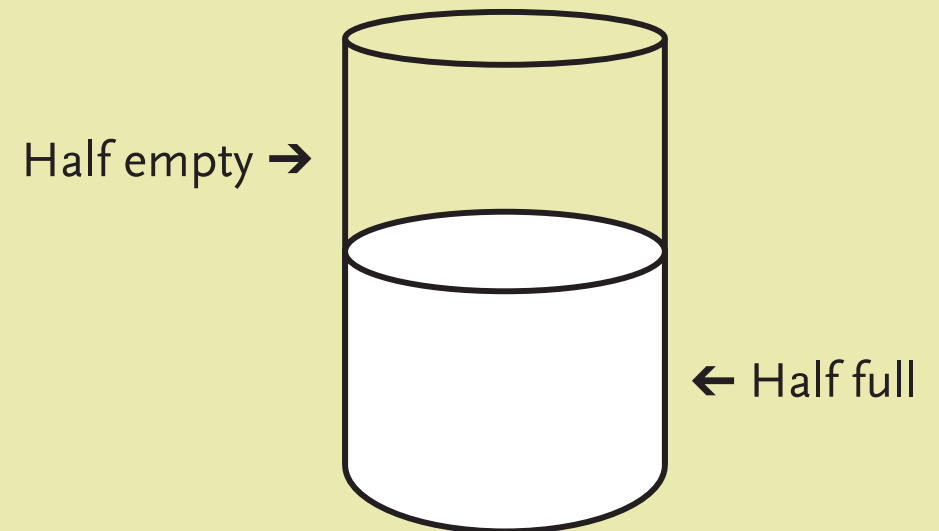


XML IOI:

## *Glass Half Empty of Half Full?*

Linda Secondari

Creative Director, COLUMBIA UNIVERSITY PRESS



## Some History on Columbia University Press' Experience with XML

—used SGML in association with big reference projects since the 1980s

—1996 started coding content for some titles in our General Books Program (International Relations) in SGML to enable simultaneous publication on line (CIAO) and in print

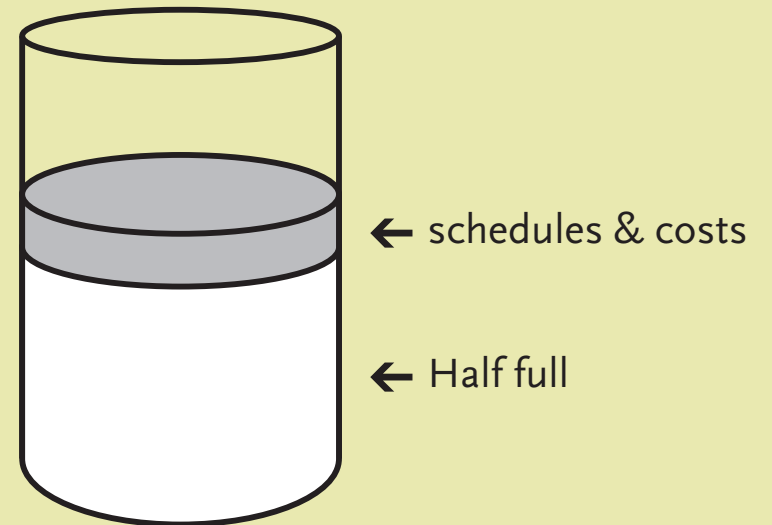
—1999 switched in house editing from Xywrite to MSWord template XML editing system

—2004 switch in house composition from QuarkXpress to Indesign (required all out of house comp to do the same) to facilitate XML export at back end, to standardize composition practices, and simplify archiving and revisions

—produce 85% of our titles in XML workflow

# What have we gained?

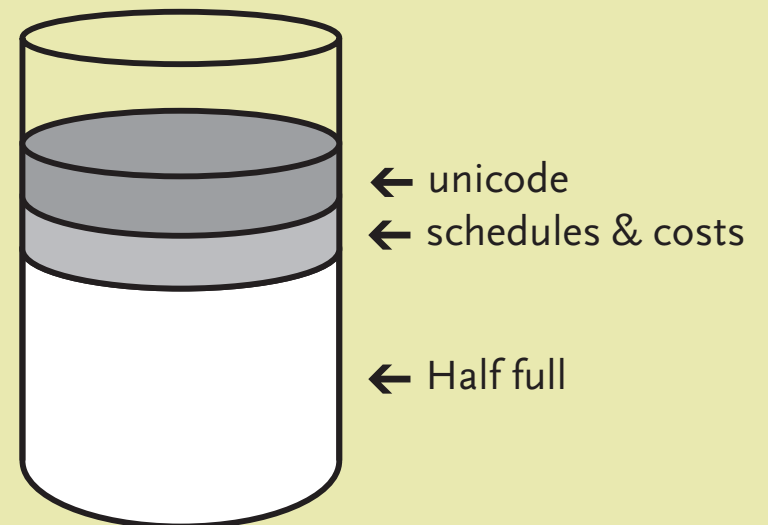
—standardized content structures and composition strategies resulting in faster schedules and better page pricing



