESPONSES	
Yes	62.26%	33
No	37.74%	20
TOTAL		53

Q40 Do you include ARIA in your html?

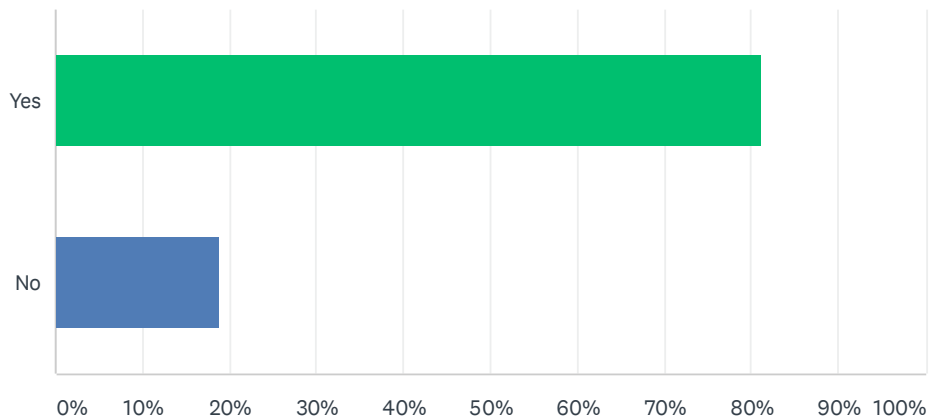
Answered: 56 Skipped: 70



ANSWER CHOICES	RESPONSES	
Yes	62.50%	35
No	37.50%	21
TOTAL		56

Q41 Is your HTML navigable by screenreader and keyboard?

Answered: 53 Skipped: 73



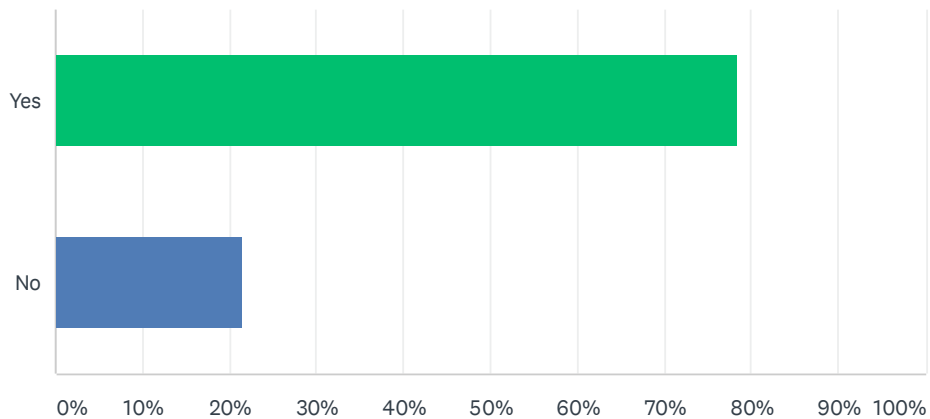
ANSWER CHOICES	RESPONSES	
Yes	81.13%	43
No	18.87%	10
TOTAL		53

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

Answered: 25 Skipped: 101

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

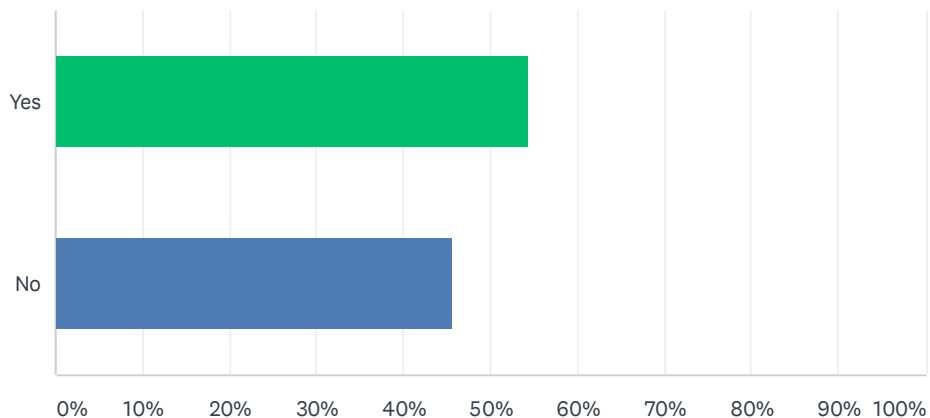
Answered: 65 Skipped: 61



ANSWER CHOICES	RESPONSES	
Yes	78.46%	51
No	21.54%	14
TOTAL		65

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

Answered: 57 Skipped: 69



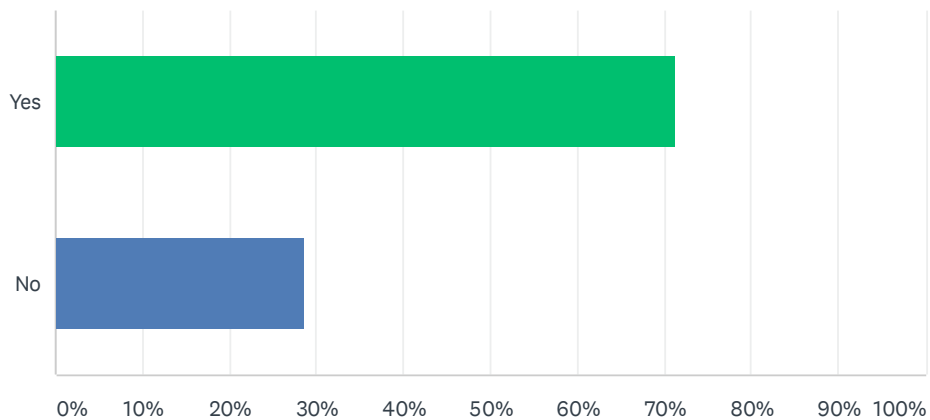
ANSWER CHOICES	RESPONSES	
Yes	54.39%	31
No	45.61%	26
TOTAL		57

