

# THE SEYBOLD

REPORT

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## Raising the Standards: Reaching New Publishing Markets By Linda Burman

Making content more accessible to those who want to pay for it, whenever, wherever and on whatever medium they choose, is the new mandate for publishers. What steps must be taken and what technologies must be implemented, to achieve this goal? What is the real cost of implementing content metadata standards? More importantly, will that cost be justified by actual revenue? As it turns out, there is no magic bullet answer to these questions. At the Henry Stewart DAM event, publishers and other media professionals wrestled with theoretical and extremely practical issues. In addition to DAM and CMS issues, this includes the thorny questions of digital rights and content tagging strategies. The good news? Content metadata has moved out of the theoretical realm and into the publishing mainstream. Page 3

## X-Rite/Pantone's ColorMunki Has Plenty of Tricks By Ron Roszkiewicz

The first product released by the combined X-Rite/Pantone company, after only six months of development, is ColorMunki, a whimsically named but seriously engineered tool for calibrating monitors and printers and a lot more. It continues the trend toward more user-friendly, less-expensive technology, bringing science and measurement—theoretically—to the right-brained creative crowd. Its yet unproven social networking approach to color theory has potentially far-reaching implications for enterprise-level color communicators. Page 6

## Wikis That Mean Business

By Ron Roszkiewicz Page 8

Information publishers of every stripe are struggling to find more efficient collaboration tools. Silicon Valley developer Socialtext shows that the wiki's most basic function, as an open editing environment, is only the beginning. We explore the publishing implications of this much-misunderstood medium.

## Newspapers Go Mobile To Compete with TV

By L. Carol Christopher Page 11

The "Star Car," a prototype vehicle developed by Ifra and the Shelby Star, is the newspaper equivalent of remote television truck but at a much lower cost. It allows the South Carolina daily newspaper to compete with television news.

## Breathing New Life into the Classics

By Laurel Brunner Page 13

The Folio Society's book publishing business model combines traditional craft with the efficiencies of digital production and business management.

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between screen and output. In addition to competing color models, the paper-maker's output profiles often conflict with the settings in an obscure dialog box. Many art papers have no profiles available, so users must rely on comparable profiles from Epson, for example, as the starting point. Even if this results in a workflow that is adequate for that image and paper or session, a new session weeks later might put the user back to square one. ColorMunki has the potential to resolve this.

The other main contribution to design is the product's support for exploration. If all calibration involves printing two-color charts and a few clicks of the mouse, there will be no limitations on what surfaces we print on or the ability to transfer our vision onscreen to printed output. The same holds true for graphic designers. The software is about discovery and exploring palettes in ways we never have before. We were surprised to see the ProPhoto color model omitted from the set. The wider and mostly unprintable gamut of ProPhoto is the standard supplied with Lightroom. I would have expected to see it in the software as an out-of-gamut warning when a RAW file is uploaded.

We are concerned over the apparent lack of alternative color chip set support. ColorMunki color palettes can be loaded into the Creative Suite and QuarkXPress, but there is no support in ColorMunki

for loading other color chip sets, such as Truematch, Toyo and Focoltone, or standards such as Japanese pre-press color. The starting point for palette building in ColorMunki is Munsell, the Pantone Matching System and Goe. There are bound to be issues in some markets such as label and packaging to this omission.

At \$499, the price may also be too steep for widespread adoption. If Pantone does not offer promotional pricing and discourages its resellers from discounting from the manufacturer's suggested retail pricing, the freelance end of the graphic arts and photography communities will groan.

All of the ColorMunki products are supported at the myPantone Web site. Besides being able to purchase and download additional libraries, such as the textile library, it will also feature novelties such as a color vision test similar to what the DMV uses to determine color blindness. Since statistics lead us to believe that males in particular and 70% of the population in general have color blindness to some extent, it could provide some clues to common problems.

