

		Distribution		Features						Production Considerations			Pros	Cons	Speakers
		Vendor	Devices	Adaptable Text	Video / Audio	Animation / Dynamic Graphics	Geolocation	Reader Feedback / Participation	Scripting / Interactivity	Technical Skills Necessary	Production Timeline	Cost			
Web Book	HTML5/CSS/JS	Self	Any device with a modern browser	Yes	Yes	Yes	Limited	Yes	Yes	High	1 year	\$5–50K	Lots of flexibility; open formats; as universal as a website	No sales venues; difference between website and publication not clearly defined	Greg Albers, Digital Publications Manager, Getty Publications (galbers@getty.edu / @geealbers)
App	Apple iOS	Apple (App Store)	iPad/iPhone	Yes	Yes	Yes	Yes	Yes	Yes	Extreme	1 year	\$10–100K	Beautiful product, highly interactive, proven sales channels	High cost of production; a book's place in the app ecosystem isn't clear	Edyta Lewicka, Designer, Potion (edyta@potiondesign.com)
	Android APK	Google	Android smartphones and tablets; many color e-readers	Yes	Yes	Yes	Yes	Yes	Yes	Extreme	1 year	\$10–100K			
Hybrid E-Book/App	Adobe DPS	Apple (App Store or Newsstand); Google	iPad and Android tablets	Yes	Yes	Yes	Yes	Limited	Limited	Moderate	6–12 months	\$2–5K	Interactive app-like experience; works within existing workflows; moderate cost	Only optimized for reading and distribution on particular devices (walled garden)	Tina Henderson, Digital Publishing Consultant and Production Artist (tina@tpub.net / @tinahender)
	iBooks Author	Apple (iBookstore)	iPad	Limited	Yes	Yes	Unknown	Yes	Limited	Low	3–6 months	\$0–5K			
Fixed Format E-Book	FXL	Apple, Amazon, B&N and Kobo (each offers its own FXL option)	Color e-readers; iPad and Android tablets.	No	Limited	Yes	Yes	Limited	Limited	Moderate	3–6 months	\$0–2K	Brings print layout design to e-reading devices; low production cost	Not optimized for reading on devices; limited in interactivity	
	PDF	Self; Scribd; Library vendors (ebrary, OverDrive, etc ...)	Nearly any device	No	Limited	No	No	Limited	No	None	1–3 months	\$0–500	Truly universal; easy to create	No real interactivity; not optimized for multi-device reading	
Reflowable E-Book	EPUB	Apple (iBookstore), B&N, Google, Kobo, Ingram, and other vendors	Color and b&w e-readers	Yes	Limited	No	Yes	No	Limited	Low	1–3 months	\$0–2K	Wide distribution with proven sales channels; low production cost	Only modest design control; limited in interactivity	Elisa Leshowitz, Director of Publishing Services, ARTBOOK / D.A.P. (elshowitz@dapinc.com)
	MOBI	Amazon	Kindles	Yes	Limited	No	No	No	Limited	Low	1–3 months	\$0–2K			
<p>https://docs.google.com/spreadsheets/d/1xzZnT6TDPw-7nnrffDeNhdJ0w3wQdUweBHGfzQMEpCk/edit?usp=sharing</p> <p>Greg Albers @geealbers Getty Publications June 2014</p>															
Web Resources				Training			Conferences			Additional Resources					
Beyond the Printed Page digitalpublishingblik.com				lynda.com			Museum Computer Network mcn.edu			EPUB (International Digital Publishing Forum) http://idpf.org/epub		BISG Guide to Fixed Layout http://is.gd/bisgfl		HPUB / Baker Framework bakerframework.com	
A blog about digital publishing in museums, a wiki resource and a growing community. The site was started by Liz Neely and Amy Parkolap at the Art Institute of Chicago, and welcomes contributors and members. Come join us!				A wide range of training videos available with a monthly subscription covering all ability levels. Includes InDesign to EPUB, Fixed Layout ebooks, iBooks Author; not to mention HTML/CS/JS and a full range of web technologies.			Museum technology with an increasing amount of publishing coverage. Also a good place to see what other tech (mobile, web, 3d, etc...) museums are working on. Museums and the Web is another related conference.			Amazon (esp. Kindle Publishing Guidelines in right column) http://is.gd/kindleguide		iBooks Author support http://is.gd/ibasupport		OSCI Toolkit oskitoolkit.org	
Twitter #digpublishing / #eprdctn				O'Reilly Media oreilly.com			Books in Browsers booksinbrowsers.org			Apple (have to sign up with iTunes Connect to get their specs) https://itunesconnect.apple.com		DPS Step-by-Step Guide http://is.gd/dpsguide		Scalar http://scalar.usc.edu	
Two good hashtags to follow. The first an extension of the Beyond the Printed Page blog, the second a more general community of active and knowledgeable independent e-book producers.				A range of books and other training materials on digital publishing and web development topics. Also a leader in the field of digital publishing: atlas.oreilly.com and www.safariflow.com.			Small annual conference in its fifth year focused on the leading edge of digital publishing thinking and tech. Originally sponsored by the Internet Archive and now by the Frankfurt Book Fair and the Hypothes.is Project					DPS Tips app http://is.gd/dpstips		Atlas http://atlas.oreilly.com	
<p>Digital Publishing Toolkit github.com/DigitalPublishingToolkit</p>															
<p><i>This chart was created for "Digital Publishing 101: The Complete Picture from EPUB to App", a panel at the National Museum Publishing Seminar (Boston, June 12–14, 2014). Read more about it at the Beyond the Printed Page blog: http://bit.ly/1m7aZim</i></p>															