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

Answered: 17 Skipped: 109

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

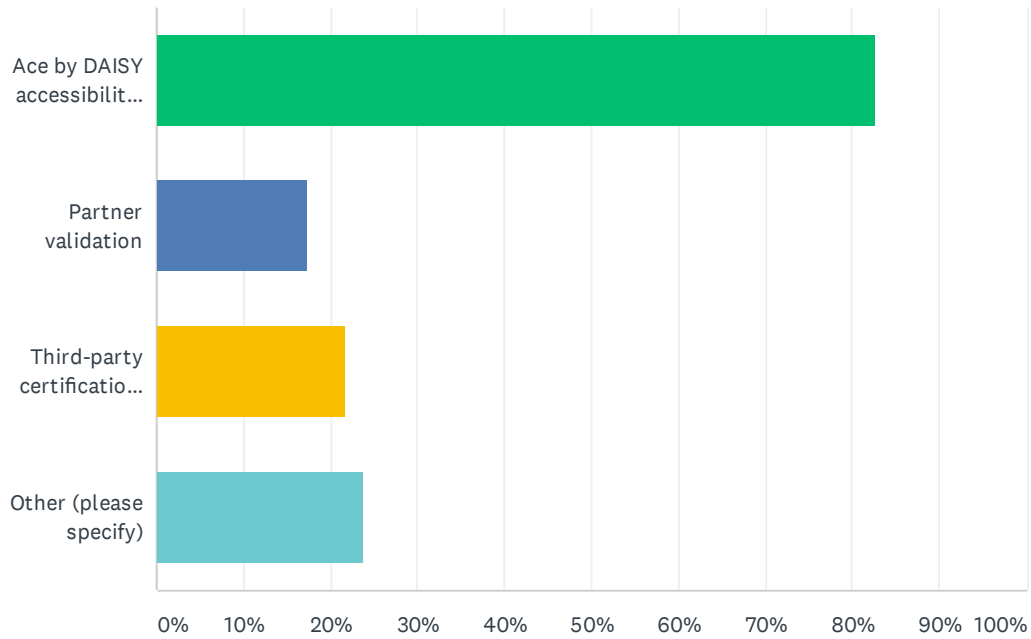
Answered: 49 Skipped: 77



ANSWER CHOICES	RESPONSES	
Yes	71.43%	35
No	28.57%	14
TOTAL		49

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

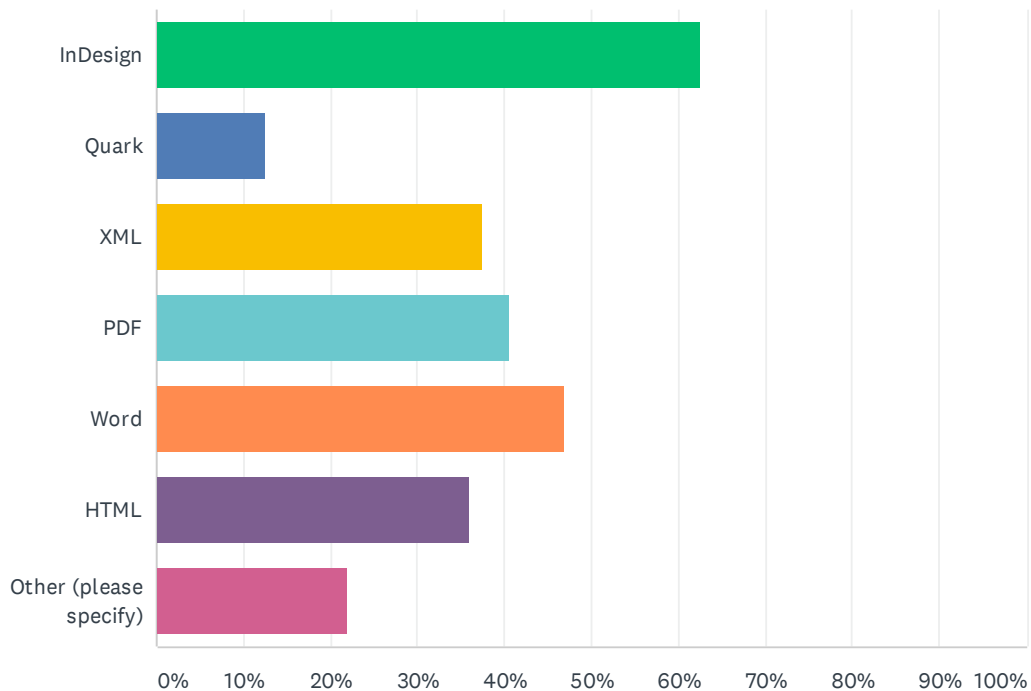
Answered: 46 Skipped: 80



ANSWER CHOICES	RESPONSES	
Ace by DAISY accessibility checker	82.61%	38
Partner validation	17.39%	8
Third-party certification services	21.74%	10
Other (please specify)	23.91%	11
Total Respondents: 46		

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

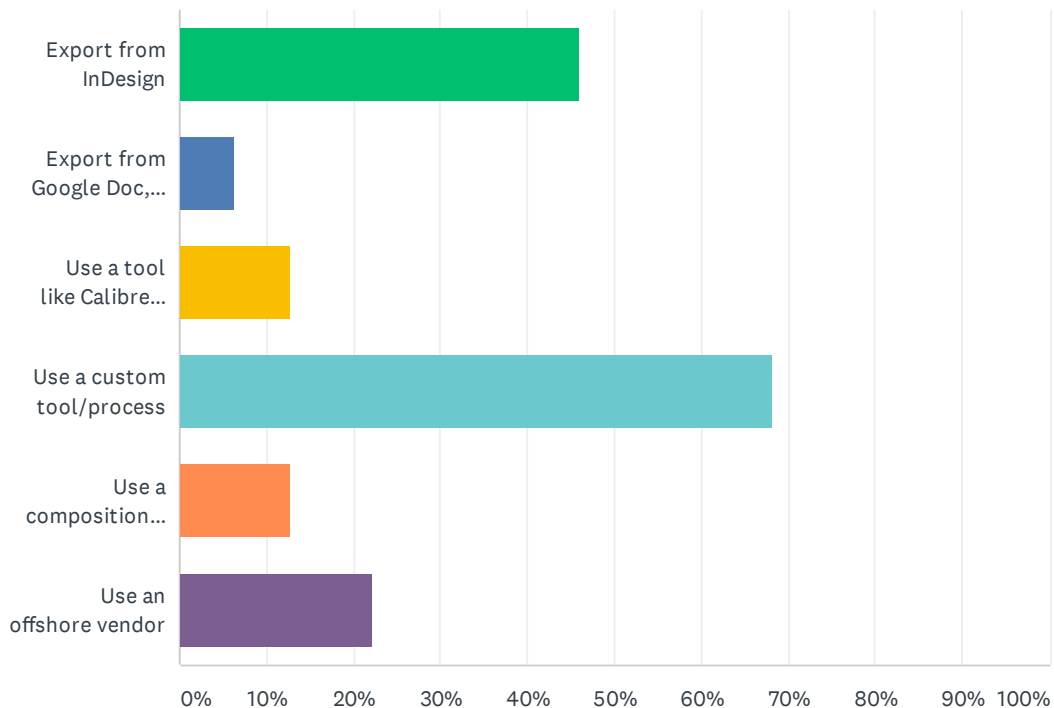
Answered: 64 Skipped: 62



ANSWER CHOICES	RESPONSES	
InDesign	62.50%	40
Quark	12.50%	8
XML	37.50%	24
PDF	40.63%	26
Word	46.88%	30
HTML	35.94%	23
Other (please specify)	21.88%	14
Total Respondents: 64		

Q49 What tools do you use to create EPUBs?

Answered: 63 Skipped: 63



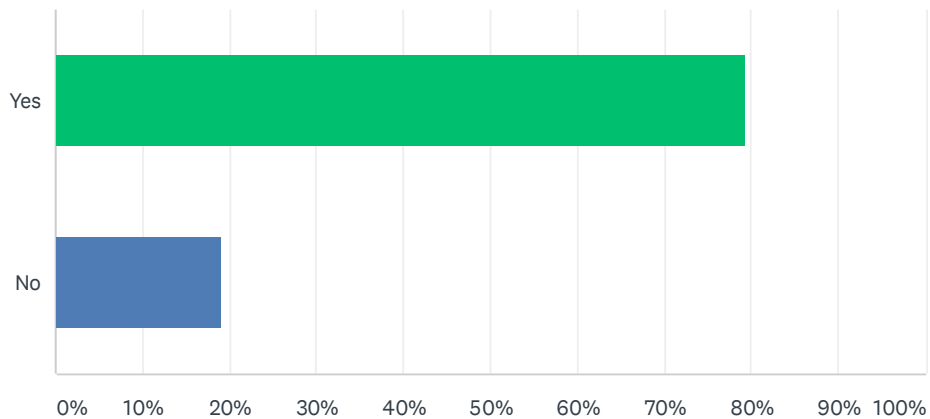
ANSWER CHOICES	RESPONSES	
Export from InDesign	46.03%	29
Export from Google Doc, Word, LibreOffice, or Pages	6.35%	4
Use a tool like Calibre or Sigil	12.70%	8
Use a custom tool/process	68.25%	43
Use a composition vendor	12.70%	8
Use an offshore vendor	22.22%	14
Total Respondents: 63		

Q50 What tools do you use to edit EPUBs?

Answered: 53 Skipped: 73

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

Answered: 63 Skipped: 63



ANSWER CHOICES	RESPONSES	
Yes	79.37%	50
No	19.05%	12
TOTAL		63

Q52 What challenges do you find with testing?

