

Case Study

 THE
NEW YORKER

The New Yorker

Publisher Chooses LizardTech's DjVu® Format to Digitally Replicate 80 Years of the New Yorker Reader Experience

Business Profile

Since 1925, *The New Yorker* has been America's premiere literary weekly magazine, presenting political, social and other articles, essays, literature, reviews, and — perhaps most famously — cartoons from the perspective of the Big Apple. The publisher called upon LizardTech's DjVu technology and document format to make it possible to fit 80 years' worth of the magazine's pages onto eight DVD discs enabling them to be viewed digitally in their original context.

Situation

With a circulation of more than a million, the highest renewal rate in the industry and regular contributions by some of the world's greatest writers and artists, *The New Yorker* has helped shape the 20th-century consciousness of America. To bring its influence fully into the digital age, the New Yorker set out to create exact digital replicas of every page the magazine ever published and distribute the archive on DVD as *The Complete New Yorker*. Since this endeavor encompassed a half million pages in 4,109 published issues, the sheer size of the compendium was bound to be an issue.

Getting Around the Size-Quality Tradeoff

"The big challenge with this project was taking 15 terabytes of scanned magazine pages and trying to find a way to deliver the material in a compressed document format that would preserve the sharpness of the text as well as the vibrant images," says Edward Klaris, the New Yorker executive who headed up the project. "We wanted to recreate the entire reader experience by presenting all of the pages exactly as they originally appeared in the magazine, not simply republish the separate components. The cartoons and ads are all there in the same places, next to the stories they originally ran next to. Without LizardTech's DjVu technology and Document Express software we would have had to go with an alternative that produced digital replicas that were far inferior in quality."

In seeking a digital document format that would deliver the high compression needed to reduce the size of this enormous body of work to something that could fit on a few discs and yet still preserve the sharpness of the text, the New Yorker was faced with limited choices.

Handling Differences in Document Appearance

Over the course of eight decades, the visual attributes of the average magazine page changed, in part because many of the oldest archived pages had yellowed as the paper aged, in part because of gradual changes in color palette and typeface and, in later years, the addition of photographic images. This meant that the software solution chosen would have to be customizable in application.

Maintaining Image Quality in Small Files

Quick transfer over networks is critical to a positive user experience. This meant that compression of files would be necessary, but image quality could not be sacrificed for smaller file sizes.

Solution Overview

Company

The New Yorker

<http://www.newyorker.com>

Customer Profile

The New Yorker has been America's premiere literary weekly magazine since 1925.

Industry

Publishing

Business Situation

The New Yorker was looking for a way to capture 80 years' worth of the magazine, representing 15 terabytes of data, in a single, portable, easy-to-use archive.

Solution Description

The New Yorker turned every page of the magazine from 1925 to 2005 into DjVu documents, offering customers *The Complete New Yorker* on eight DVD discs.

Technology Link

<http://www.lizardtech.com/products/doc>

Solution

The New Yorker had all 500,000 pages scanned into TIFF-formatted files totaling 15 terabytes of document images, then used LizardTech's Document Express with DjVu Enterprise Edition to convert the TIFF files into the open source DjVu electronic document format, where they measured a mere 300th of the original scanned size. This dramatic reduction made it possible to fit the collection of magazines onto a few discs, which were packaged with a 125-page book that accompanies the set as part of this presentation, highlighting selections of the best articles from the magazine's long history and directing readers to the appropriate discs for the whole story viewable in DjVu format. Included on each disc is the New Yorker's own DjVu document viewer, enabling readers to view the digital replicas in the same way as the print edition — complete with double-page spreads.

Through "encoding profiles", Document Express Enterprise Edition enabled the publisher to fine-tune the look of the pages as they were converted into DjVu documents, to account for the yellowing and other variations among the pages.

"Being such a text heavy publication, we had to go with the solution that gave us the best results surrounding the appearance of the words," says Klaris. "There is no degradation of the letters whatsoever. Document Express' ability to compress pages with both text and imagery to achieve such small file sizes without distorting the text is unique in the industry."

Benefits

Cost-Effective Republishing for Broadened Readership

Distribution of *The Complete New Yorker* in the open source DjVu format represents a cost-effective solution for the repurposing and republishing of the entire New Yorker archive. *The Complete New Yorker* will expose a new generation of readers to the work of a wide range of authors and artists including J.D. Salinger, Dorothy Parker, Charles Adams, Joseph Mitchell, and Truman Capote.

Exact Replication of Content in its Original Context

Whereas merely digitizing and reformatting content for websites or modular distribution would remove it from its original context, presentation as DjVu documents digitally replicates the genuine New Yorker reader experience, with every component of every issue in its original place on every page.

“Without LizardTech's DjVu technology we would have had to go with an alternative that produced digital replicas that were far inferior in quality.”

Edward Klaris
The New Yorker

LizardTech software enabled the New Yorker to cost-effectively republish exact digital replicas of its entire 80-year archive as DjVu documents.

For More Information

For more information about LizardTech products, contact LizardTech at (206) 652-5211. In Europe, call LizardTech UK, at 44 (0) 870 922 0239. Outside the 50 United States, please contact your local LizardTech sales manager. To access purchase information using the World Wide Web, go to: <http://www.lizardtech.com/purchase>.

For more information about LizardTech Document Express, go to: <http://www.lizardtech.com/products/doc>

For more information about The New Yorker, visit their Web site at: <http://www.newyorker.com>

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