While some may cringe when saying the word "ColorMunki" out loud, we are delighted to see color science emerge from the backrooms and becoming available to us at reasonable prices. Removing uncertainty from the process and freeing up more time for design is definitely the area where this munki shines. **TSR**

## NEW MEDIA PUBLISHING

# Wikis That Mean Business

By Ron Roszkiewicz

Information publishers of every stripe are seeking more efficient collaboration tools. Developer Socialtext shows that the wiki's most basic function, as an open editing environment, is only the beginning.

**W**ikis might be one of the most misunderstood social networking technologies linked to Web 2.0. While MySpace, YouTube and FaceBook get the most visibility, the technology that has the greatest potential for transforming what we know as traditional publishing is wiki technology.

Wiki has an identity problem, however. The underlying technology is available as open source, and without a strong company-backed marketing effort to tell the wiki story over and over, it is apt to be misunderstood. Another problem is Wikipedia and its overwhelming popularity. The Wikipedia *application* has co-opted the wiki *technology* and is strongly identified with it. As a result, the technology is not getting the widespread traction it deserves.

The original wiki (*wiki* is Hawaiian for quick, as in quickly developed Web sites) was created by Howard G.

(Ward) Cunningham around 1994. The intent of what was then called WikiWikiWeb was to make communication among programmers more efficient. Cunningham is also known for developing the programming methodology known as extreme programming (XP).

### Socialtext: Professional Wikis

One developer of wiki products and services is **Socialtext**, a well-financed, Palo Alto, Calif., company with some 40 employees (mostly engineers and professional services employees) and 4,000 customers, begun in 2002. Socialtext's suite of products includes Socialtext Open, a Wikiwyg Editor and other wiki projects that are all available from **Sourceforge** under the open source Common Public Attribution License or from the **Socialtext web site**. Socialtext also provides a hosted service, an on-premises appliance that acts as a local LAN-based host and professional services to

create custom applications using open source technology and application-specific templates. It leverages the know-how from creating many purpose-built wikis for a wide variety of vertical applications.

At its core, a wiki is an open editing environment and a digital asset management (DAM) system for ideas. A wiki is a place for “ideation” (idea generation) to happen, to attach a bit of current jargon to it. Wikipedia is a good illustration of wiki technology. We are all familiar with this online repository of information organized as a dynamic encyclopedia open to input from anyone, anywhere. When something bad is said about Wikipedia and the false information it occasionally falls prey to, wiki technology might unfortunately take the hit.

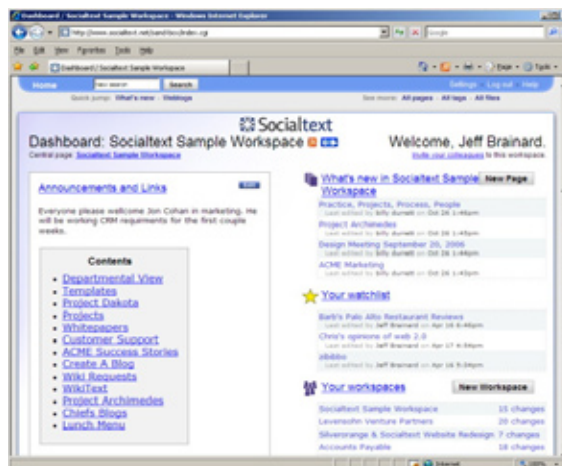
However, as Socialtext has shown, wiki’s most basic function, as an open editing environment, is only the beginning. In publishing or computer use we are familiar with similar open editing environments, including online forums, publishing system clients and multiuser editing in Microsoft Word. Like these other collaborative environments, additional development can be done on top of wiki technology to make it secure and the data traceable. One of the best places to learn of many of the possible uses for wikis is through the **Wikinomics Playbook**.

Viewed from a higher level, Socialtext is a development platform with all of the tools and support to build online collaborative applications. In addition, the platform features all of the security and scalability required of an enterprise content management system. Finally, the fungible user experience can be tailor-made to suit the needs of individual users. The bottom line is that Socialtext has the technology and support to develop wiki technology into applications that suit any horizontal or vertical requirement.

