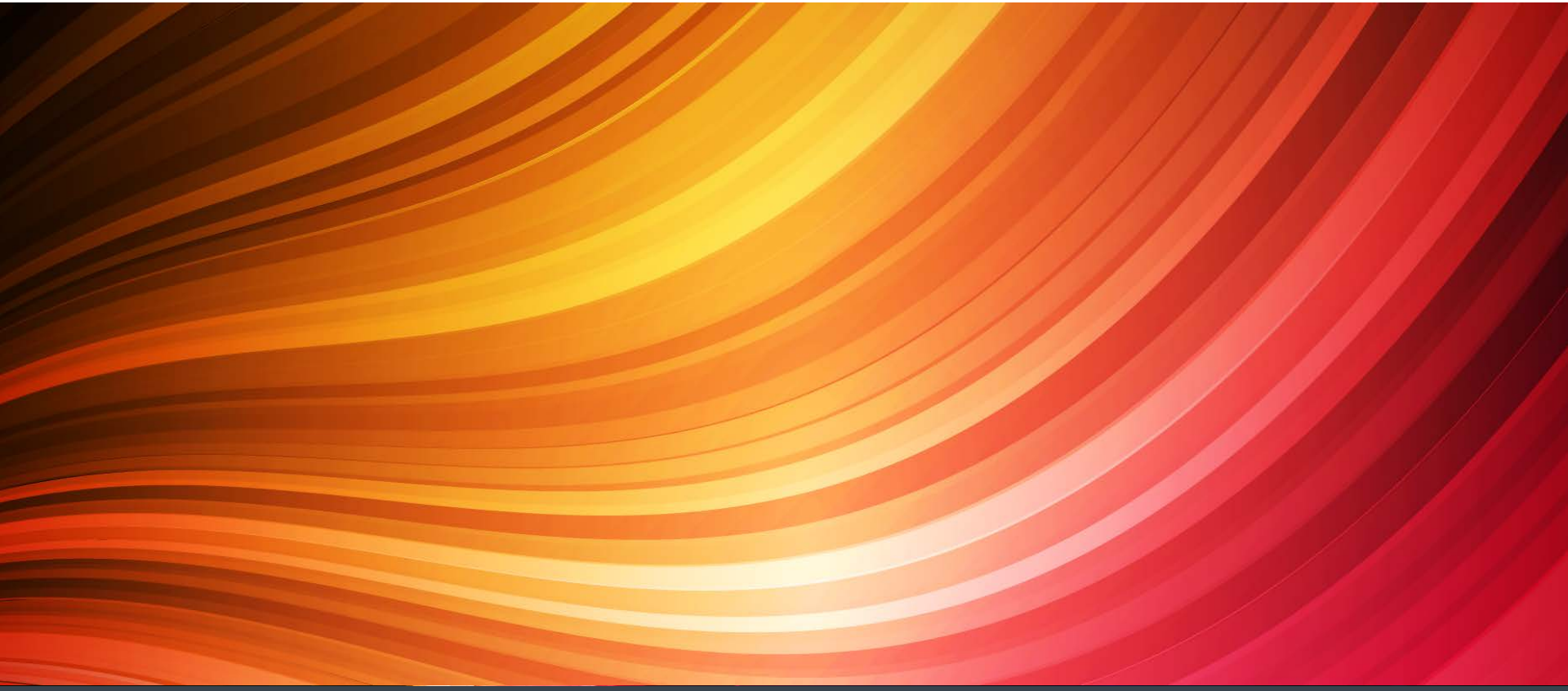
Digital Publishing Suite – Release 24

John Metzger & Amit Gupta



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Viewer – New Device Support & Reader Engagement Improvements

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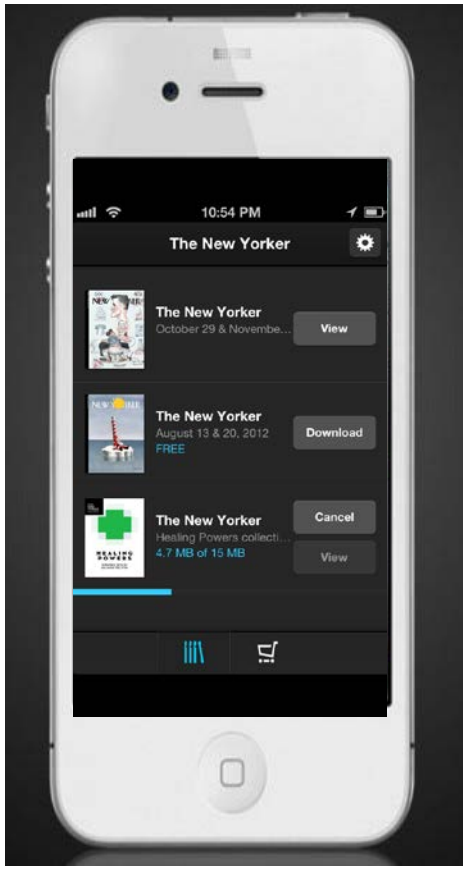
New Device Support - Apple

- iPhone 5
- iPad Mini



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New Device Support - Amazon

- Kindle Fire HD 8.9"

