

“A junior market,
thousands years old”

MF, 15 gennaio 2010

Non Trade

Trade

Fiction
Gen.Int. Non-Fiction
Business
Children Books

Harper Collins
Random House
Hachette
Simon&Schuster
Harlequin
Penguin

Offerta
Diritti
Licensing

Education

(Study)

Textbooks

Cengage
McMillan Ed
McGraw-Hill Ed
Pearson Ed
Wiley Ed

Reference

(Search)

Reference Works
Directories
*K-12 supplementary
material*

Gale
Sage

Domanda
Forza Commerciale
Sedi locali

STM^(*)

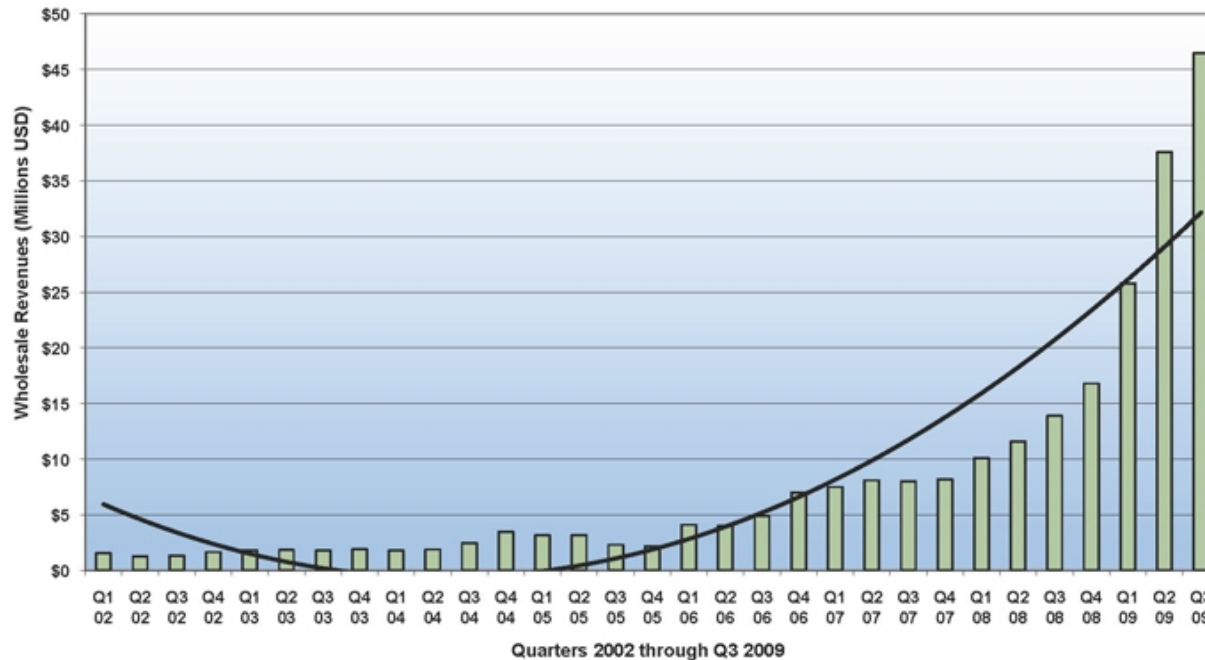
(Research)

Reference Works
Textbooks
Book series
Monographs

Springer
Elsevier
Wolters Kluver
Wiley-Blackwell
Oxford UP

(*) Scientific, Technical & Medical

IDPF



Important Notes About Collection & The Above Graph

The data above represent United States revenues only

The data above represent only trade eBook sales via wholesale channels. Retail numbers may be as much as double the above figures due to industry wholesale discounts.

The data above represent only data submitted from approx. 12 to 15 trade publishers

The data does not include library, educational or professional electronic sales

The numbers reflect the wholesale revenues of publishers

The definition used for reporting electronic book sales is "All books delivered electronically over the Internet OR to hand-held reading devices"

The IDPF and AAP began collecting data together starting in Q1 2006

<i>(US Mkt)</i>	<i>Non Trade</i>			
	Trade	Education <i>(Study)</i>	Reference <i>(Search)</i>	STM ^(*) <i>(Research)</i>
Digital Revenue Estimate	1%	30%	60%	Lower double digit % of total book revenue

(*) Scientific, Technical & Medical

Fonte: Michael Smith (IDPF), Leslie Hulse (HarperCollins), Cynthia Cleto(Springer), Ken Brooks (Cengage) - TOC 2009

Geografia

mercati dove esistono e c'è offerta per tutti i tipi di device (USA, UK, AUS);
mercati dove ci sono tutti i device, ma c'è offerta solo per alcuni di essi (EU, Hispanic);
mercati dove ci sono quasi tutti i device (ereader poco diffusi) e c'è un'offerta soprattutto per mobile (JPN).