### The Wiki as a Transformative Experience

Wikis are truly multifaceted. Introducing a wiki is as much an experiment in social engineering as it is an exercise in information workflow. Installing a wiki literally opens the gates to information wherever it resides and breaks down the information silos in organizations large and small. It’s understandable for people to treat their know-how and user relationships as proprietary. Sharing this knowledge, they think, will diminish their value to the organization and their indispensability. Because of this, the organization as a whole loses out on the broader use of the information and the ability to build on it or even refute its viability.

In many cases of product development, feedback from the field about the practical application of a device only reaches a handful of connected product managers or engineers and none of the support or sales staff. The same holds true for product support. When a problem arises, the workarounds and fixes are typically left to information in database threads at best and at worst remain only in the minds of a few tech support reps. What some call the “wisdom of crowds” is lost, as well as timeliness,



The Socialtext wiki environment can contain the same elements we expect to find on a web page: RSS feed links, search, placed images, blogs, dynamic content and personalization based on user permissions.

the discussion of associated issues, widespread distribution of the status of issue resolution and so on.

### Applications for Collaboration

It’s becoming quite evident that e-mail, the killer app of the ‘90s, has turned into an information silo. Employees collect e-mail information and more often than not delete it when they leave the company. In many companies this information is not retrieved. E-mail isn’t a particularly good form for sharing information even when it is part of threaded virtual conversations. But even though e-mail is primarily a push mechanism, it remains our main form of collaboration. Some analysts calculate that 90% of collaboration happens in e-mail and that 75% of a company’s knowledge assets are stored in e-mail.

### Wikis for Prepublishing

Collaboration is only the beginning. Another advantage of tapping into this broad corporate user knowledge is to gather information that can be used in user documentation and marketing brochures. Inviting field personnel and users into an open forum via a wiki presents an opportunity to field-test ideas for user guides in a way technical writers only dream of. User guides can almost write themselves, and the end result is savings on the back end through reduced support costs due to improvements in the documentation.

Of course, the prepublishing mode enabled by wiki collaboration technology in effect duplicates client applications that serve publishing systems. But there’s no reason it can’t gather and feed information to CRM databases and content management systems for eventual formatting and layout, too. This is all in keeping with the software as a service (SaaS) model. Even mature applications such as Microsoft Word can’t support hundreds of editors who each make revisions and have the application track them with different colored text and notes. With a wiki-based system, revisions can be traced in a separate revision history file and recalled whenever needed from the database.

Another aspect of the wiki platform is its free-form page generation and link creation. Web browsing is all about pages and links. Organizing and wrapping

them in a layer of security takes this basic, most fundamental characteristic to the next level. Through the use of prebuilt templates, Socialtext has created some very sophisticated wiki sites. Web pages can be set up to grow organically with content scraped from other sources, sent to the page though e-mail or manually added by users *a la* blogging. The result resembles personal iGoogle or Yahoo home pages, with sections of information and continuous updates when available. But the iGoogle or Yahoo experience is limited by the layout or identification of elements to be placed on the page. With Socialtext tools, the user controls the back end and the configuration parameters normally associated with the administrator of a site.

To further illustrate this last point, let's review some of the developments Socialtext has made and examine whether they show that they enable this information gathering. Socialtext sees its business as being very similar to the Salesforce.com's SaaS model. The cost of this hosted wiki service is between \$4-\$5 per user per month. Customer support is very important to Socialtext and its customer *success* managers ensure that clients are successful with their installation.

The biggest factors contributing to the success of an installation are professional services and the training managers provide to make sure the transition goes smoothly. The most important people in client companies are the "wikiheads," or the champions who sponsor the new workflow to their colleagues. Customers have little tolerance for trial and error, it seems, and they want to get it right the first time. A typical installation will involve testing the wiki application in a single department before rolling it out more broadly. The greatest beneficiaries of adopting wikis at this early stage seem to be IT departments developing their knowledge base and marketing and sales departments seeking a mechanism to route channel feedback from the field back to engineering.