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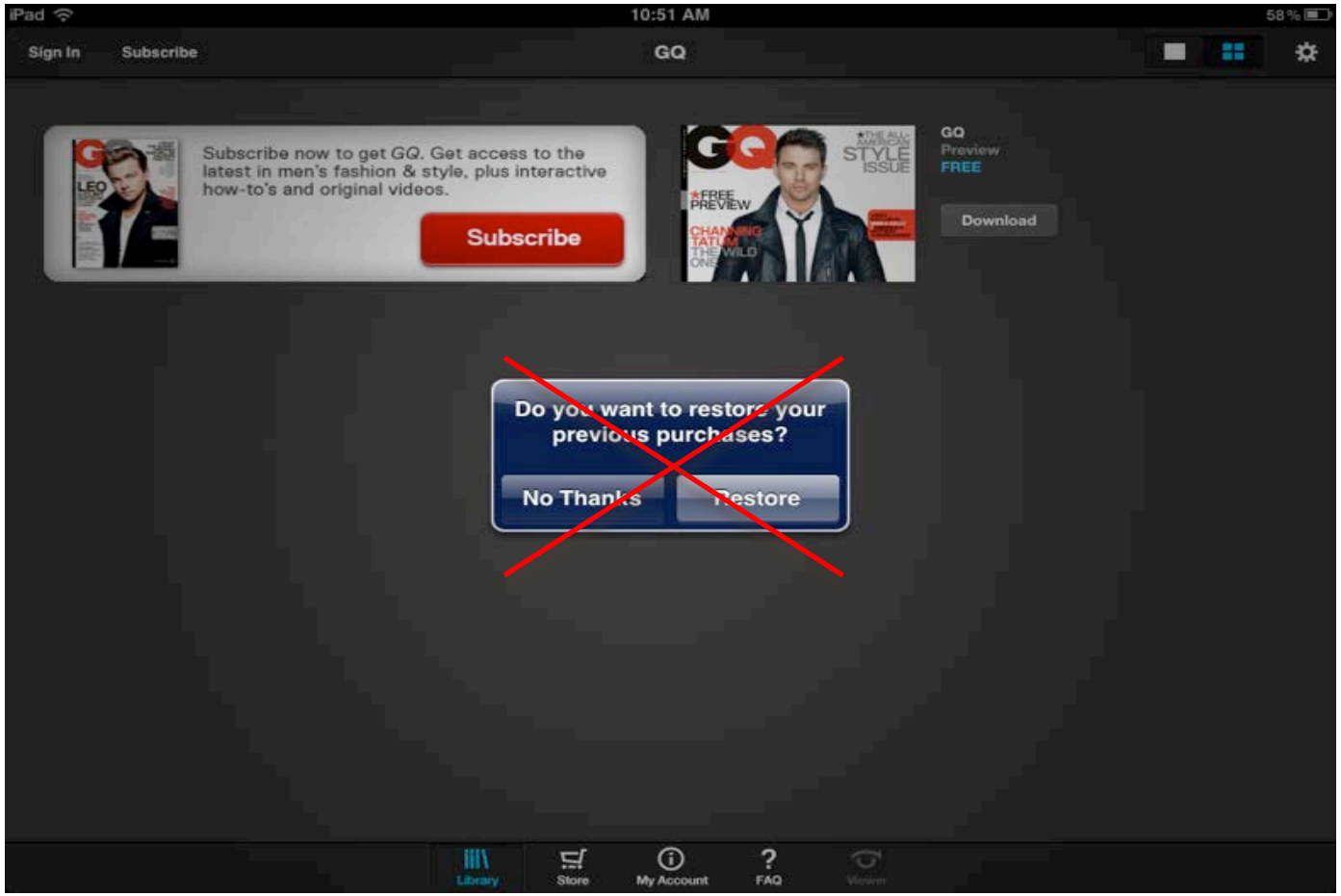
UI Improvements - Restore Purchases Dialog Box

- Eliminate ‘restore purchases’ modal dialog box



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Library Background Downloading