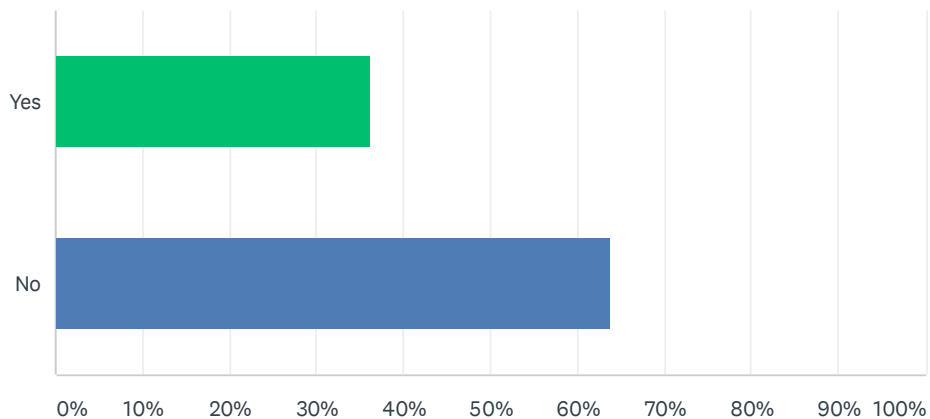
Answered: 38 Skipped: 88

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

Answered: 40 Skipped: 86

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

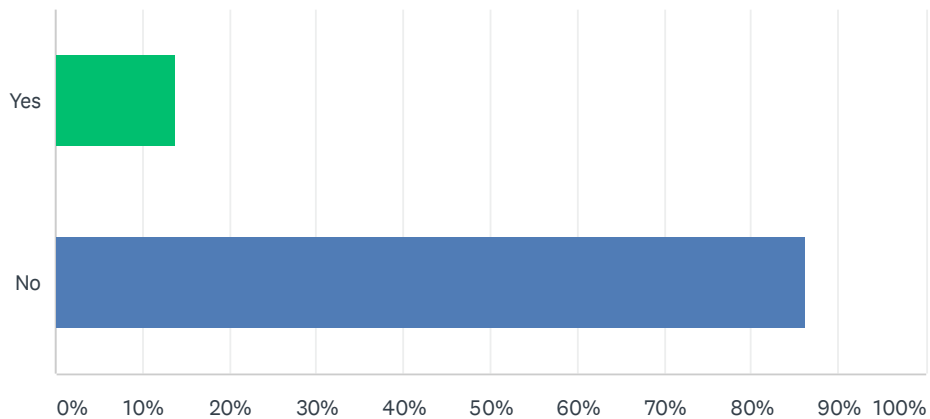
Answered: 58 Skipped: 68



ANSWER CHOICES	RESPONSES	
Yes	36.21%	21
No	63.79%	37
TOTAL		58

Q55 Do you work for a retailer or reading system?

Answered: 65 Skipped: 61



ANSWER CHOICES	RESPONSES	
Yes	13.85%	9
No	86.15%	56
TOTAL		65

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

Answered: 6 Skipped: 120

Q57 What do your customers complain about most?

Answered: 6 Skipped: 120

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

Answered: 5 Skipped: 121

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

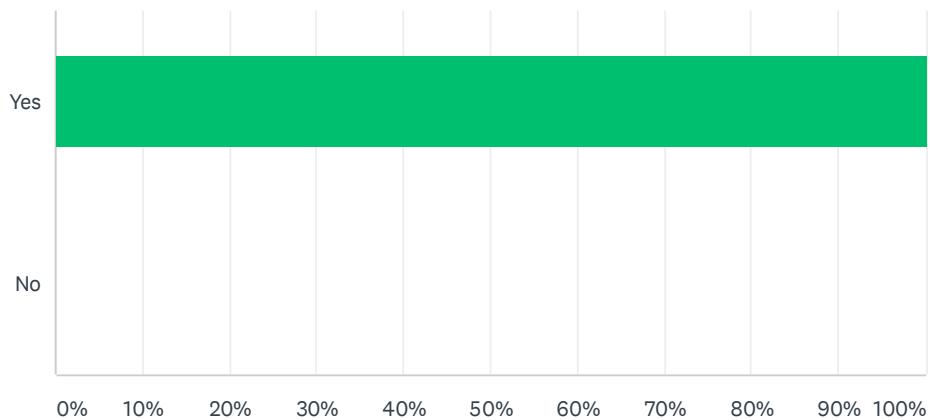
Answered: 5 Skipped: 121

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

Answered: 3 Skipped: 123

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

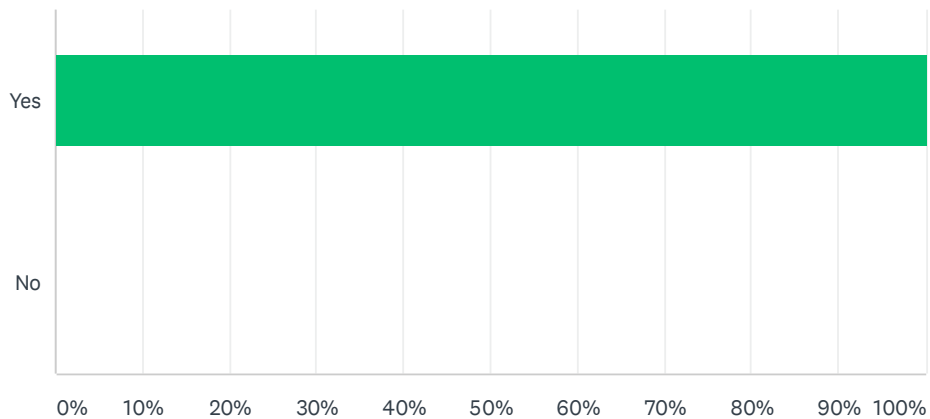
Answered: 6 Skipped: 120



ANSWER CHOICES	RESPONSES	
Yes	100.00%	6
No	0.00%	0
TOTAL		6

Q62 Would you like to see reading system conformance tests?