Written conversations are a new type of corporate asset to manage and distribute. Unlike the structured data we expect in corporate databases, these conversations are similar to image and text files without tag metadata. Storing and retrieving this unstructured data is prone to error and inefficient. Socialtext tags its wiki content to overcome these shortcomings and enrich this intellectual property. Anyone accustomed to contributing to blogs such as technorati is aware of the extensive tagging with metadata that is attached to make retrieval on demand accurate and timely. By supporting unstructured data in its wiki environment, Socialtext creates applications that can complement existing content management systems without competing with them — especially when you add note-taking and the tracking of links. In another bow to enterprise installations, Socialtext supports Microsoft Sharepoint, a very popular collaboration server, and LDAP directories. A simplified form of the wiki presentation is available for Blackberry access.

By bringing revision tracking to this unstructured data, Socialtext has found a market with law firms and

public relations agencies that use the software to securely track changes throughout the review and approval process. Security is multilayered. Available are commonly used Web SSL security, also known as https; administratively assigned workspace security assignments; and double authentication for signing into a site, to name a few.

Pages can either be built through wiki syntax or through WYSIWYG design view. Output from wiki pages can be in XML or HTML. Socialtext also supports exporting out of pages as PDF, Word .doc or HTML for repository storage.

## Conclusions

Socialtext and its wiki technology are hitching a ride on the Web 2.0 wagon and shouldering much of the load for evangelizing it. As with many technologies that have come before, adoption only takes place when stable, mature applications are built using it. Customers have to see and feel it before buying in. Few are able to visualize the product in advance and gauge its potential for their company. For those who can appreciate the advantages of a lean, efficient Web environment for managing information, a user-maintained wiki portal saves costs over a designer-supported Web site.

Another sweet spot is social networking. Everyone is getting into social networking any way they can. AOL recently acquired bebo.com and Google bought Myspace.com to catch this first wave of social networking and quasi-collaboration. Collaboration is a hot topic in the publishing world. Just as blogs haven't replaced traditional publishing and are caught at some point in the overall Internet/Web 2.0/collaboration movement, so too are wikis in transition to a place in the world of information gathering and intellectual property management.

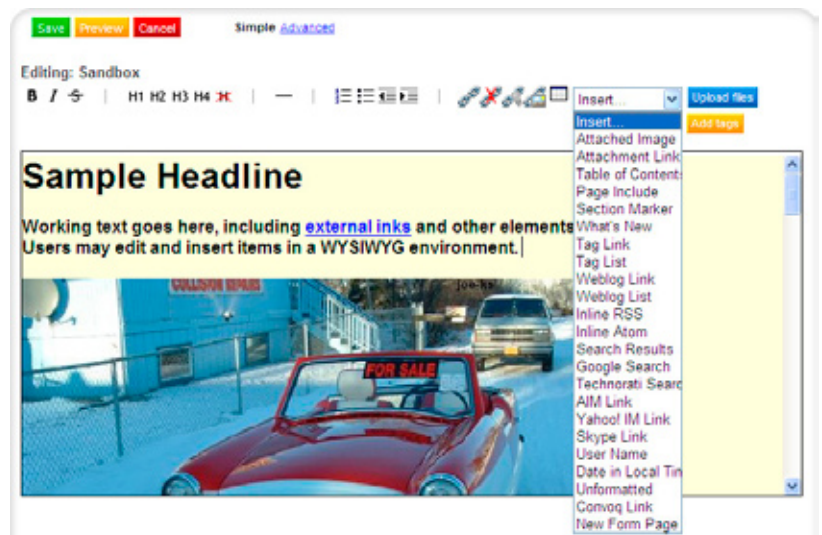
In a previous report (Volume 7, No 1, "GDSS: The Future of Online Meetings"), we wrote about Web conferencing that was enriched with consensus gathering, polling, surveys and other tools to combine the opinions of participants and reach a consensus that

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The WYSIWYG Editor provides a graphically based click and drag approach to identifying wiki page elements and associated actions.