- Continue downloading folio when Reader leaves Viewer

<Demo>

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Sections

- Release as R24 A on Nov 27th
- Support in JSAPI & Native UI on iPad

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Authoring Efficiencies

Folio Builder Panel Improvements

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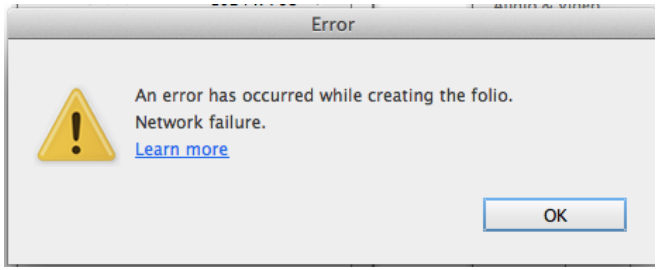
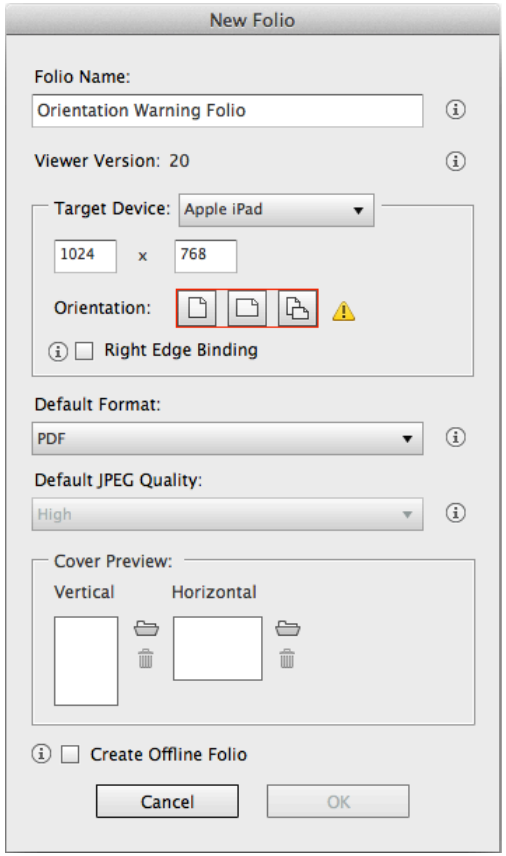
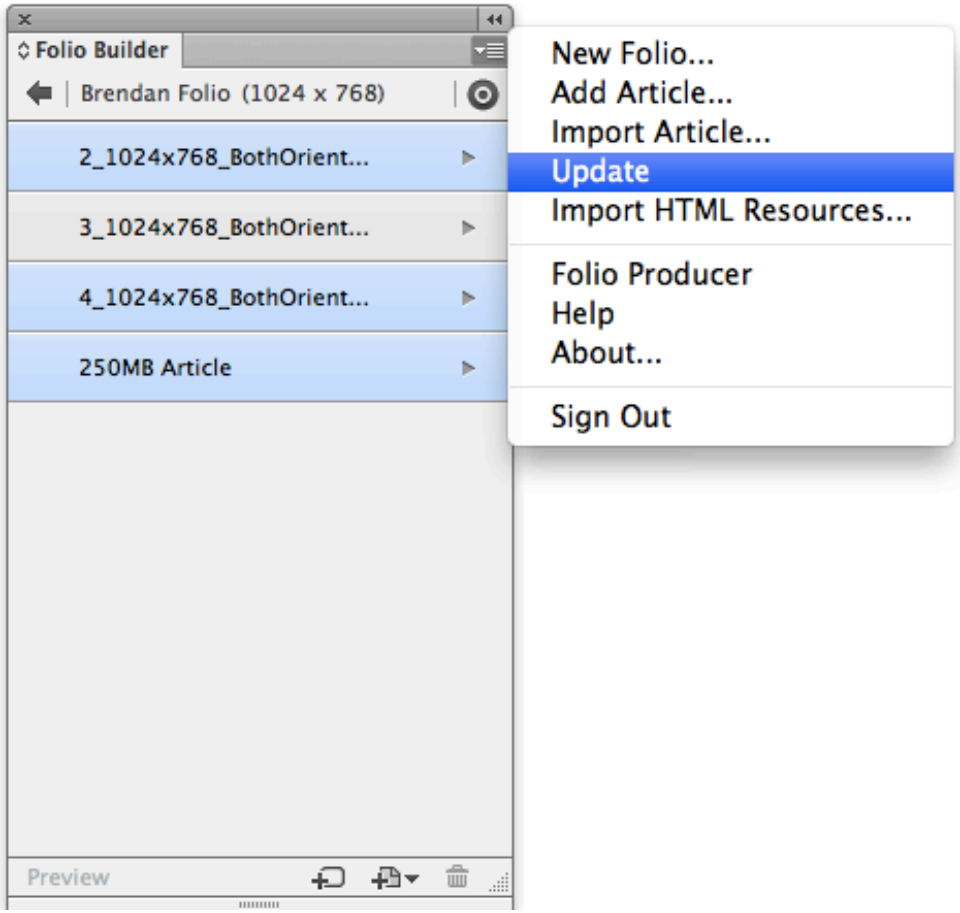
Authoring Efficiencies







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Production Efficiencies

Folio Producer

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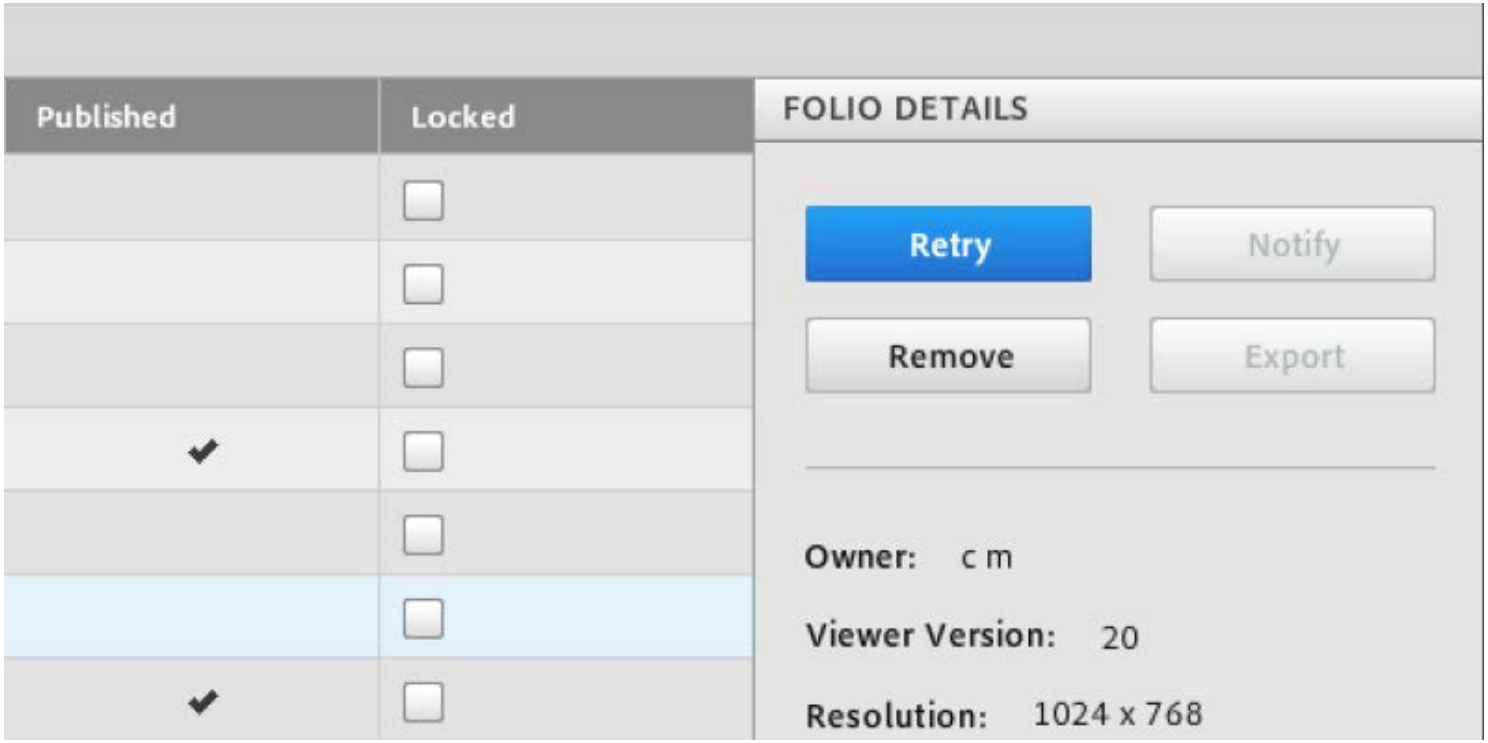
Production Efficiencies

