

Graphics Research Laboratory

CD-ROM Publishing: Opportunities and Challenges

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CD-ROM Basics

- ◆ Compact Disk, Read-Only Memory
- ◆ 676 megabytes (120,000 A4 pages)
- ◆ Mac, Windows MPC, Hybrids
- ◆ CD-I: Compact Disk Interactive
- ◆ CD-R: Compact Disk Recordable
- ◆ HDCD: High density (3.3–6.8Gb)

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CD-ROM Statistics

- ◆ > 28 million CD-ROM drives
- ◆ > 5,000 commercial titles
- ◆ > 100 million CD-ROMs in print
- ◆ Mass mkt consumer: 500,000 units
- ◆ Typical consumer title: 20,000 units
- ◆ Business-to-business: 100-1,000 units

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Multimedia Data Types

■ Typography – (not just text)	■ Hyperlinks
■ Illustration	■ Sound
■ Photography	■ Animation
	■ Video
	■ Transaction

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Six Advantages of Interactive Media

- ◆ Customization
- ◆ Timeliness
- ◆ Comprehensiveness
- ◆ Searchability
- ◆ Economy
- ◆ Transaction

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CD-ROM Applications

- ◆ Text and numeric reference databases
- ◆ Illustration and photography archives
- ◆ Sound, animation, video components
- ◆ Direct response, catalogs, retailing
- ◆ Shovelware
- ◆ Telecom and print links

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Platform Paradox

- ◆ Designing, authoring, testing, approving on the Macintosh
- ◆ Distributing on the Multimedia PC
 - 65:35 MPC:Mac

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Costs of Development

- ◆ The Content Cliché
- ◆ The Moviemaking Analogy
- ◆ Designing for interactivity
- ◆ Illustrative vs Narrative Video, Sound and Animation

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Creating a CD-ROM

- ◆ Developing the database
 - Text
 - Layout
 - Illustration
- ◆ Pre-mastering and testing
- ◆ CD-ROM pressing
- ◆ Desktop CD-R publishing

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Selling a CD-ROM

- ◆ Packaging
- ◆ Marketing
- ◆ Distribution
 - Retail: Computer store, book store
 - B to B: Direct response
- ◆ Customer Support

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CD-ROM Pricing

- ◆ When was the last time you bought a \$70 book?
- ◆ \$10 to \$40 target price range
 - 5 foot \$10 packs
- ◆ Sponsored and Ad Supported
- ◆ Transactional

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Production and Design

- ◆ **Multimedia authoring**
- ◆ **SGML document databases**
- ◆ **Scanned page image databases**
- ◆ **Adobe Acrobat hyperlinked pages**
- ◆ **HTML**
- ◆ **QuicktimeVR and VRML**

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CD-ROM Future: 1996–2001

- ◆ **<\$100 double speed drives**
- ◆ **<\$1,000 Desktop CD-R**
- ◆ **Multimedia Motherboards**
 - MPEG, sound, CD-ROM ctrllrs
- ◆ **Internet/CD-ROM Links**
- ◆ **Virtual Reality**