## Where are we now and what have we gained?

—standardized content structures and composition strategies resulting in faster schedules and better page pricing

—Unicode to identify non Latin characters in manuscripts which allows us to export them seamlessly to print and digital environments

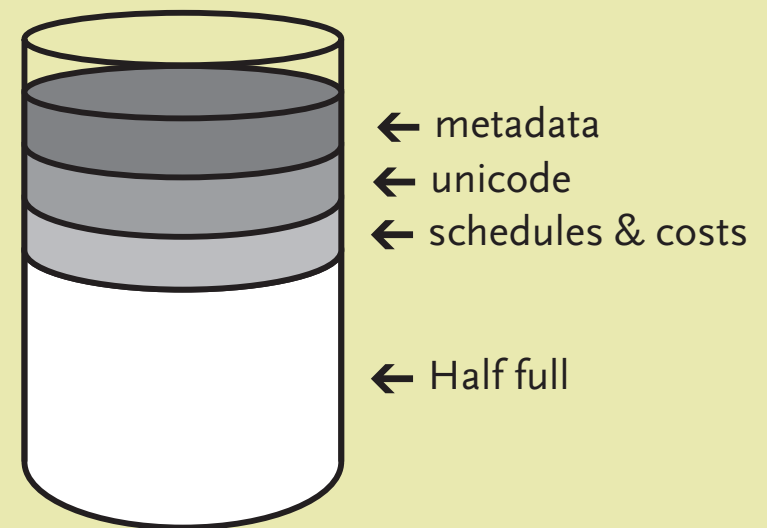


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—attach Metadata to images and other content elements to help manage permissions effectively. We can also attach standard descriptive metadata to books as a whole and chapter level content



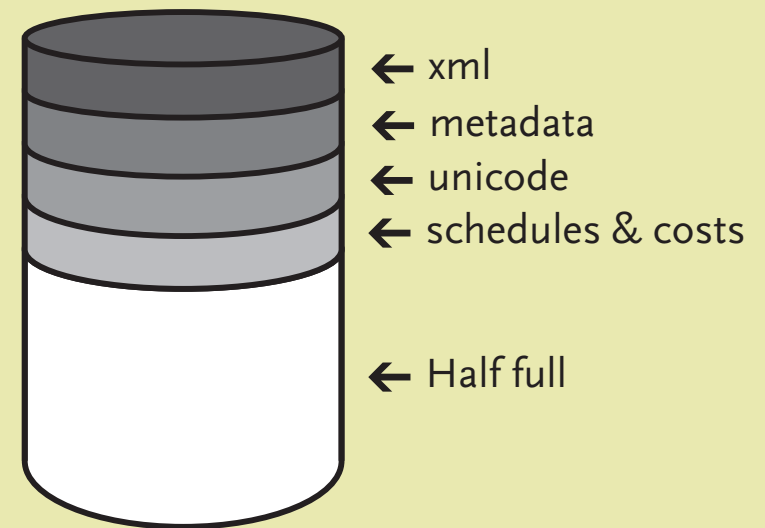
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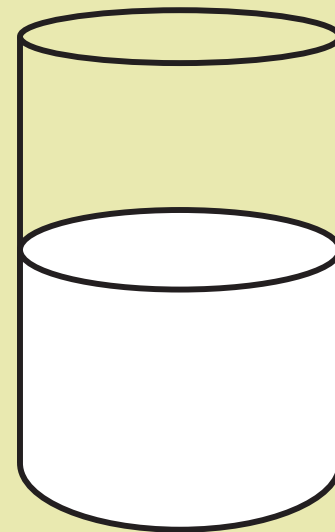
—easily repurposeful XML for anyone who wants it



# Who wants my XML?

- most digital distribution partners are still asking for PDF
- some of my XML isn't very repurposeful
- maintaining an archive is time consuming and difficult to manage

Half empty →



## So is the glass half full or half empty?

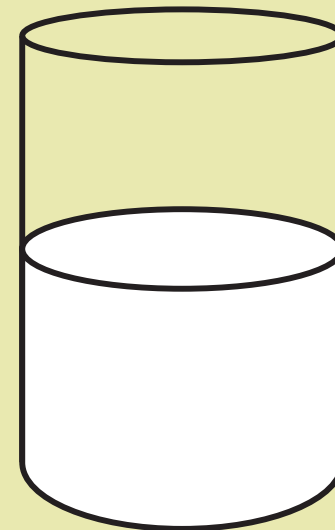
—XML workflow has created efficiencies and costs savings in composition

—XML coding structure requirements have forced us to think about content more carefully and thoroughly before paging

—11 years of xml production have given us confidence and proficiency in an increasingly confusing and fluid environment

—some digital distribution partners are beginning to ask if we have XML

Half empty →



← Half full

Definitely half full.

