



Understanding BookServer:

The Power to Find, Buy or Borrow
Any Digital Book in Any Format at Any Time

The WEBCAST will begin at 1:00 PM ET.
Please stand by.

Some considerations:
All participant phone lines will be muted.
We'll welcome your questions/comments at the end.

BISG's Mission



“Working to create a more informed, empowered and efficient book industry supply chain for both physical and digital products.”

www.bisg.org

BookServer

Distributed Lending & Vending over the Internet



Who you'll be hearing from...



ANGELA BOLE

Deputy Executive Director, Book Industry Study Group, Inc.

Angela Bole is Deputy Executive Director of the Book Industry Study Group, Inc. (BISG). Based in New York City, BISG is an industry trade association working to create a more informed, empowered and efficient book industry supply chain for both digital and physical products.



KEITH FAHLGREN

Publishing Technology Consultant, Threepress Consulting, Inc.

Keith Fahlgren is a Publishing Technology Consultant at Threepress Consulting, Inc. Keith was formerly a Publishing Technology Engineer at O'Reilly Media, where he developed systems that helped create, maintain, enhance and reuse content.

Problems & Opportunities

» In a digital world



Digital issues

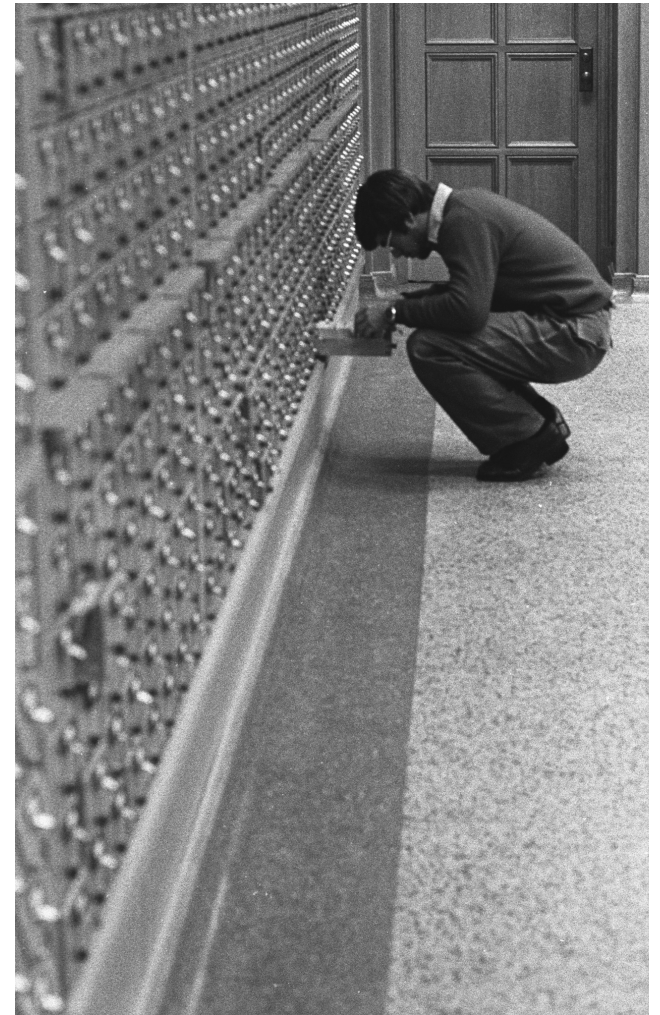
Readers are entering a digital, tangled landscape. They struggle to:

- 1 Find books that are interesting
- 2 ...in format they can read
- 3 ...that they can actually acquire

Finding a book

Fragmented digital channels:

- web search? (Google, Bing)
- publisher site? (tor.com)
- the local library? (lend?)
- online bookstore? (Amazon, Indigo)
- other? (Smashwords, kobo)



Format of the book

What is the reader getting?

- highly structured display (PDF)
- downloadable book (ePub, Mobi)
- cloud-based (ePub > HTML, Flash)

Get the book where?