- Additional Distribution Service API to support setting Cover Date metadata on a folio
- Effective increase in bandwidth for Distribution service
- Retry for Publishing failures picks up at failure



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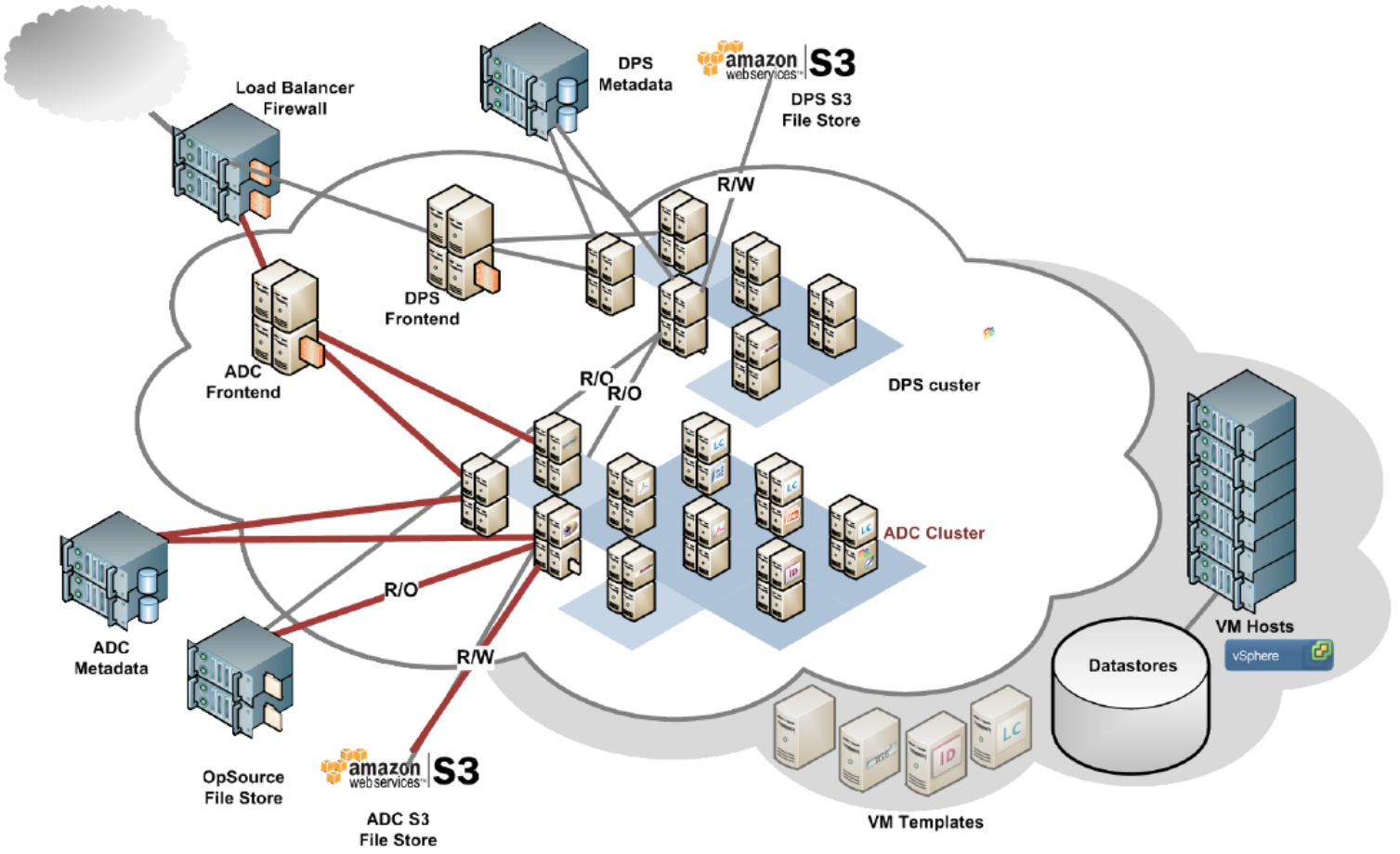
Production Efficiencies

- Dedicated Folio Producer



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Analytics

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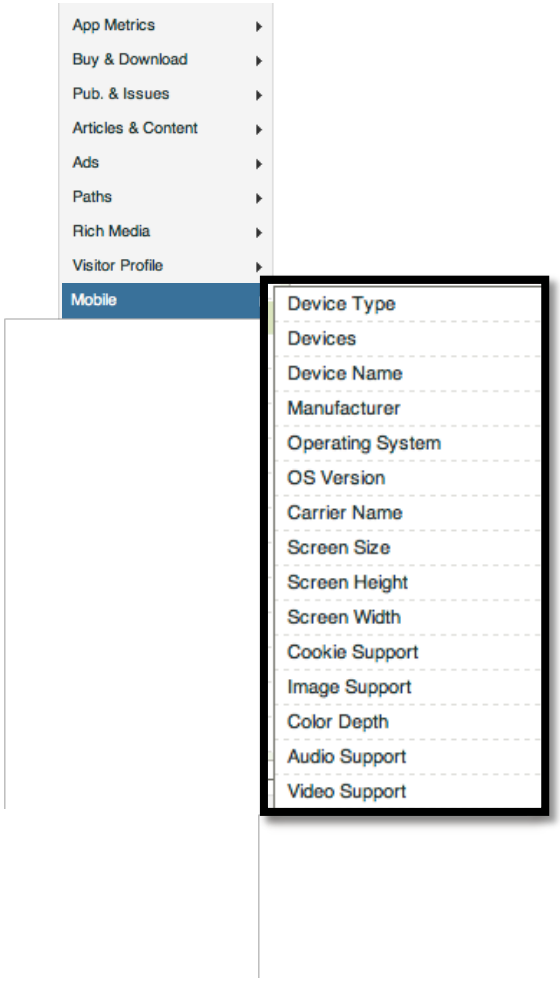
Reader Device and OS tracking