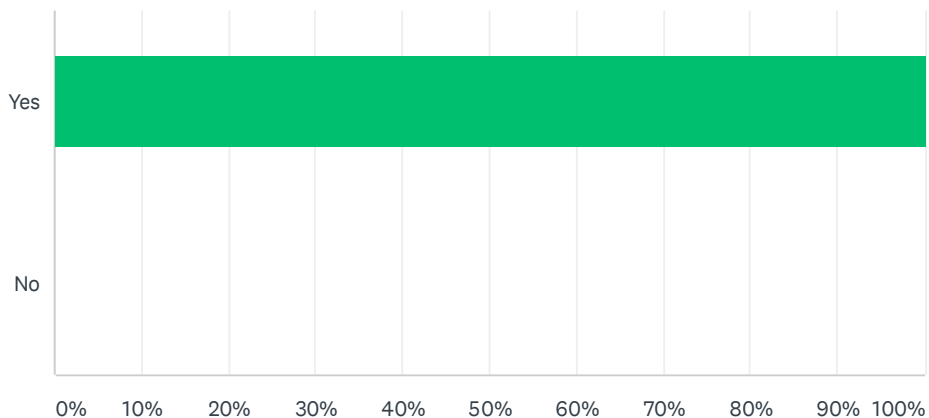
Answered: 7 Skipped: 119



ANSWER CHOICES	RESPONSES	
Yes	100.00%	7
No	0.00%	0
TOTAL		7

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

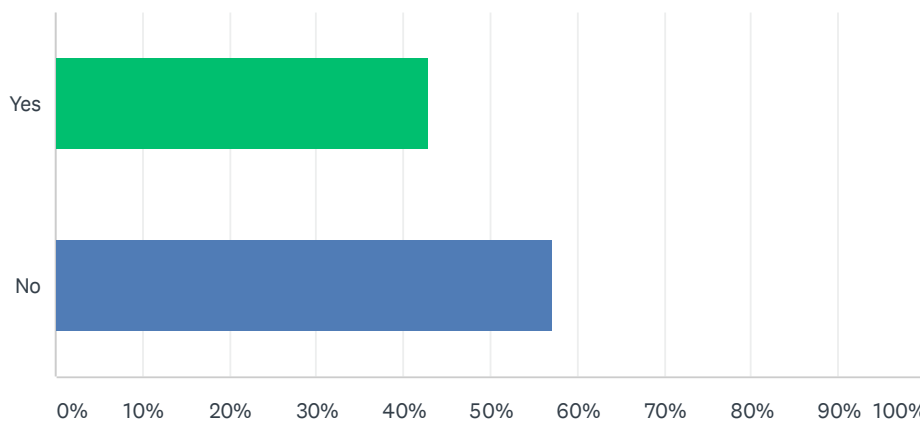
Answered: 6 Skipped: 120



ANSWER CHOICES	RESPONSES	
Yes	100.00%	6
No	0.00%	0
TOTAL		6

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

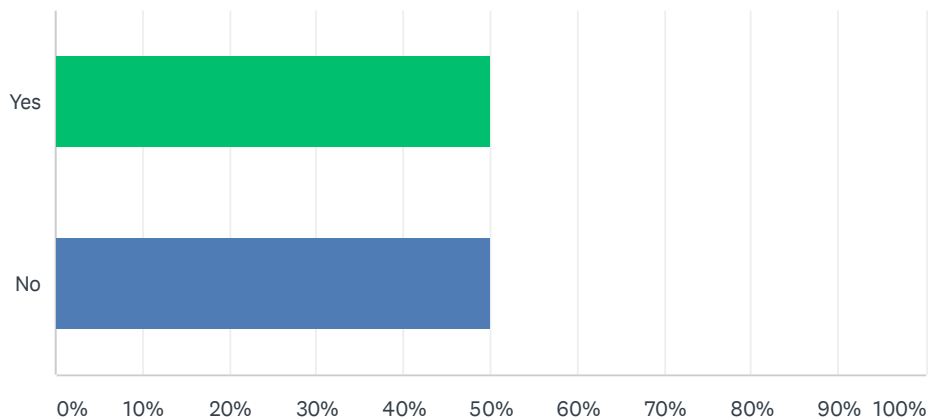
Answered: 7 Skipped: 119



ANSWER CHOICES	RESPONSES	
Yes	42.86%	3
No	57.14%	4
TOTAL		7

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

Answered: 6 Skipped: 120



ANSWER CHOICES	RESPONSES	
Yes	50.00%	3
No	50.00%	3
TOTAL		6

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

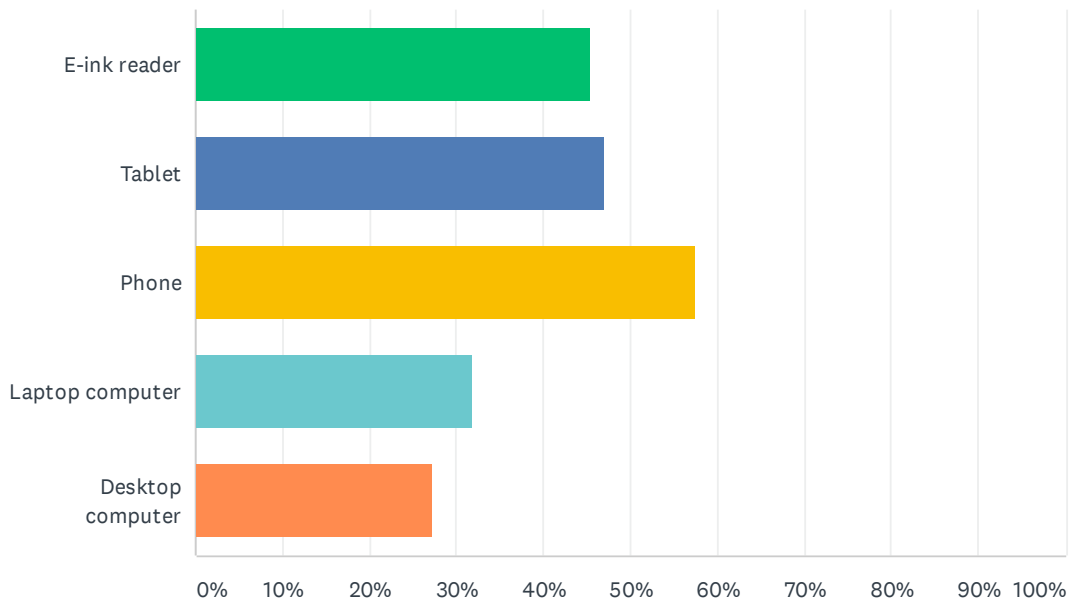
Answered: 5 Skipped: 121

Q67 What drives you crazy about the ebooks you read?

Answered: 49 Skipped: 77

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

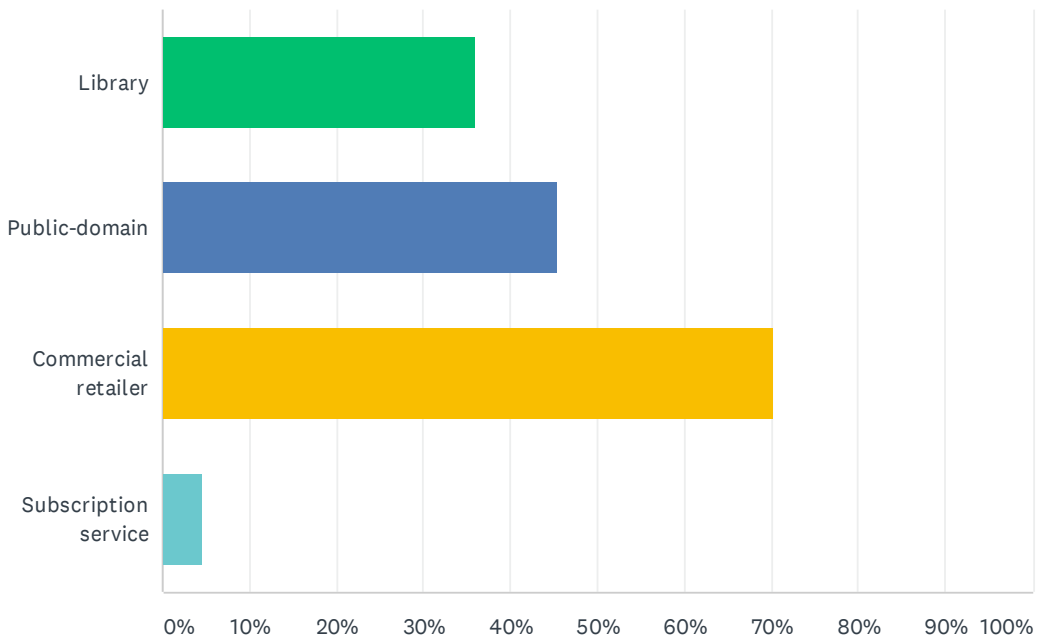
Answered: 66 Skipped: 60



ANSWER CHOICES	RESPONSES	
E-ink reader	45.45%	30
Tablet	46.97%	31
Phone	57.58%	38
Laptop computer	31.82%	21
Desktop computer	27.27%	18
Total Respondents: 66		

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

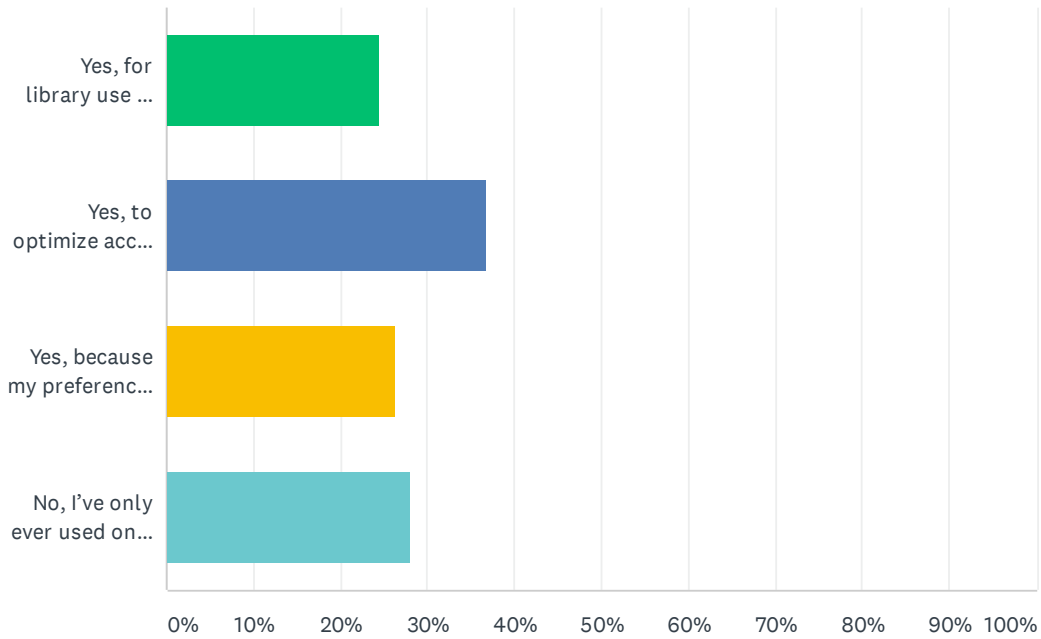
Answered: 64 Skipped: 62



ANSWER CHOICES	RESPONSES	
Library	35.94%	23
Public-domain	45.31%	29
Commercial retailer	70.31%	45
Subscription service	4.69%	3
Total Respondents: 64		