- Phones: iPhone, Android(s)
- Dedicated: Kindle, Sony Reader, Nook,
Bookeen Orizon eReader, Copia eReader, Entourage Edge, Fujitsu FLEPia, Hanvon WISereader, iRiver Story, Jinke 6 and 9-inch SiPix panel e-readers, Plastic Logic QUE proReader, RCA/Audiovox Lexi eReader, Skiff eReader, Samsung E6 & E10 eReaders, Spring Design Alex eReader, Liquidvista, MSI Dualscreen eReader, Notion Ink Adam, Blio, Intel Reader
- Laptops & specialized screens (Pixel Qi)
- Game consoles (Wii)
- Apple Tablet →



Hair is in danger

Device
+ Format
+ Discovery
+ Acquisition
+ Installation
(+ DRM)
CONFUSION.



What readers want

With the least amount of effort:

Be able to find the books they want,
in the formats that they can use,
for the device that they have.

...and not have it be painful.

What everyone else wants

With the **least** amount of effort:

Make as many books as possible
available for discovery,
with accurate descriptive information,
at as many different places as possible,
under the sales / use terms permitted.

...and not have it be painful.

Even the Feds

UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

THE AUTHORS GUILD, INC. *et al.*,

Plaintiffs,

v.

GOOGLE INC.,

Defendant.