New Mobile reports in SiteCatalyst:

- Device Type (e.g. Mobile Phone, Tablet)
- Devices (e.g. Apple iPad, Amazon Fire etc.)
- Device Name (e.g. iPad 2, iPad 2 CDMA/GPS, iPad3 etc.)
- Manufacturer (e.g. Apple, Samsung etc.)
- Operating System (e.g. iOS, Android)
- OS Version (e.g. iOS 5.1.1, Android 3.2 etc.)
- Connection Type (e.g. LAN/Wifi, Mobile Carrier)
- Carrier Name (e.g. AT&T)
- Screen Size / Screen Height / Screen Width



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Reader Device and OS reports in SiteCatalyst

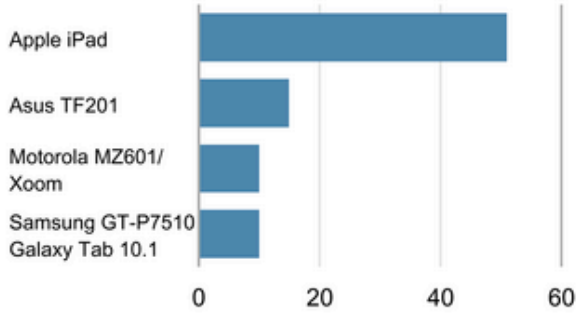
Issues Downloaded by OS Version

Adobe Dev Digital Publishing May 16th
October 2012

	Issue Name by OS Version	Issues Downloaded (9)	
1.	Entitlement Free_000	24	
	1. Android 3.2	9	37.5%
	2. Android 4.0	6	25.0%
	3. Android Unknown	5	20.8%
	4. iOS 5.1	3	12.5%
	5. iOS 5.0	1	4.2%
2.	Update_Small	7	
	1. iOS 5.1.1	5	71.4%
	2. Android 4.0	1	14.3%
	3. iOS 4.2	1	14.3%
3.	A_WebView_HTML	5	

Devices Report

Adobe Dev Digital Publishing May 16th
October 2012



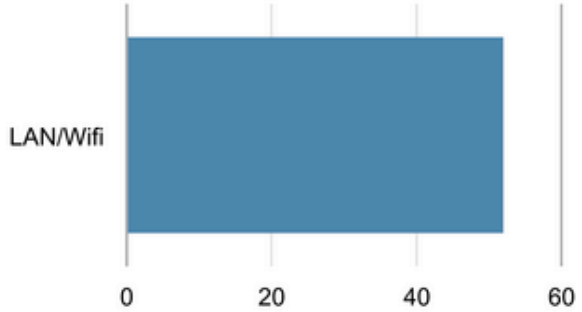
Ad Views by Device Name

Adobe Dev Digital Publishing May 16th
October 2012

	Ad Title by Device Name	Ad Views (24)	
1.	AD: Designed to Make a Difference™	3	
	1. iPad2,1	2	66.7%
	2. iPad3,1	1	33.3%
2.	AD: Escape Convention	2	
	1. iPad3,1	1	50.0%
	2. iPad2,1	1	50.0%
3.	AD: Scream	2	
	1. iPad3,1	1	50.0%
	2. iPad2,1	1	50.0%
4.	AD: It's not an SUV. It's an SUVW. The all-new 2011 Touareg.	2	
	1. iPad3,1	1	50.0%

Connection Types Report

Adobe Dev Digital Publishing May 16th
October 2012



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Track URLs for all Overlays

- SiteCatalyst provides URL tracking with the following details:
  - URL
  - Clicks on the URL
  - Origination of the URL (Hyperlink Overlay, Webview Overlay, Application)
  - Destination of the URL (AppViewer, WebView, Device Browser)

	URL	URL Clicks ▼	Click on Hyperlink	Click on Webview	Opened in Viewer	Opened in Browser	Opened in Webview
1.	http://google.com	138 38.9%	47 77.0%	91 73.4%	79 64.2%	16 43.2%	38 80.9%
2.	http://www.adobe.com	131 36.9%	0 0.0%	3 2.4%	11 8.9%	0 0.0%	0 0.0%
3.	http://google.ro	12 3.4%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
4.	http://www.adobe.com/go/signup	10 2.8%	0 0.0%	0 0.0%	10 8.1%	0 0.0%	0 0.0%
5.	http://facebook.com	10 2.8%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
6.	http://www.marthastewart.com/digitalsurvey	6 1.7%	6 9.8%	0 0.0%	3 2.4%	3 8.1%	0 0.0%
7.	https://plus.google.com/?gpsrc=ogpy0&tab=wX	5 1.4%	0 0.0%	5 4.0%	5 4.1%	0 0.0%	0 0.0%
8.	http://www.google.com/	5 1.4%	0 0.0%	0 0.0%	0 0.0%	5 13.5%	0 0.0%
9.	http://www.google.ro/imghp?hl=ro&tab=wi	4 1.1%	0 0.0%	4 3.2%	4 3.3%	0 0.0%	0 0.0%
10.	http://bing.com	3 0.8%	3 4.9%	0 0.0%	0 0.0%	3 8.1%	0 0.0%
11.	mailto:bburden@adobe.com?subject=Response%20to%20Martha%20Stewart%20App	3 0.8%	3 4.9%	0 0.0%	0 0.0%	3 8.1%	0 0.0%
12.	http://www.google.com/imghp?hl=en&tab=wi	3 0.8%	0 0.0%	3 2.4%	3 2.4%	0 0.0%	0 0.0%
13.	http://yahoo.com	3 0.8%	0 0.0%	3 2.4%	0 0.0%	0 0.0%	3 6.4%
14.	http://adobe.com	3 0.8%	0 0.0%	3 2.4%	0 0.0%	0 0.0%	3 6.4%
15.	http://www.google.ro/	3 0.8%	0 0.0%	0 0.0%	0 0.0%	3 8.1%	0 0.0%