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

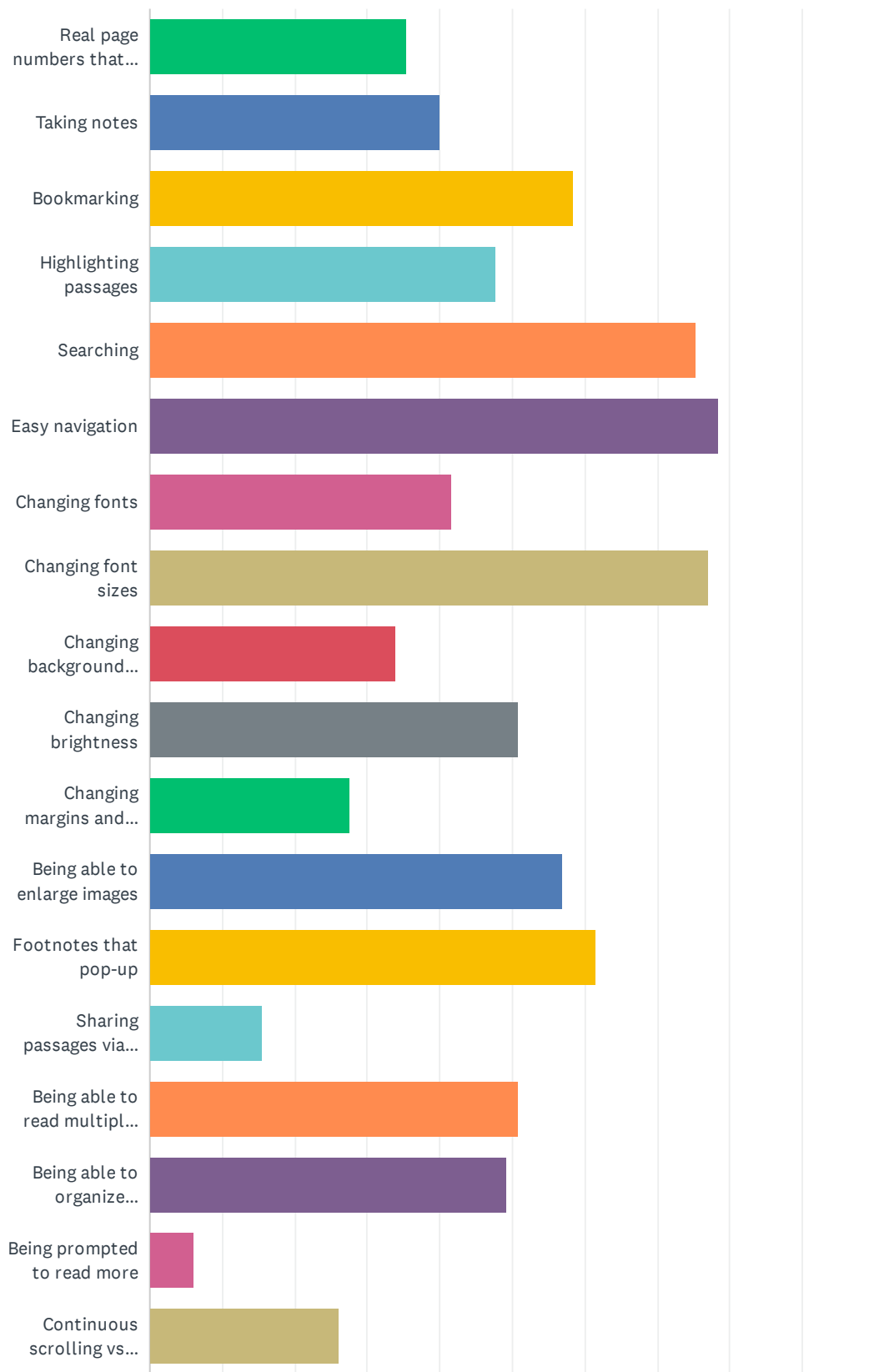
Answered: 57 Skipped: 69



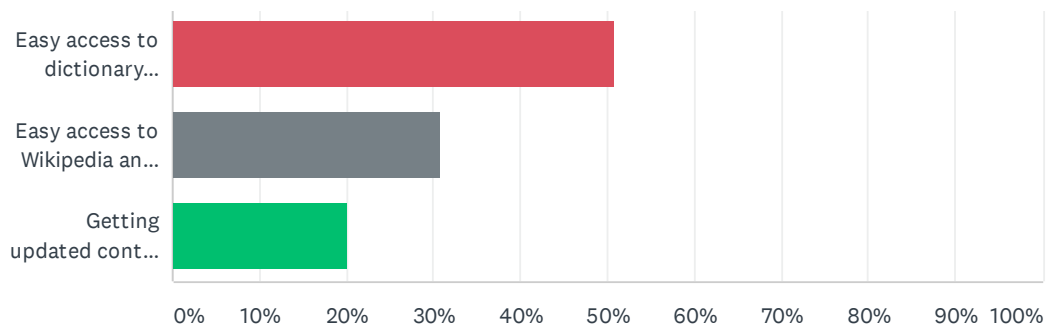
ANSWER CHOICES	RESPONSES	
Yes, for library use vs. purchased	24.56%	14
Yes, to optimize access to content	36.84%	21
Yes, because my preferences have evolved over time	26.32%	15
No, I've only ever used one system	28.07%	16
Total Respondents: 57		

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

Answered: 65 Skipped: 61



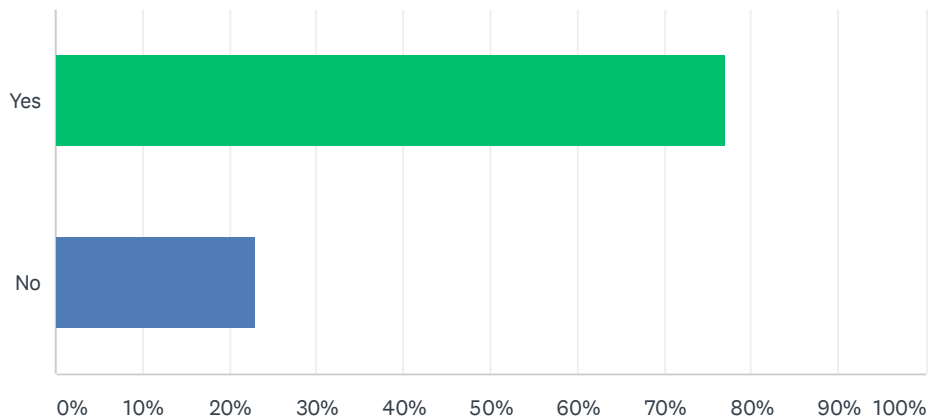
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ANSWER CHOICES	RESPONSES	
Real page numbers that match print	35.38%	23
Taking notes	40.00%	26
Bookmarking	58.46%	38
Highlighting passages	47.69%	31
Searching	75.38%	49
Easy navigation	78.46%	51
Changing fonts	41.54%	27
Changing font sizes	76.92%	50
Changing background colors	33.85%	22
Changing brightness	50.77%	33
Changing margins and alignment	27.69%	18
Being able to enlarge images	56.92%	37
Footnotes that pop-up	61.54%	40
Sharing passages via social	15.38%	10
Being able to read multiple books at once	50.77%	33
Being able to organize library	49.23%	32
Being prompted to read more	6.15%	4
Continuous scrolling vs. page turning	26.15%	17
Easy access to dictionary look-up	50.77%	33
Easy access to Wikipedia and other look-ups	30.77%	20
Getting updated content from author	20.00%	13
Total Respondents: 65		