05 Civ. 8136 (DC)

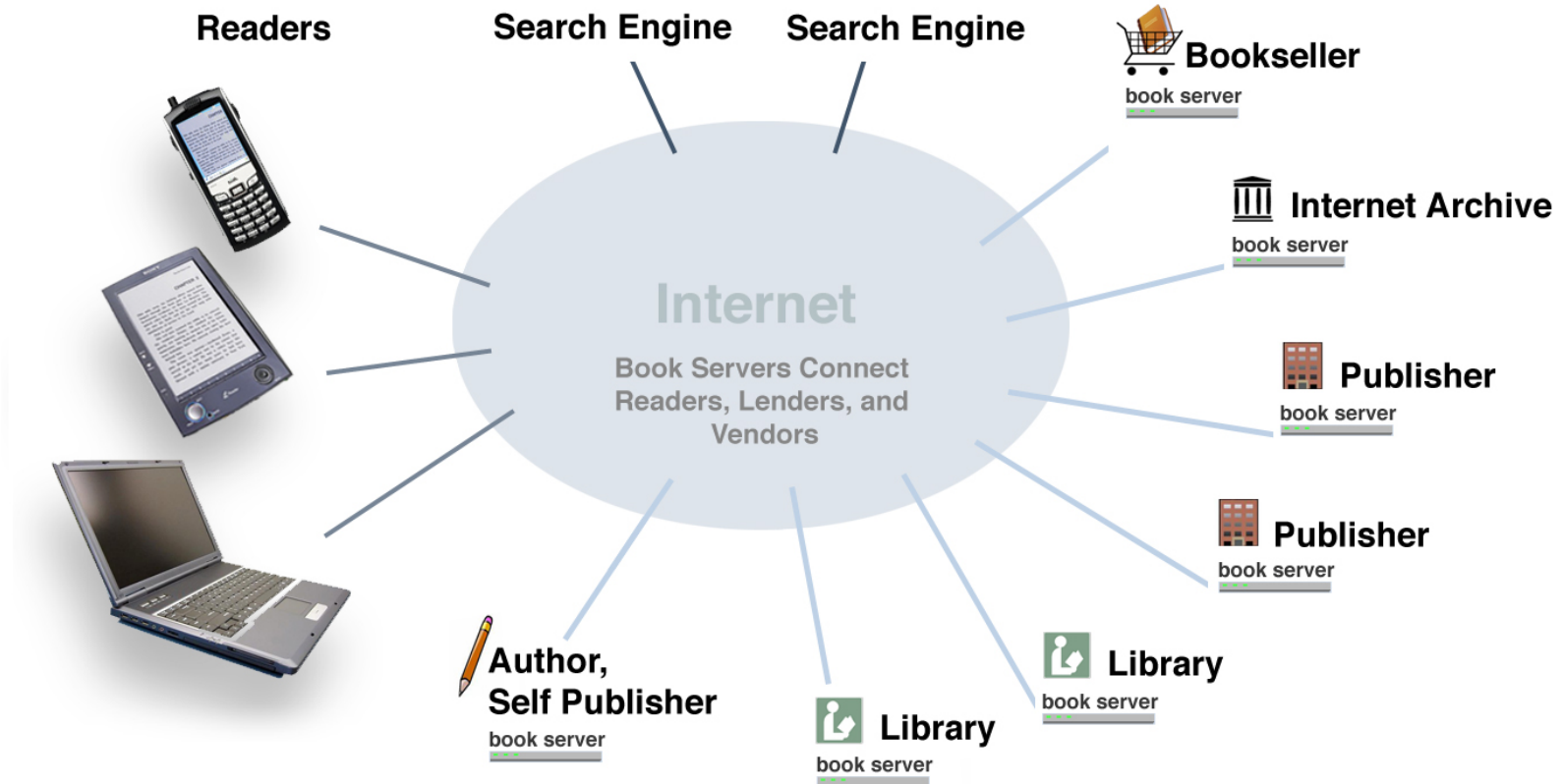
ECF CASE

**STATEMENT OF INTEREST OF THE UNITED STATES OF AMERICA
REGARDING PROPOSED CLASS SETTLEMENT**

What the DOJ wants

U.S. Department of Justice advocates:
[book] data provided should be available in multiple, standard, open formats supported by a wide variety of different applications, devices, and screens.

Wanted: Web of Books



BookServer

A future for books:

A new architecture using common, open standards that helps people find, buy, acquire, and read books from any source, on any device, using many different ebook applications.

History & Genesis

Lexcyle's Stanza



Library catalogs

- Library 2.0 Gang (02/09): Google books and libraries
- Various email discussions of nascent “Open Catalogue Crawling Protocol”
- Google, DLF, Talis, and others in Atom vs. Sitemap discussions
- BookDROP

Thinking, talking

- IDPF Board
with *conference calls*
- Tools of Change (NYC, Feb 2009)
with *hallway conversations*
- Web Expo 2.0 (SF, Apr 2009)
with *pinot noir*



OPDS “Catalog” launch

The Open Publication Distribution System (OPDS) is a generalization of the Atom [XML] approach used by Stanza's online catalog...

I believe this effort has the potential to be a critical enabler to the growth in access to, and adoption of, digital books.

—Bill McCoy, Adobe, Apr 2009

Architecture & Components

Getting the terms right

- **BookServer** is the architecture.
- **OPDS** is the (first) technical specification.
- **Catalogs** are made using OPDS.
- **Atom** is the XML schema for OPDS.

Based on Atom

Because OPDS is based on Atom, a commonly-used XML standard, OPDS Catalogs can be rendered or read by:

- web browsers
- news readers (“RSS”)
- mobile applications

What's inside?

Catalogs are manifests:

- list of the available titles
- ...and their basic metadata
- ...and their format(s)
- ...and how to get them

1	Blazynski, Carl	17 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
2	Cabin	19 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
3	Caluho, Stefan	5 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
4	Franko, Franko	25 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
5	Franko, Franko	19 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
6	Kelley, Peter	21 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
7	Krambach, Anna	17 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
8	Krambach, Anna	19 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
9	Krambach, Anna	21 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
10	Krambach, Anna	23 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
11	Krambach, Anna	25 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
12	Krambach, Anna	27 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
13	Krambach, Anna	29 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