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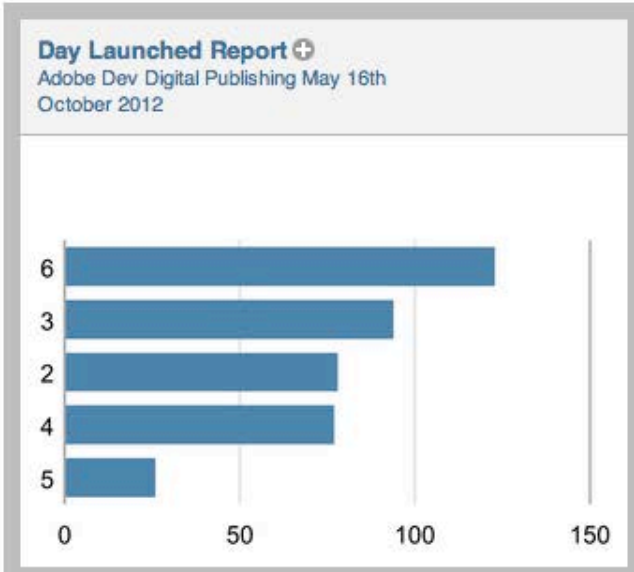
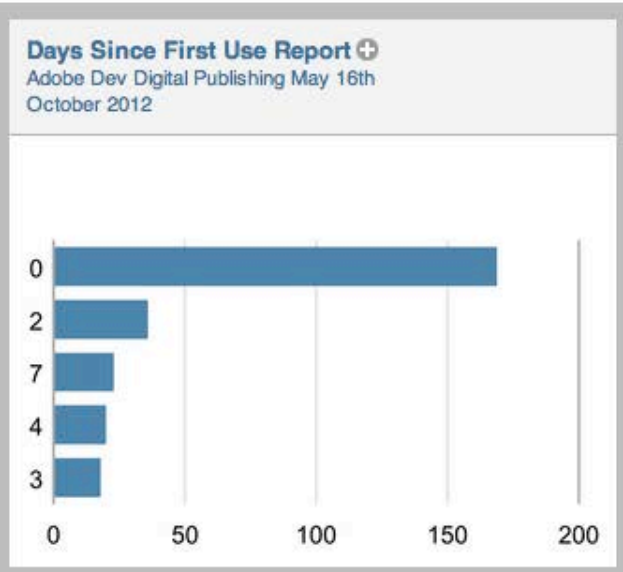
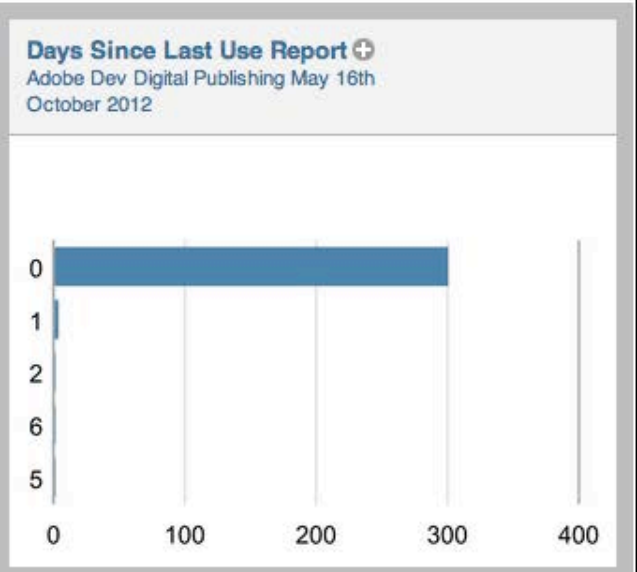
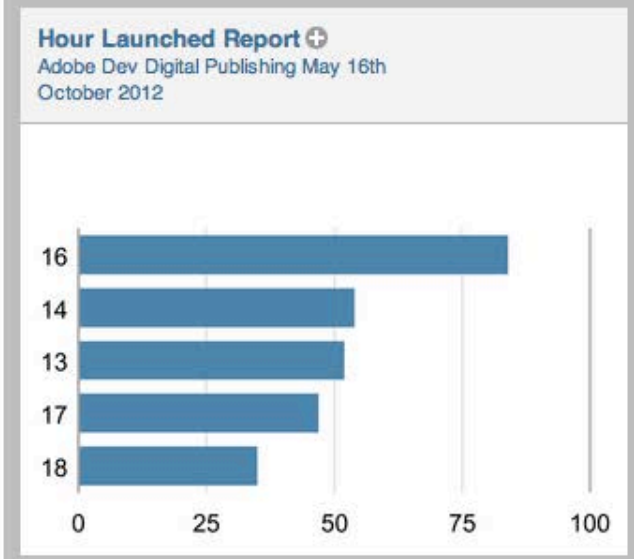
App usage reports