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

Answered: 26 Skipped: 100



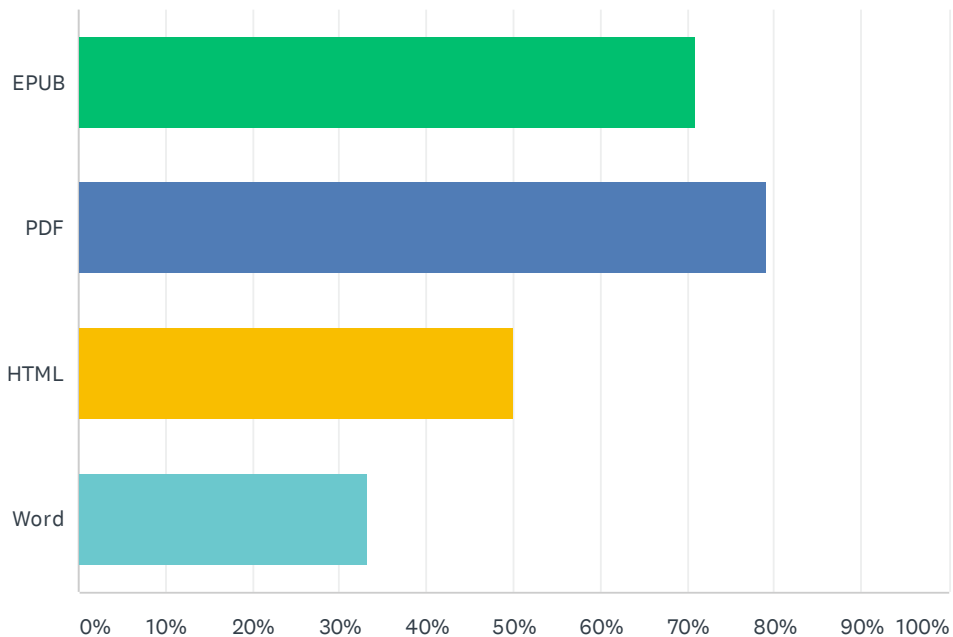
ANSWER CHOICES	RESPONSES	
Yes	76.92%	20
No	23.08%	6
TOTAL		26

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

Answered: 21 Skipped: 105

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

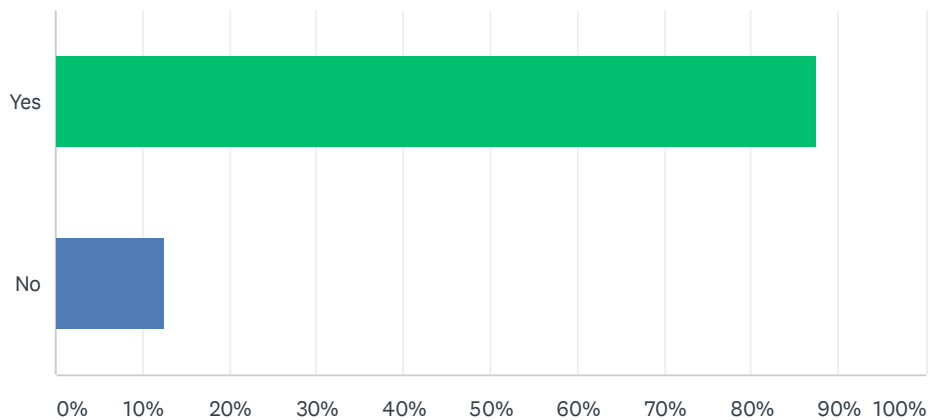
Answered: 24 Skipped: 102



ANSWER CHOICES	RESPONSES	
EPUB	70.83%	17
PDF	79.17%	19
HTML	50.00%	12
Word	33.33%	8
Total Respondents: 24		

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

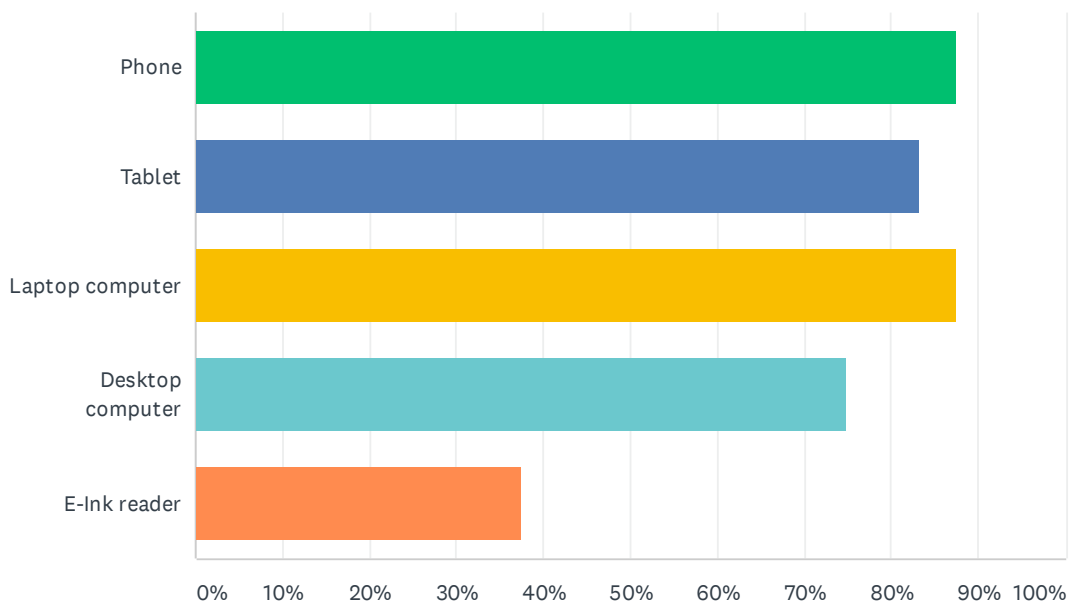
Answered: 24 Skipped: 102



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

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

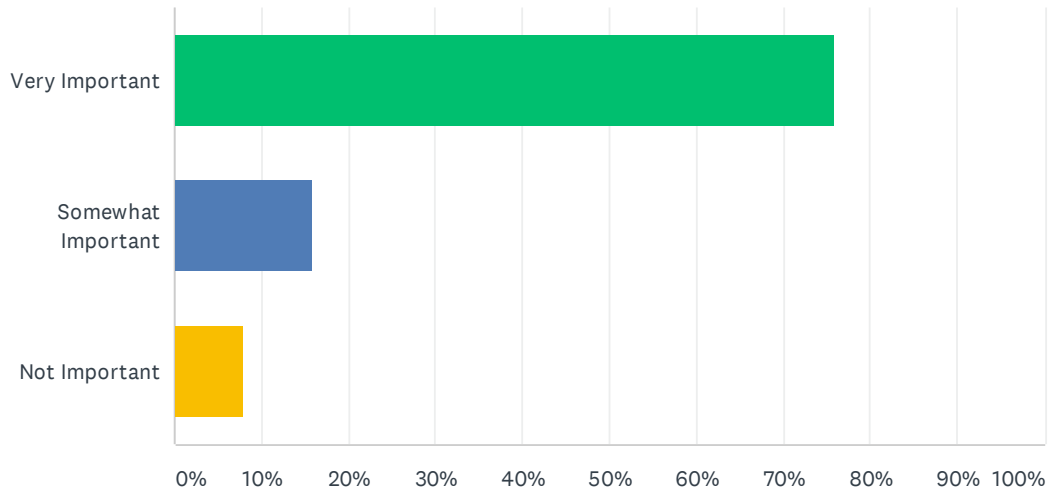
Answered: 24 Skipped: 102



ANSWER CHOICES	RESPONSES	
Phone	87.50%	21
Tablet	83.33%	20
Laptop computer	87.50%	21
Desktop computer	75.00%	18
E-Ink reader	37.50%	9
Total Respondents: 24		

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?