14	Krambach, Anna	31 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
15	Krambach, Anna	33 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
16	Krambach, Anna	35 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
17	Krambach, Anna	37 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
18	Krambach, Anna	39 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
19	Krambach, Anna	41 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
20	Krambach, Anna	43 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
21	Krambach, Anna	45 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
22	Krambach, Anna	47 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
23	Krambach, Anna	49 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
24	Krambach, Anna	51 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
25	Krambach, Anna	53 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
26	Krambach, Anna	55 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
27	Krambach, Anna	57 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
28	Krambach, Anna	59 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
29	Krambach, Anna	61 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
30	Krambach, Anna	63 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
31	Krambach, Anna	65 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
32	Krambach, Anna	67 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
33	Krambach, Anna	69 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
34	Krambach, Anna	71 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
35	Krambach, Anna	73 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
36	Krambach, Anna	75 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
37	Krambach, Anna	77 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
38	Krambach, Anna	79 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
39	Krambach, Anna	81 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
40	Krambach, Anna	83 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
41	Krambach, Anna	85 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
42	Krambach, Anna	87 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
43	Krambach, Anna	89 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
44	Krambach, Anna	91 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
45	Krambach, Anna	93 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
46	Krambach, Anna	95 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
47	Krambach, Anna	97 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
48	Krambach, Anna	99 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
49	Krambach, Anna	101 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz
50	Krambach, Anna	103 V. m. s. 1st ed. 1900	Hungary, Croatia, Hungary	Galgoz

Made easily

Catalogs can be derived from basic bibliographic metadata like ONIX, MARC, ([ahem](#)) spreadsheets.