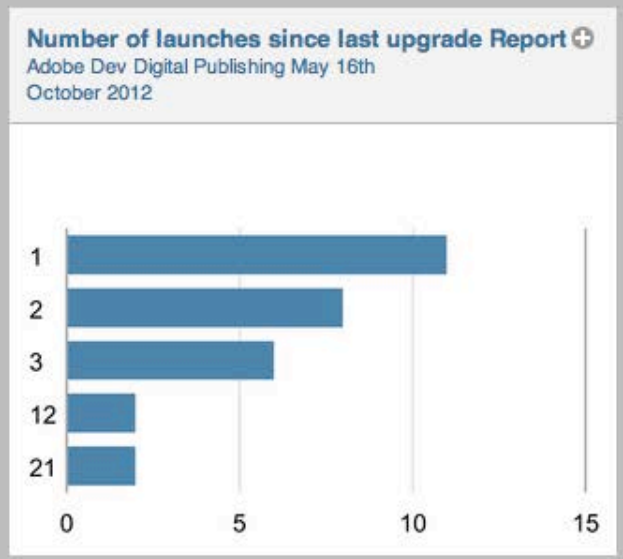
R24
iPad · iPhone · Android
Professional · Enterprise

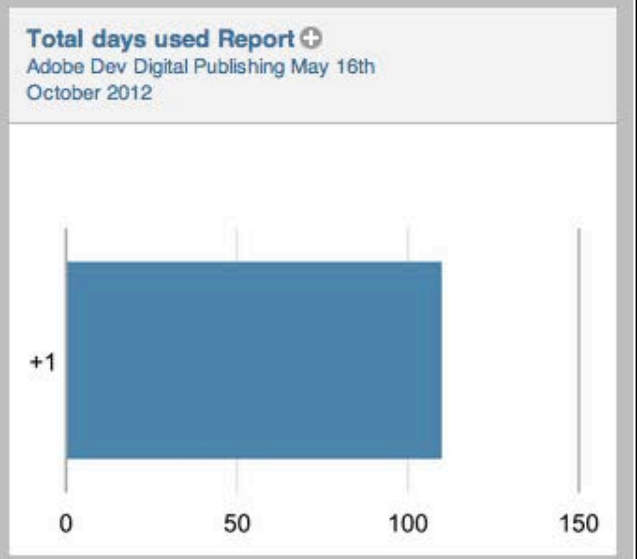












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Account Management and Web Viewer

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Accounts and Web Viewer

- Subscription Renewals
  - via Store or via Contract
  - Independent from original purchase method
- Configure Reseller Notifications
  - (screenshot)
- Web Viewer
  - Counted in Downloads Reports

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Release 25 Plan

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R25: Social Sharing

- iOS 6.0 Social Sharing [Facebook & Twitter]

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R25: Social Sharing

- Android Support
  - Share from Kindle Devices

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Viewer UI Improvements

Future
iPad

Current Library

New Library

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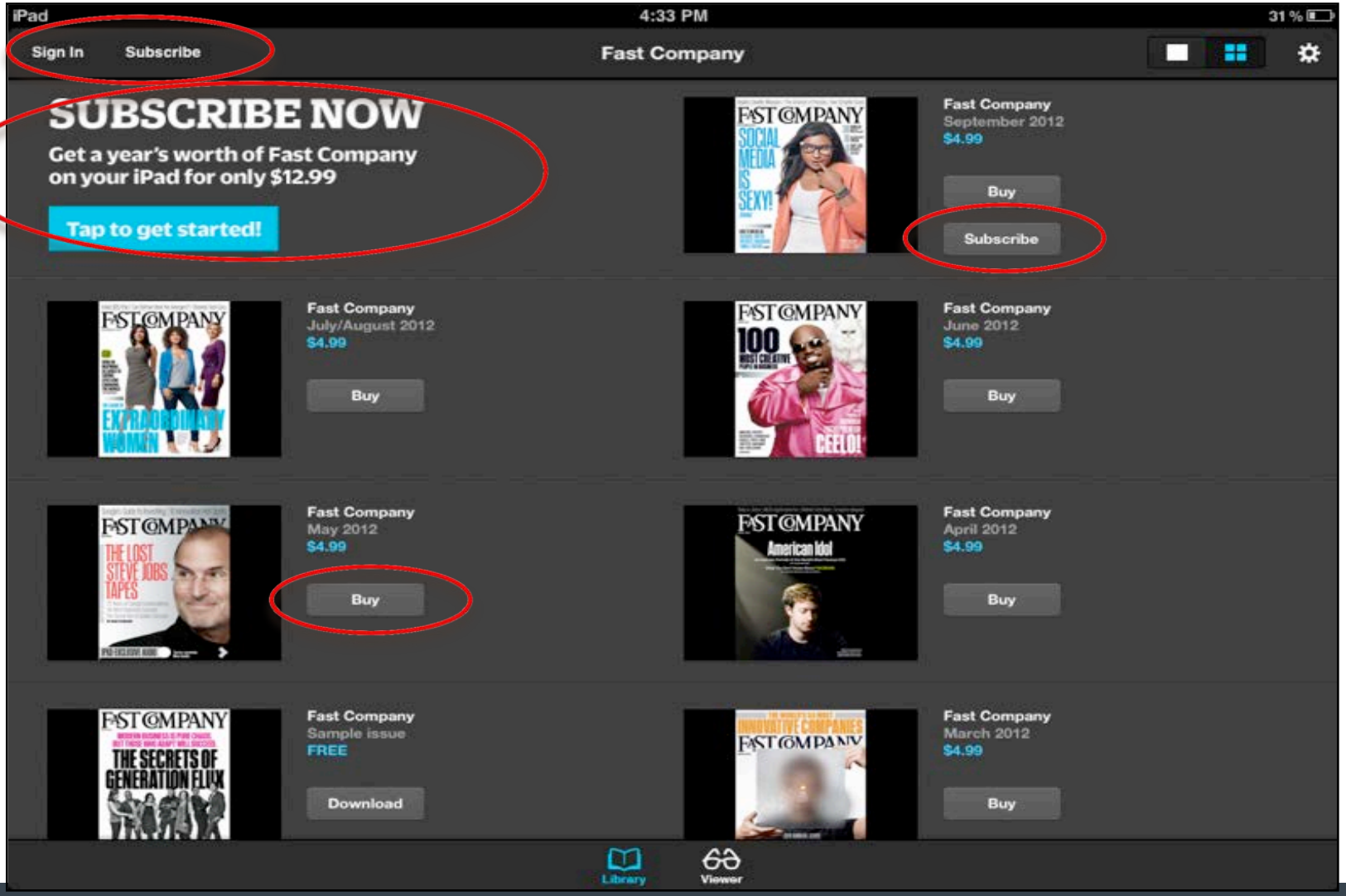
Viewer Library UI Improvements