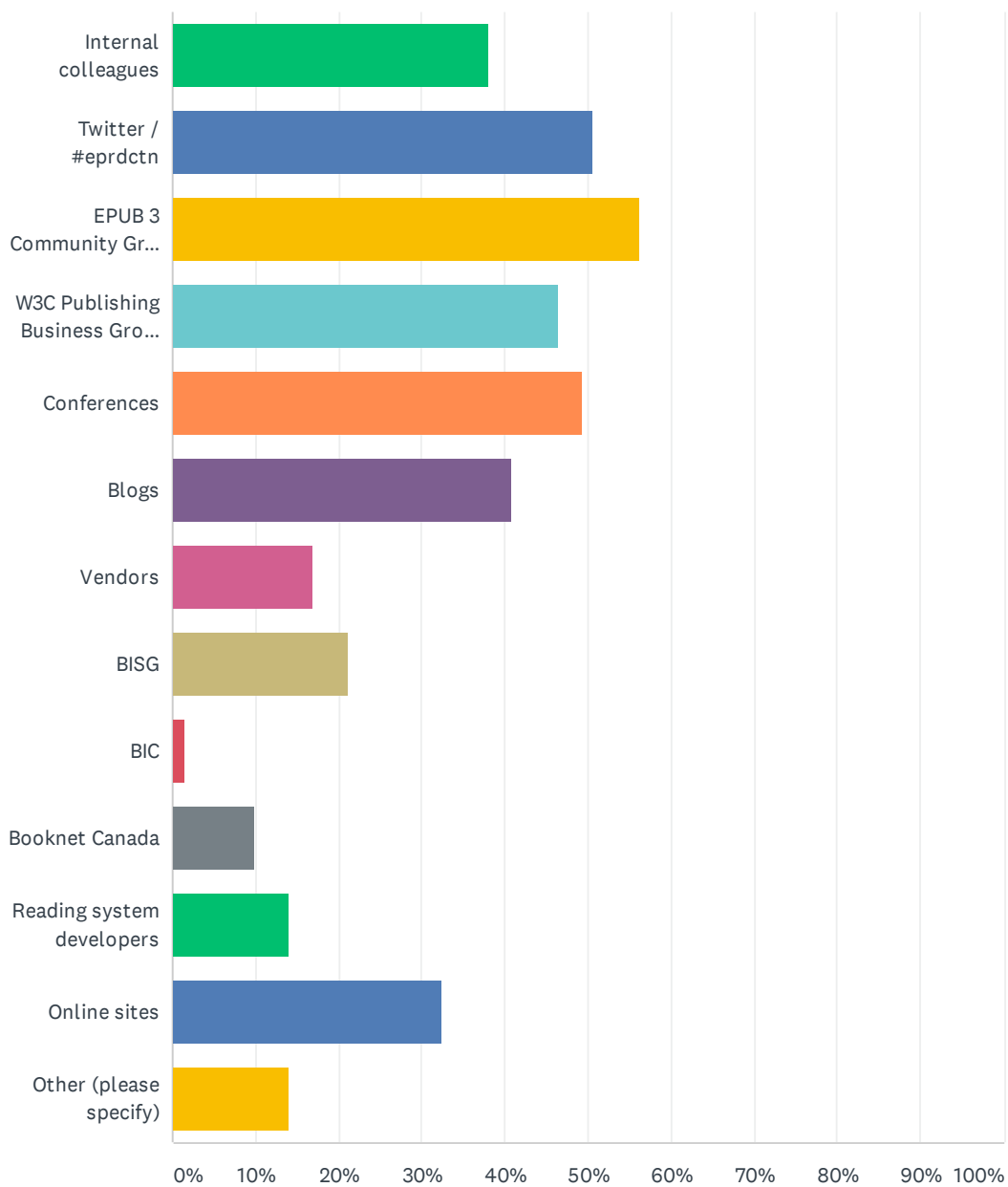
Answered: 25 Skipped: 101



ANSWER CHOICES	RESPONSES	
Very Important	76.00%	19
Somewhat Important	16.00%	4
Not Important	8.00%	2
TOTAL		25

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

Answered: 71 Skipped: 55

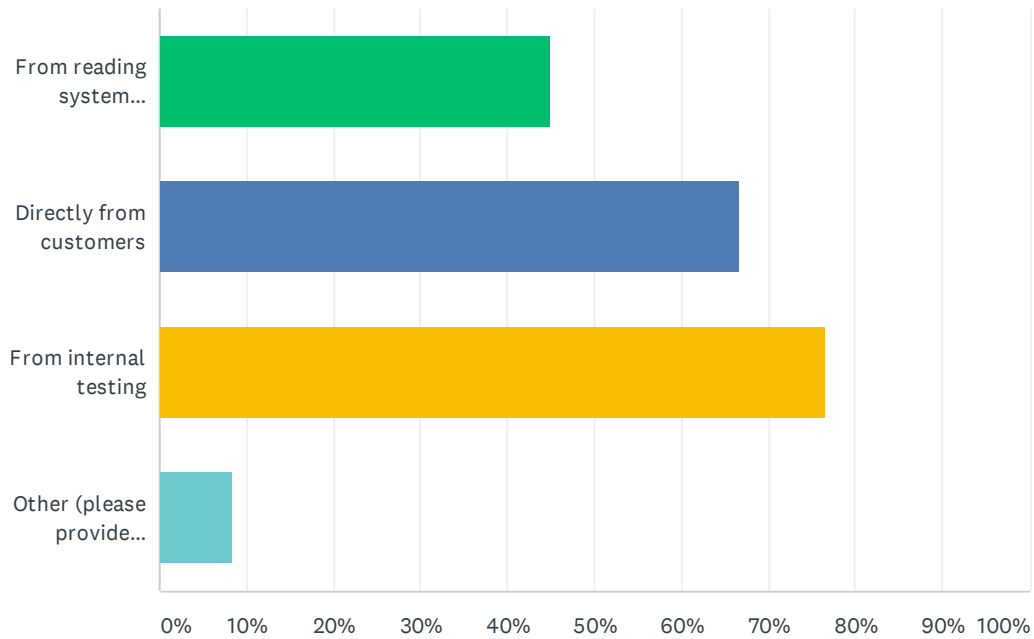


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ANSWER CHOICES	RESPONSES	
Internal colleagues	38.03%	27
Twitter / #eprdctn	50.70%	36
EPUB 3 Community Group calls/email list/GitHub	56.34%	40
W3C Publishing Business Group calls/email list/GitHub	46.48%	33
Conferences	49.30%	35
Blogs	40.85%	29
Vendors	16.90%	12
BISG	21.13%	15
BIC	1.41%	1
Booknet Canada	9.86%	7
Reading system developers	14.08%	10
Online sites	32.39%	23
Other (please specify)	14.08%	10
Total Respondents: 71		

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

Answered: 60 Skipped: 66



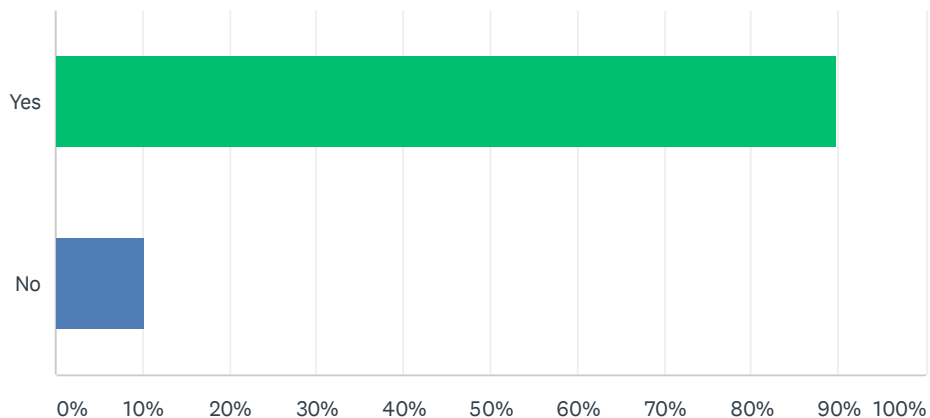
ANSWER CHOICES	RESPONSES	
From reading system partners?	45.00%	27
Directly from customers	66.67%	40
From internal testing	76.67%	46
Other (please provide details)	8.33%	5
Total Respondents: 60		