Internally, OPDS Catalogs use simple Dublin Core metadata to describe the titles offered.

Catalogs scale

Because Catalogs are straightforward to create:

- Any web site can add a Catalog.
- Libraries, bookstores, publishers can play.
- Search engines can serve as book gateways.
- Aggregators (IA, Ingram, etc.) can harvest multiple catalogs.

Distribution format

Because Catalogs publish simple data describing titles and their availability:

- can be used for B2B
- can complement ONIX
- can be pulled rather than pushed

Why not ONIX?

ONIX (and BISG “BookDROP”) are:

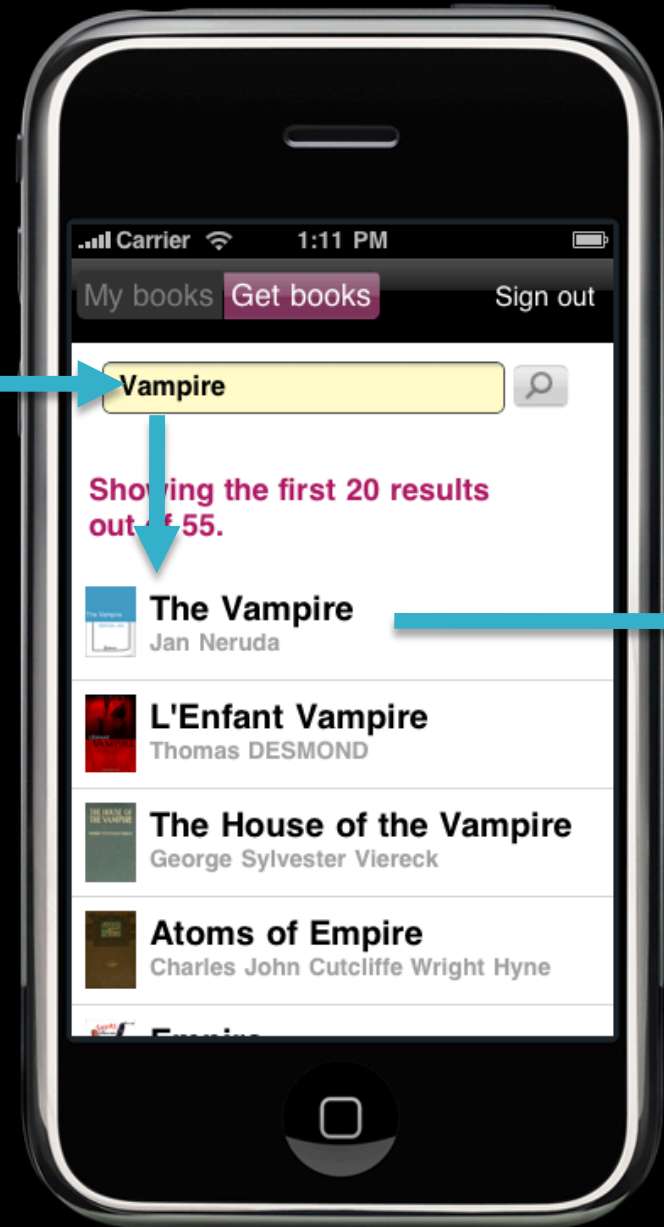
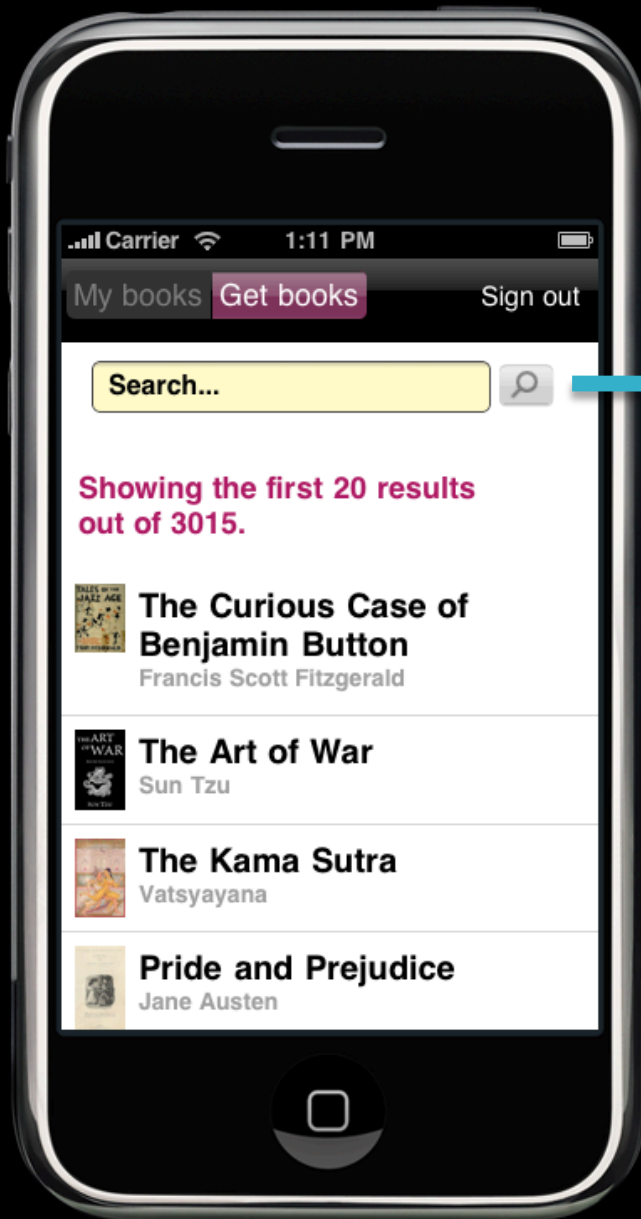
- designed for a different use cases
- complex standards with many options
- not widely used beyond publishing
- not understood by programmers
- established, so change is difficult

