XML (eXtensible Markup Language) turns your documents from a mash of text and objects into a sortable, adjustable, hierarchical collection of content pieces. XML describes content in structural terms and uses machine readable tags to communicate structural definitions, meanings and relationships.

**How Does XML Help in Publishing?**

- **XML-First Benefits**
  - Publishing of content in real time
  - Increased data integrity across multiple formats
  - Integration with any typesetting software
  - Ease of content localization/internationalization
  - Platform agnostic content creation
  - "Ahead of Print" publishing flexibility
  - Multiple delivery formats from a single data source
  - Corrections at any stage
  - Increased web discoverability

- **What is XML?**
  - (eXtensible Markup Language)

- **XML-First by the numbers...**
  - 12–27 Days Reduced Time to Publication
  - 25% Reduction in Production Costs
  - 85% First-proof Acceptance Rate

**Why XML and Not HTML**

As with HTML, XML uses tags to divide content into chapters, headings, paragraphs, block-quotes, etc. However, the following are a few key reasons that really sets XML apart from HTML in a content publishing workflow:

- **EXTENSIBILITY**
  - XML permits creation of content-specific custom tags; HTML tags are pre-defined and limited in vocabulary

- **SIMPLICITY**
  - XML Describes the Content; HTML Presents the Content

**UNIVERSAL COMPATIBILITY**

XML can be understood by any program, operating system or database; HTML needs to be made understandable.