PRODUCING INTERACTIVE PUBLICATION: CHALLENGES AND OPPORTUNITIES

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UNECE
GOING BEYOND PDF

- ALL UNECE PUBLICATIONS AVAILABLE IN PDF
- EXPERIMENTS WITH SCRIBD WITH MODERATE SUCCESS
-2,000 ‘Reads’ for average publication

-7,000 - Practical Guide to Producing Consumer Price Indices

-6,000 - Statistics of International Migrations (Russian)
- **Prevalence of Tablets**
  
  195 M **sold in 2013**

- **Higher expectations from users**

- **PDF is not enough anymore**
- Need Interactive Publication

- Need Publication That Can Be Interactive
MAKING DATA MEANINGFUL. PART 2

- **MOST POPULAR** in MDM SERIES
- **PREVALENCE OF** GRAPHICS
- **NEED TO** UPDATE (AGAIN AND AGAIN)
IBOOKS AUTHOR

- THE PRICE IS RIGHT
- LOW BARRIERS OF ENTRY
- CLOSEST YOU CAN GO TO THE WEB
- ASSURANCE OF FUTURE EXISTENCE
IBOOKS AUTHOR

-HARDWARE-SPECIFIC (PRODUCTION AND DISTRIBUTION)

-FILE SIZE (2GB FOR HIGHLY-INTERACTIVE BOOKS)
WORKFLOW

- CAN this book be interactive?
- EMBEDDED vs. EXTERNAL MEDIA
- READERS’ EXPECTATIONS