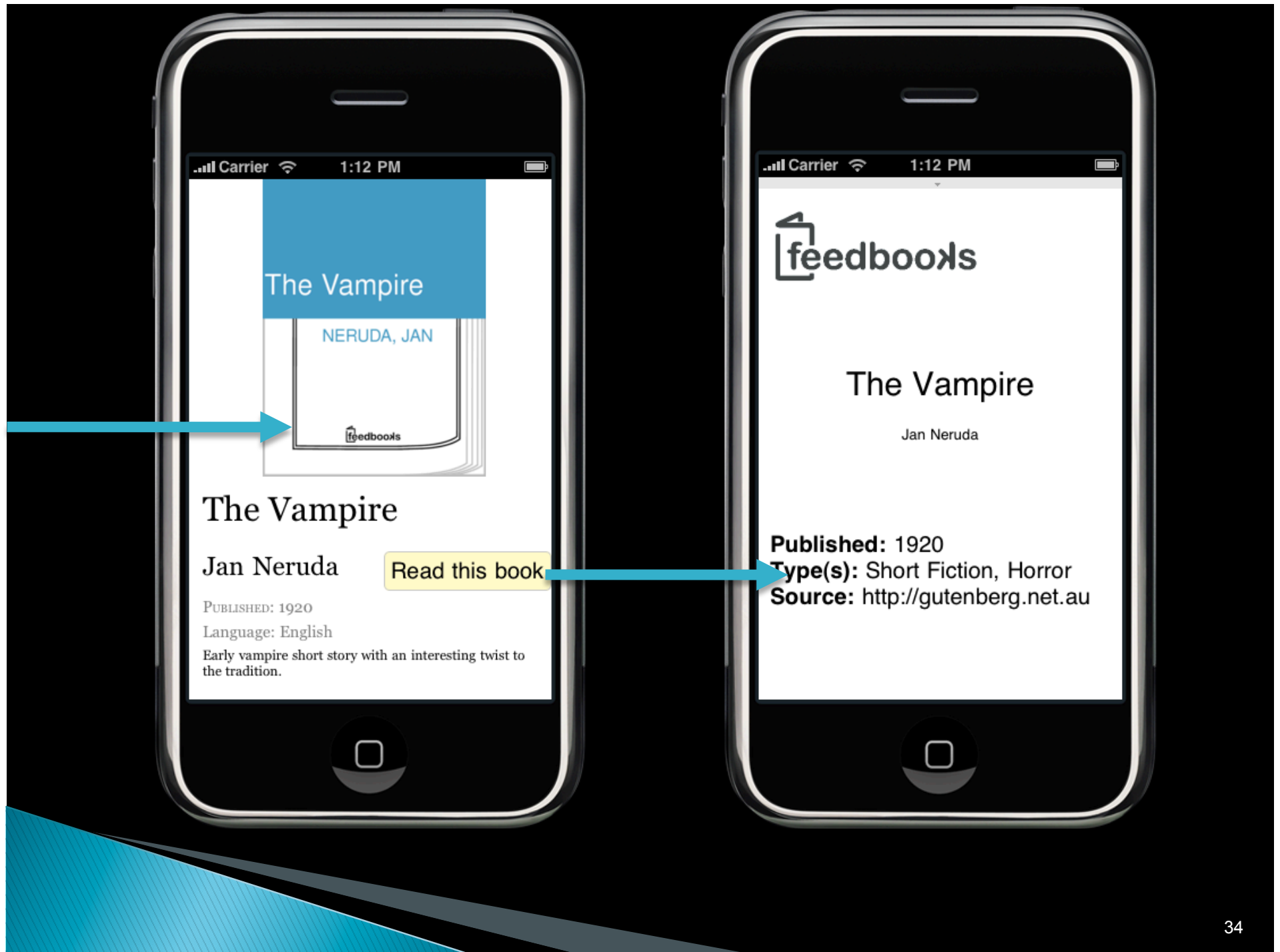
In Practice

How it works

A reader ...

1. Browses a Catalog of titles
2. Selects a title for more information
3. Decides to acquire (free/purchase/borrow)
4. Obtains the title (direct, PayPal, Amazon, etc.)
5. Installs and reads the book







\$



Today

Interested parties

Make Books Apparent, Oct 2009

- Adobe
- Aldiko
- (Amazon) Lexcycle
- Applewood Books
- Book Oven
- Feedbooks
- Floss Manuals
- HumanWare
- Ingram Digital
- Inkmesh
- O'Reilly Media
- OLPC
- Pixel Qi
- Shortcovers
- Threepress
- *and others*

We're in draft

Status of this Draft

This document specifies a draft of the OPDS Catalog specification. Distribution of this memo is unlimited.

License

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Abstract

The Open Publication Distribution System (OPDS) Catalog format is a syndication format for electronic publications based on Atom and HTTP. Catalogs enable the aggregation, distribution, discovery, and acquisition of electronic publications. OPDS Catalogs use existing or emergent open standards and conventions, with a priority on simplicity.

Introduction

The Open Publication Distribution System (OPDS) Catalog format is a syndication format for electronic publications based on Atom [RFC4287] and HTTP [RFC2616]. OPDS Catalogs enable available electronic publications to be:

- discovered, using optional search or a range of optional browsing techniques TODO
- acquired, using direct downloads, lending, or vending

An OPDS Catalog is made up of one or more Feeds. Each Feed is either a list of links to other Feeds or a list of Entries. An Entry describes an available electronic publication and includes basic metadata, the publication's format, and how the publication can be acquired. An Entry may have a more extensive, standalone representation at a unique URI.

OPDS Catalogs may be aggregated and combined into larger OPDS Catalogs.

Already growing

Inkmesh

[Find Ebooks](#)[Find Free Ebooks](#)

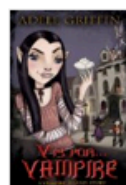
Results 1 – 10 of about 3,764 for vampire

» All Prices
[Free](#)
[Below \\$1](#)
[Below \\$5](#)
[Below \\$10](#)
[Specific price range](#)

» All Content
[Ebooks](#)
[Audiobooks](#)
[Newspapers](#)
[Magazines](#)
[Blogs](#)

» All Devices
[iPhone](#)
[Kindle](#)
[Sony Reader](#)
[Nook](#)
[PC](#)
[Mac](#)
[Linux](#)
[Blackberry](#)
[Android](#)

» All Ebooks
[Exclude Public Domain](#)



V is for . . . Vampire: A Vampire Island Story by Adele Griffin

\$9.98

[8 sites](#)

Subjects: [Children's](#), [Humor](#), [Juvenile Fiction](#)

Devices: [iPhone](#), [Kindle](#), [Sony Reader](#), [Nook](#), [PC](#), [Mac](#), [Linux](#), [Blackberry](#), [Android](#)

"Griffin continues to create a funny, suspenseful Goth thriller that children will sink their teeth into." --School Library ...