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: 30 Skipped: 96

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

Answered: 59 Skipped: 67



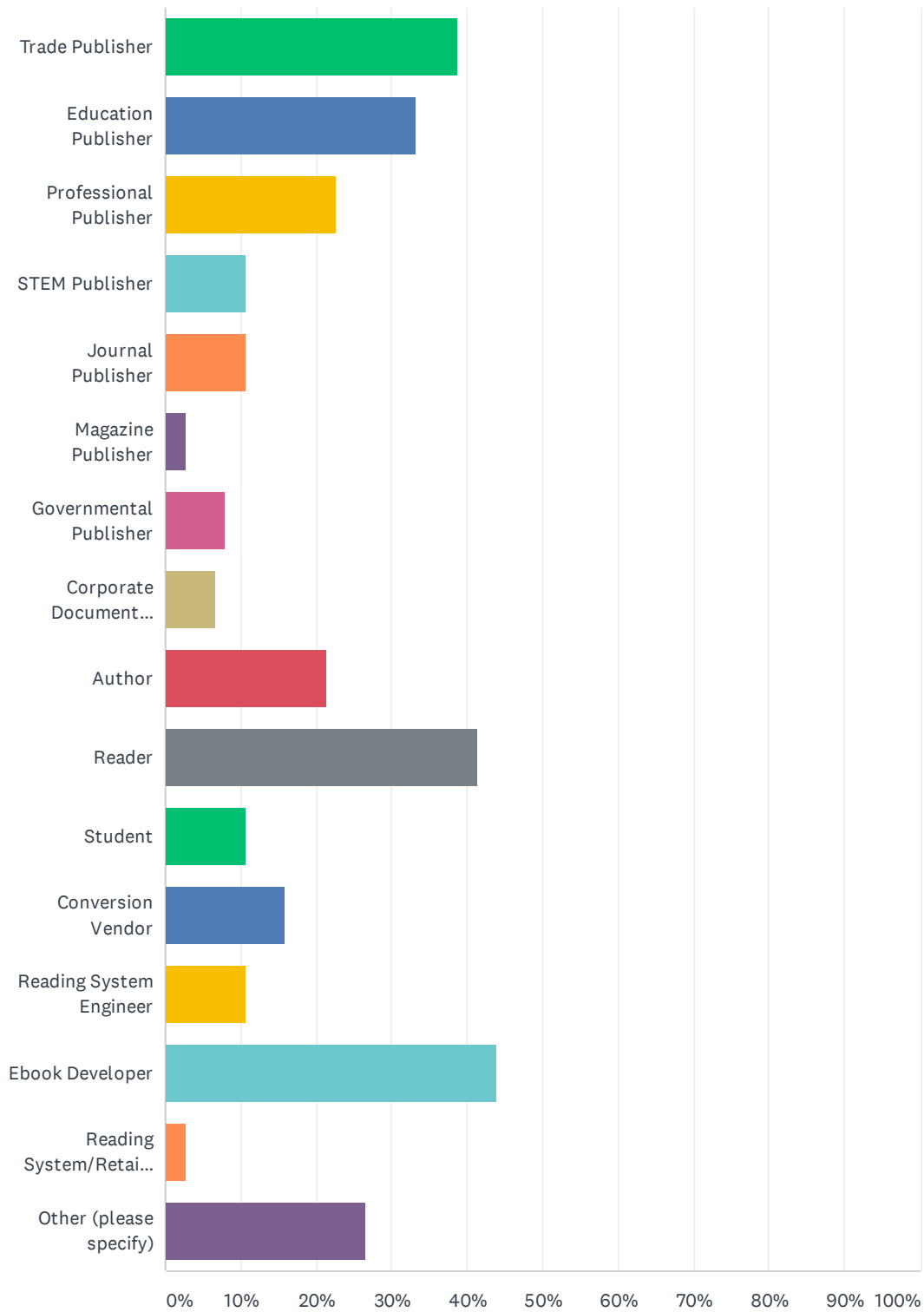
ANSWER CHOICES	RESPONSES	
Yes	89.83%	53
No	10.17%	6
TOTAL		59

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

Answered: 37 Skipped: 89

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

Answered: 75 Skipped: 51

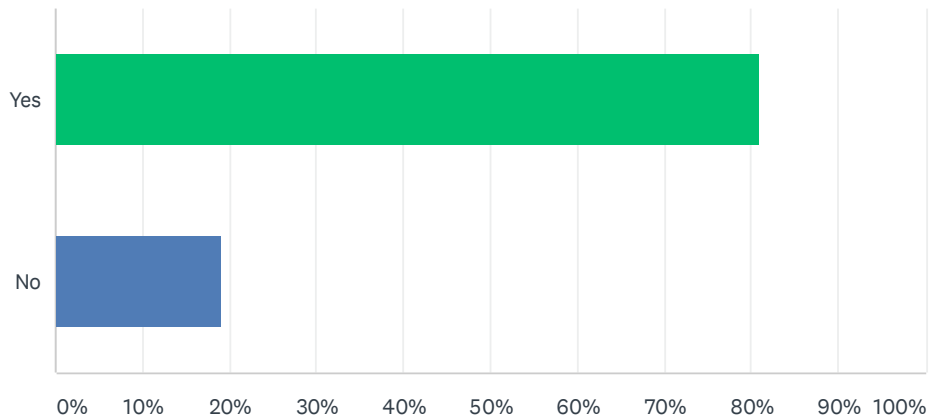


EPUB and Digital Publishing: Today, Tomorrow, and Beyond

ANSWER CHOICES	RESPONSES	
Trade Publisher	38.67%	29
Education Publisher	33.33%	25
Professional Publisher	22.67%	17
STEM Publisher	10.67%	8
Journal Publisher	10.67%	8
Magazine Publisher	2.67%	2
Governmental Publisher	8.00%	6
Corporate Document Publisher	6.67%	5
Author	21.33%	16
Reader	41.33%	31
Student	10.67%	8
Conversion Vendor	16.00%	12
Reading System Engineer	10.67%	8
Ebook Developer	44.00%	33
Reading System/Retailer Employee	2.67%	2
Other (please specify)	26.67%	20
Total Respondents: 75		

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?

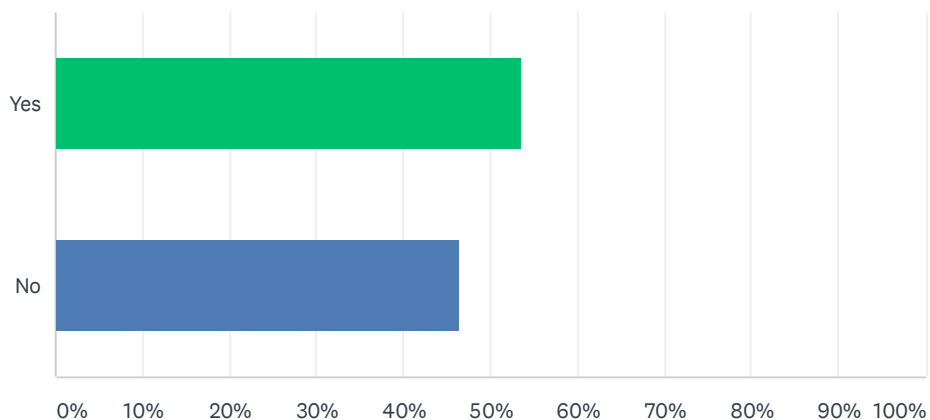
Answered: 58 Skipped: 68



ANSWER CHOICES	RESPONSES	
Yes	81.03%	47
No	18.97%	11
TOTAL		58

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

Answered: 43 Skipped: 83



ANSWER CHOICES	RESPONSES	
Yes	53.49%	23
No	46.51%	20
TOTAL		43