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CD-ROM Publishing Opportunities for Graphic Arts Firms

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AGENDA
- Print in the Information Age
- CD-ROM Overview
- CD-ROM Applications
- Database Issues
- Graphic Arts Business Issues

Print in the Information Age

"Nobody wants _more_ print."
- What the world needs is better print— more effective publication—and these days that means ink-on-paper, toner-on-paper or pixels-on-screen.
- Industrial Age Batch Manufacturing *vs* Information Age Networking
- The Audience of One

Print in the Information Age

Three Forms of New Media
- Paper-based
  – selective binding, ink-jet customization, demand printing, fax publishing
- Telecom-based
  – on-line services, network publishing, Internet World Wide Web
- Disk-based
  – floppy, CD-ROM, smart cards

Print in the Information Age

Every page delivered on demand, on-line, or on disk is a page that is no longer produced on press.

Print in the Information Age

The Content Cliché

- Writing content
- Developing, assigning, editing, updating, designing, illustrating, producing, advertising, marketing, pricing, selling, disributing, fulfilling, billing, collecting
- Moby Disk

Print in the Information Age

Six Benefits of New Media

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

CD-ROM Overview

CD-ROM Basics

- Compact Disk, Read-Only Memory
- 676 megabytes (120,000 A4 pages)
- Mac, Windows MPC, Hybrid formats
- CD-I: Compact Disk Interactive
- CD-R: Compact Disk Recordable
- CD Video: up to 6.8 gigabytes

CD-ROM Overview

CD-ROM Statistics

- > 28 million CD-ROM drives
- > 5,000 commercial titles
- > 100 million CD-ROMs in print
- 500,000 units: mass market consumer
- 20,000 units: typical consumer title
- 100-1,000 units: business-to-business

CD-ROM Overview

CD-ROM Authoring

- Developing the database
- Pre-mastering and testing
- CD-ROM pressing
  - > 300 disks, < $1.00 per disk
- Desktop CD-R publishing
  - $2,000 disk drive, $10 blanks

CD-ROM Overview

Multimedia Data Formats

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

CD-ROM Applications

CD-ROM Applications

- ◆ Software
- ◆ Archives
- ◆ Text and numeric databases
- ◆ Image databases
- ◆ Multimedia publications
- ◆ Multimedia catalogs
- ◆ Multimedia brochures and collateral

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CD-ROM EXAMPLE

Current Protocols in Molecular Biology

John Wiley & Sons 212-850-6238

Quarterly subscription text database with keyword search, bookmarking and margin notes

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CD-ROM EXAMPLE

PC Paintbrush Photo Library

Softkey Int'l

Stock photo database with non-descriptive file names

CD-ROM Applications

CD-ROM EXAMPLE

PC Magazine CD

Ziff Davis • $17.95 newsstand

mulimedia magazine with animated demos, video and text 120,000 copies sold in first 3 months

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CD-ROM EXAMPLE

BT Office Products

by Millenium • 800-704-6200

CD catalog with multi-level keyword search, product photos, on-line ordering and advertising

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CD-ROM EXAMPLE

CBS 1994-95 Fall Preview

CBS Marketing • 212-850-6238

CD-ROM brochure with clickable schedule map, video clips and downloadable screen savers

Database Issues

Database Overview

- ◆ Text databases
  - – raw text vs fielded text
- ◆ Image databases
  - – image tagging
- ◆ Multimedia databases
- ◆ Page databases
  - – Integrated text and images

Database Issues

Production vs creation

- ◆ Managing the wrong pictures
- ◆ The cost of high res
- ◆ Optimizing the customer's photo and art investments
- ◆ Handling the "living document"

Database Issues

Text databases

- ◆ Flat file searching
- ◆ Boolean operators
  - – AND, OR, NOT
- ◆ Fielded text
  - – Generically tagged
  - – SGML, HTML

Database Issues

Text database creation

- ◆ Export from the DTP page
- ◆ Create in tagged format
  - – SGML, MS Word style sheets
- ◆ Edit into database format
- ◆ Retype everything overseas

Database Issues

Image databases

- ◆ Catalog or album creation
- ◆ Batch import and archiving
- ◆ Editorial indexing
  - – batch import plus manual coding

Database Issues

Basic image database

- ◆ Name
- ◆ Size and format
- ◆ Import date
- ◆ Photographer, "originator"
- ◆ Free text descriptors

Database Issues

Advanced image database

- ◆ Descriptor menus
- ◆ Thesaurus
  - – canned or user-built
- ◆ Last usage
- ◆ Rights and royalties links

Database Issues

Multimedia databases

- ◆ Static vs continuous file formats
- ◆ Sound
- ◆ Animation
- ◆ Video
- ◆ Hi res vs thumbnails

Database Issues

Page databases

- ◆ Native composition formats
  - – Quark, PageMaker, MS Word
- ◆ Proprietary pages
  - – Interleaf, Frame, Envoy, MS Word View
- ◆ Adobe Acrobat

Database Issues

Multimedia databases

- ◆ Cold filters
- ◆ Hot links
- ◆ The "content" database ideal
  - – One file fits all
- ◆ The real world
  - – One file spins off medium-specific files

Database Issues

Creative database usage

- ◆ New editorial paradign
  - – All elements are electronic at inception
- ◆ The impact of searchability
- ◆ Last usage
- ◆ Rights and royalties
- ◆ Fragment retrieval

Business Issues

Making CD-ROMs

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

Business Issues

CD-ROM Services

- ◆ Design
  - Layout, multimedia illustration
- ◆ Developing the database
  - Systems design, programming
- ◆ Production
  - Keying, scanning, organizing
- ◆ CD-R Pressing

Business Issues

Selling CD-ROM Services

- ◆ The professional print buyer
- ◆ The sales and marketing managers
- ◆ The catalog publisher and direct marketer
- ◆ The publisher
  - Corporate, government, commercial

Business Issues

Strategic Goals

- ◆ Understand how to accept, manage and add value to the living document
- ◆ Nurture interactive design talent
- ◆ Develop database/programming skills
- ◆ Become part of the customer's information solution
- ◆ Price by value, not cost

Business Issues

CD-ROM Futures

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