Dance with a Vampire: Vampire Kisses 4 by Ellen Schreiber

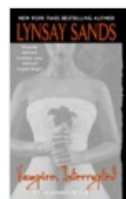
\$5.58

[5 sites](#)

Subjects: [Youth & Young Adult](#), [Juvenile / Children's Fiction](#), [Children](#)

Devices: [iPhone](#), [Sony Reader](#), [Nook](#), [PC](#), [Mac](#), [Linux](#), [Blackberry](#), [Android](#)

The most important night of the year is drawing near ... but not without a little trouble from ...



Vampire, Interrupted by Lynsay Sands

\$5.58

[14 sites](#)

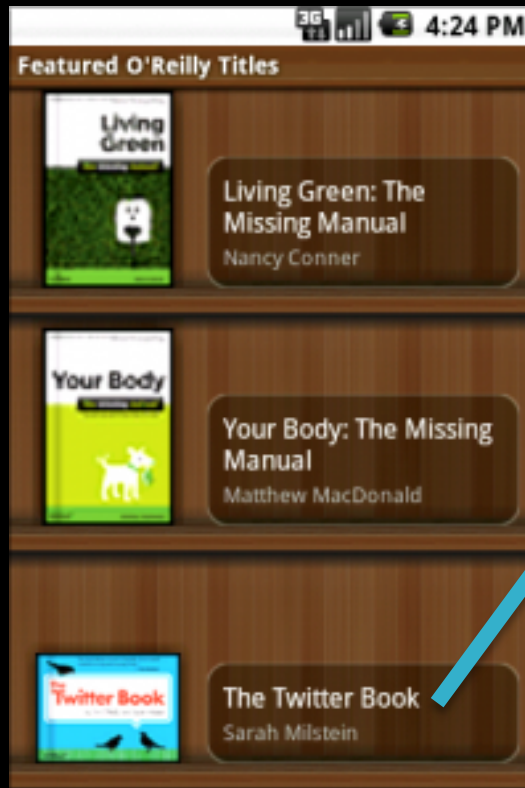
★★★★★ (50 reviews at Amazon.com)

Subjects: [Literature](#), [Romance](#), [Literature & Fiction](#)

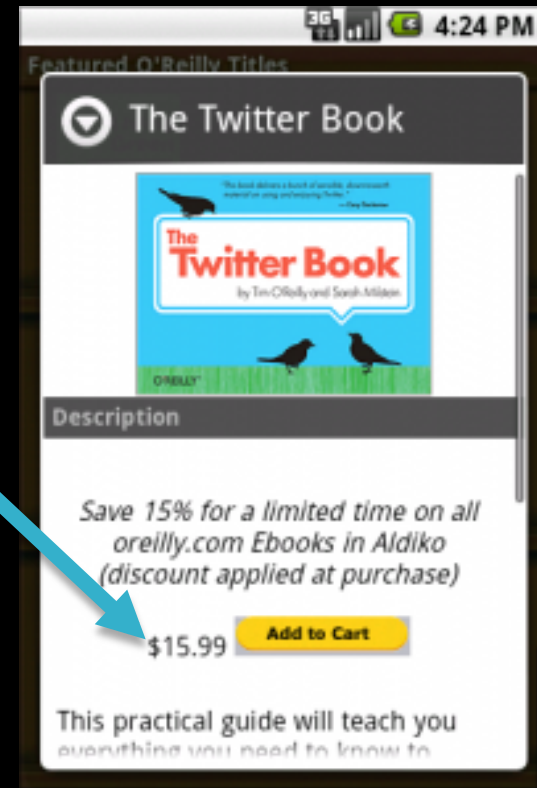
Devices: [iPhone](#), [Kindle](#), [Sony Reader](#), [Nook](#), [PC](#), [Mac](#), [Linux](#), [Blackberry](#), [Android](#)

After seven hundred years of life, Marguerite Argeneau finally has a career. Well, the start of one, anyway. ...