Cina & Corea (price!): Hanvon (CHI) e Iriver Story (KOR)

Hanvon developed and launched its first eBook reader in 2008. Today, Hanvon is the leader in the eBook reader market in China with 95% of the market share, shipping close to 100,000 units in December 2009, ten times more than the previous year. In just over one year, Hanvon also became the world's second largest eBook reader manufacturer in the world. CES, Las Vegas, Jan 7 2010.

eBooks downloads (US)

Market Share September 2009

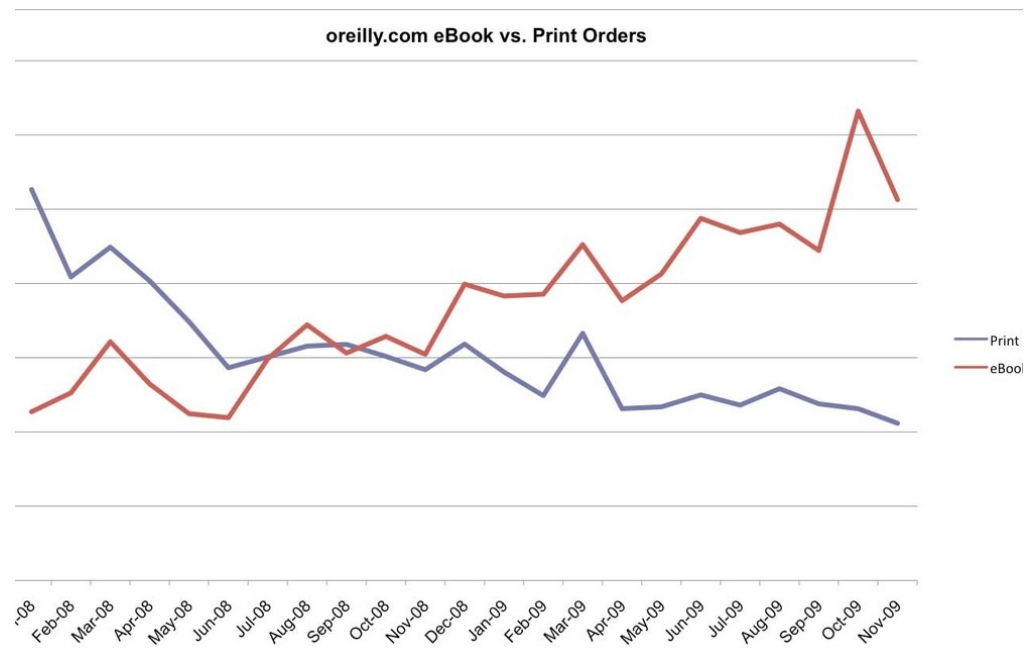
Computers	42.0%
Kindle 1- 2- DX	25.0%
iPod/MP3	16.0%
iPhone	6.0%
PDA (Blackberry, etc.)	5.0%
Sony E-Reader	1.0%
Mobile/Cell Phone	1.0%
Other	4.0%

Fonte: R.R. Bowker; October 26, 2009

Non-Trade

*Safari Books Online (O'Reilly-Pearson)
Ebrary (Christopher & John Warnock)
Ebsco, ProQuest*

O'Reilly da 2/1 a 1/3



Trade - *Dicembre 2009*

Posticipo 4 mesi molti ebook titles (9 dec 2009)

Stephen Covey (15 dec 2009)

Random House clause (15 dec 2009)

Chiude Borders UK (23 dec 2009)

Oltre la fase 0

Trasposizione: catalogo

Disintermediazione parziale: Enhanced Editions (contenuto), Invisible Publishing (autore), FlatWorld Knowledge (lettore)

Disintermediazione: self-publishing (Scribd, Smashwords)