- Current Library



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Viewer Library UI Improvements

- Current Library

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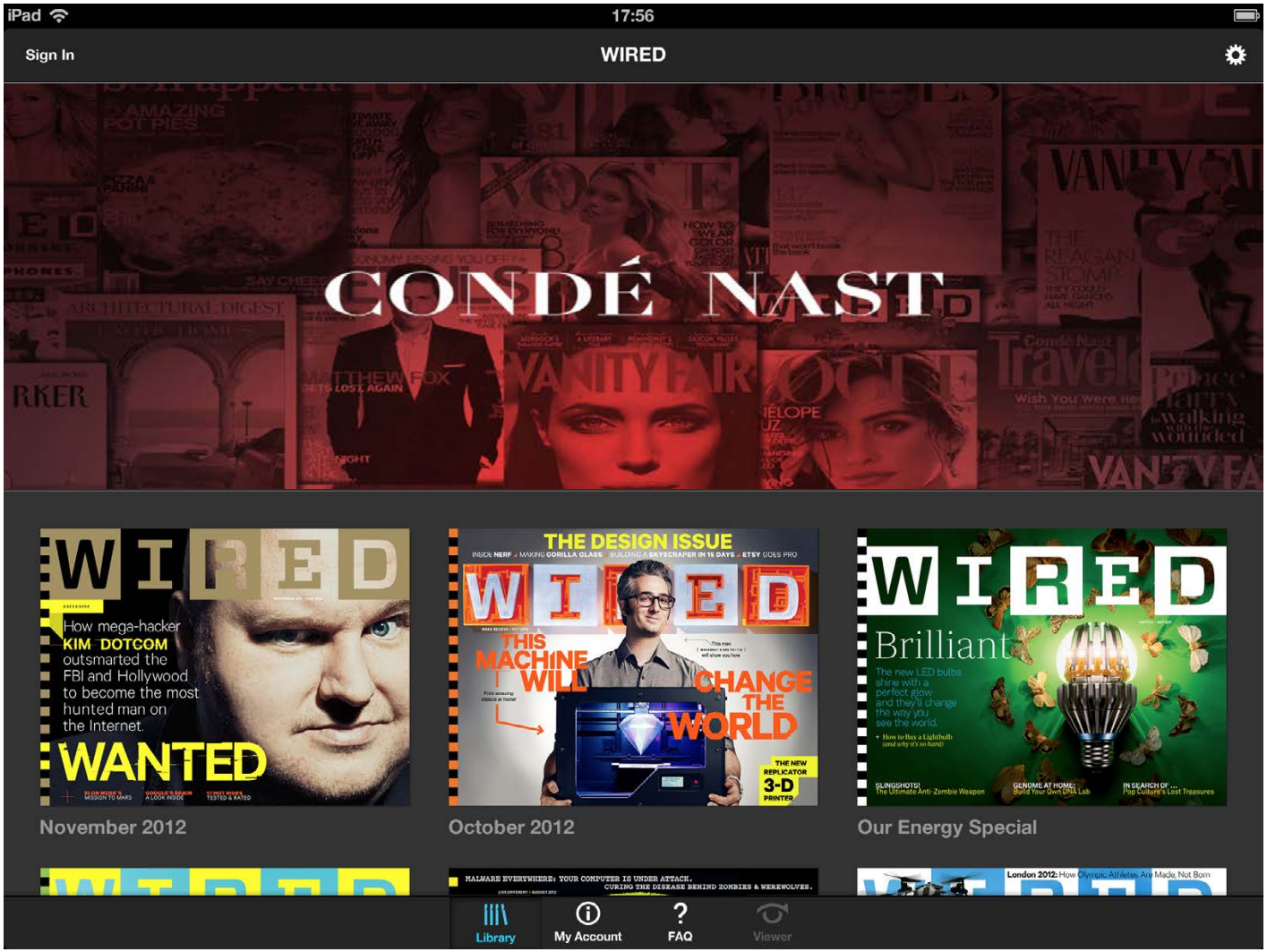
Viewer Library UI Improvements

- New Library



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Viewer Library UI Improvements

- New Library

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Viewer Features

Future
iPad · iPhone

- Free latest issue
- Background download becomes auto launched and auto viewed
- Maintain ‘Read’ location of folios
- Streamline App Submission process to Amazon App Store
- Dynamic Subscriptions
- Display private folios in enterprise signed branded viewers

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Accounts and Web Viewer

- Downloadable "Downloads Reports"
  - Download link on Analytics pane of Dashboard
- Fulfillment Purchases
  - via Adobe Store or Reseller, independent from original purchase method

- Display the Web Viewer URL for each Article
- Support for Horizontal-Swipe Stacks
- Embeddable Web Viewer (via iFrame) – Enterprise only

- China
  - Distribution Efficiencies that will allow us to take on more publications soon!

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Services

- API Improvements and additions
  - Publish API
  - FP APIs for uploading HTMLResources, TOC images, Update article, Update metadata
- Content aggregation
- Content Protection
- FFS on Amazon storage beta

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Analytics Improvements

- SiteCatalyst Analytics
  - Video tracking
  - Article completion
  - Table of Contents
  - Pages Viewed
  - Web Viewer tracking

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