Aldiko on Android



\$

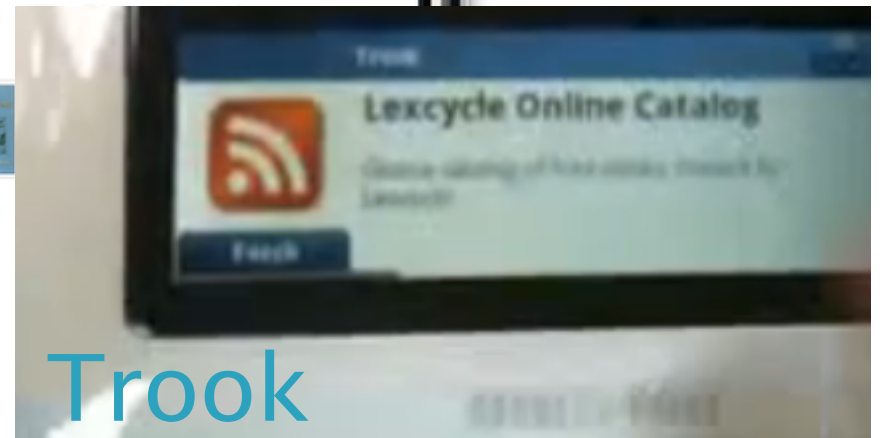
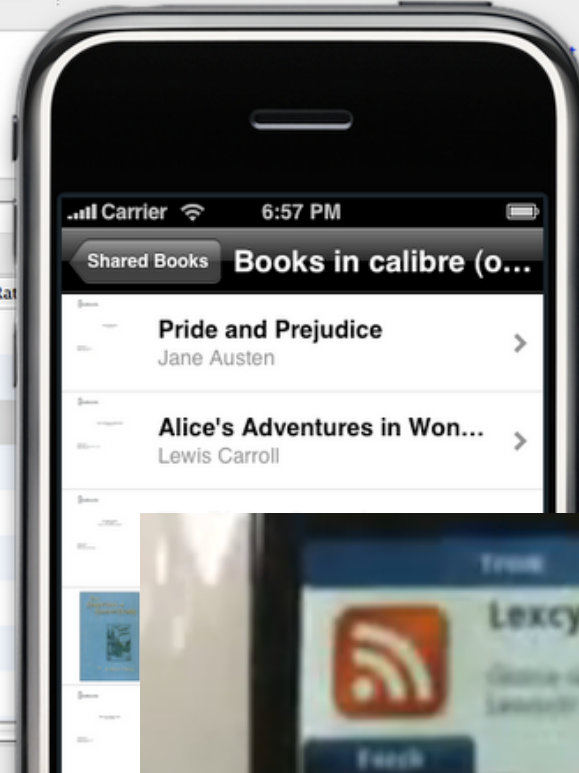


DIY Catalogs



calibre2opds

Lucicat



Trook

Opportunities



Your Voices Requested

BISG WEBCAST
www.bisg.org

<http://www.flickr.com/photos/mindaugasdanys/3766009204/>

Join in!

OpenPub wiki and mailing list:

- <http://code.google.com/p/openpub/>
- <http://groups.google.com/group/openpub>

Create the
future you
want to
inherit

Linking books

Catalogs could tie together:

- book reviews
- reading lists
- annotations
- fan fiction

Integrating sales

BookServer could enable:

- loans and borrowing
- physical discovery
- seamless updates
- simpler affiliate systems

Publishers

Start:

- Acquiring worldwide digital rights
- Publishing catalog pages for every title
- Developing at least one **easy** purchasing experience (perhaps via a partnership)

Newsflash!



Distributors

Start:

- Following the progress of the spec
- Discussing integrations with existing implementations (free first?)
- Publishing a small Catalog

Want to try BookServer?



ibis reader



Aldiko



Stanza

...and others in development



ibis reader

For publishers:

- Attractive revenue split
- Real-time reporting
- Help getting started with BookServer

For everyone:

- Easy shopping experience with no DRM
- Total commitment to giving readers what they want

info@ibisreader.com

Thank you!

We'll now take questions...



Angela Bole

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Keith Fahlgren

keith@threepress.org

threepress.org