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From a handful of titles in the early days, the company now produces more than 100 titles per year, including multivolume sets. Most titles are produced digitally and printed offset by printers in the U.K., Germany, Italy and Spain. For the Folio Society the attractions of printing further afield currently outweigh those of printing closer to home, at least for the time being. Europe is preferred for reasons of lead times and quality control. "One of the reasons the Far East doesn't work for us as it does for other publishers is because of the high unit cost of materials, which are often manufactured in Europe," Whitlock-Blundell said.

A handful of the Folio Society's special books are printed letterpress. The company reintroduced letterpress production for its series of limited editions of Shakespeare's plays. The objective was to produce the ultimate Shakespeare edition. "I thought it would be nice to do a really good-looking edition, with a separate volume containing the notes," said Whitlock-Blundell.

The result is a stunningly beautiful set, with a copy of the play and commentary together costing £245. Each edition is hand bound with hand-marbled sides. These books really are works of art produced with enormous care. "Hand binding involves about 12 people and it's slow, slow, slow," said Whitlock-Blundell. Production of the Shakespeare series is going up to 3,750 copies of eight titles in 2008, and the company might consider more letterpress for other titles in future. The problem is one of capacity now that letterpress is far from a mainstream printing activity. It demands approaches to workflow and deadlines that are no longer the norm but which perhaps remind us of how far digital technology has brought print production. As Whitlock-Blundell said, "Printing letterpress is a very salutary experience."

## The Digital Way?

The Folio Society's business depends on its ability to use customer data to hang onto members and encourage them to buy more than the requisite four titles per year. Its highly sophisticated database helps the company

keep track of who buys what, which offers people take up and, of course, their membership status and orders. Proactive marketing and member retention is central to the success of any membership organization, and the Folio Society encourages very close interaction between its marketing and production people.

As Whitlock-Blundell explained, marketing is "a huge, huge science and we do get involved in planning because we're becoming a marketing led company."

The publishers look carefully at different market sectors to produce products at different price points and for different age groups and interests, reacting to changing market needs. "Our planning process is in a state of flux," said Whitlock-Blundell.

This might suggest that the Folio Society should consider a digital printing option for on demand production and very short runs, but the company has no plans at all for digital printing, not least because "even if there was a demand for smaller quantities, the binding would be a nightmare. The binding costs would be astronomical," said Whitlock-Blundell.

Finishing limitations might look a little less daunting after Drupa, particularly as the Web-to-print production model becomes more widespread. For the Folio Society, the idea of using the Web site to drive production is pretty much off the map at the moment, although the Web site is becoming more important for the business. Whitlock-Blundell said the "Web site is more than a window and accounts for about 10% of our business, but what we haven't developed much yet is new member acquisition via the Web."

At the moment, many Folio Society members order books via the Web. The goal is to more actively use the Web site to recruit new members. Familiarity with the Web for both the Folio Society and its customers will eventually lead to changing service expectations on both sides. In the meantime, the Folio Society's business can exploit the efficiencies of digital production and offset printing with elegant handcrafted finishing, using traditional and leading-edge technologies to produce truly beautiful books. **TSR**

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could be resolved into action items. This separated it from typical Web conferencing sessions that were more like brainstorming sessions because they lacked structure. The same could be said of the difference between blogging and wikis. Blogging is about expressing ideas and eliciting reactions. It's presented in a serial fashion and it is not managed as an intellectual property asset.

Companies want to use wikis to solve real problems, and they use every possible tool, from metadata tagging to blogs to hyperlinks to other pages. As this data achieves structure, it migrates to a DAM or CMS system, is edited into printed documents or made part of an organic, moderated online repository of support data that changes and grows when and if it needs to.

The dynamic nature of the wikis Socialtext has developed prove that portals to serve PTA, home owner communities and magazine publishers can become the next preferred home page and will be sufficiently compelling to generate repeat visits by customers and staff alike. There's nothing sadder in the Web 2.0 world than a static portal abandoned like a digital ghost town by uninterested managers.

But the dynamic nature that keeps things flowing and interesting can also be a danger if not moderated carefully. Trade secrets can be as easily exposed as a press release. But this too has been thought of and private pages, alerts and routing schemes are available where changes can be reviewed, approved and released are available as standard features. **TSR**