

kobo™



IDPF - BEA

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Michael Tamblyn
@mtamblyn

@kobo

Launched December 2009

Our Mission:

Kobo is the freedom to read
anytime, on any device and
share your reading life with
friends everywhere.

David
vs.
Goliath

David

vs.

E-commerce Goliath

David

vs.

E-commerce Goliath

and

Bricks-and-Mortar Goliath

David

vs.

E-commerce Goliath

and

Bricks-and-Mortar Goliath

and

Fetishistic Device Goliath

David

vs.

E-commerce Goliath

and

Bricks-and-Mortar Goliath

and

Fetishistic Device Goliath

and

Search Goliath

and yet...

10 months
1 million users


+90 days

2 million users

+70 days

3 million users

today:
3,591,089



200 countries.

Creative Commons: ToastyKen

34 000
employees

25 000
employees

200
employees!

Top Free iPhone Books Apps

Sort By: **Best-sellers** ▾

-  **iBooks**
Books
Updated Jul 23, 2010
+ FREE ▾
-  **Kindle**
Books
Updated Aug 23, 2010
+ FREE ▾
-  **1.8 million Free Books – Read Ko...**
Books
Updated Aug 28, 2010
+ FREE ▾
-  **Barnes & Noble NOOK for iP...**
Books
Updated Sep 03, 2010
FREE ▾
-  **100,000 Free Books - Wattpad**
Books
Updated Aug 26, 2010
+ FREE ▾
-  **Marvel Comics**
Books
Released Apr 01, 2010
+ FREE ▾
-  **Love Quotes 500**
Books
Updated Oct 06, 2009
FREE ▾
-  **Audible**
Books
Updated Sep 20, 2010
FREE ▾
-  **Comics**
Books
Updated Sep 19, 2010
+ FREE ▾



BlackBerry[®]

COME GET YOUR DEMO ON.

Try out the BlackBerry PlayBook at the BlackBerry from Wireless Giant store.

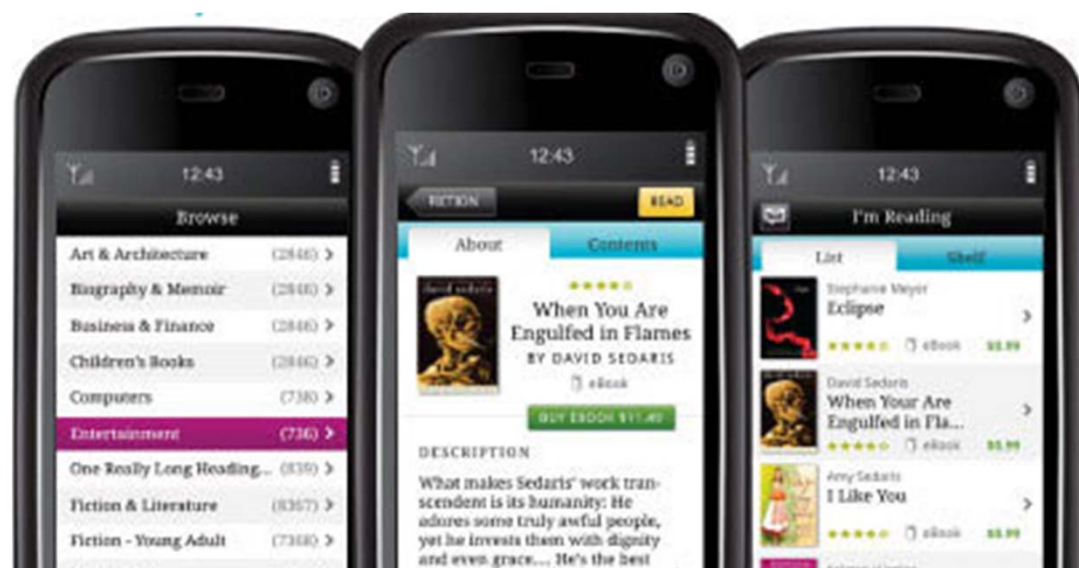


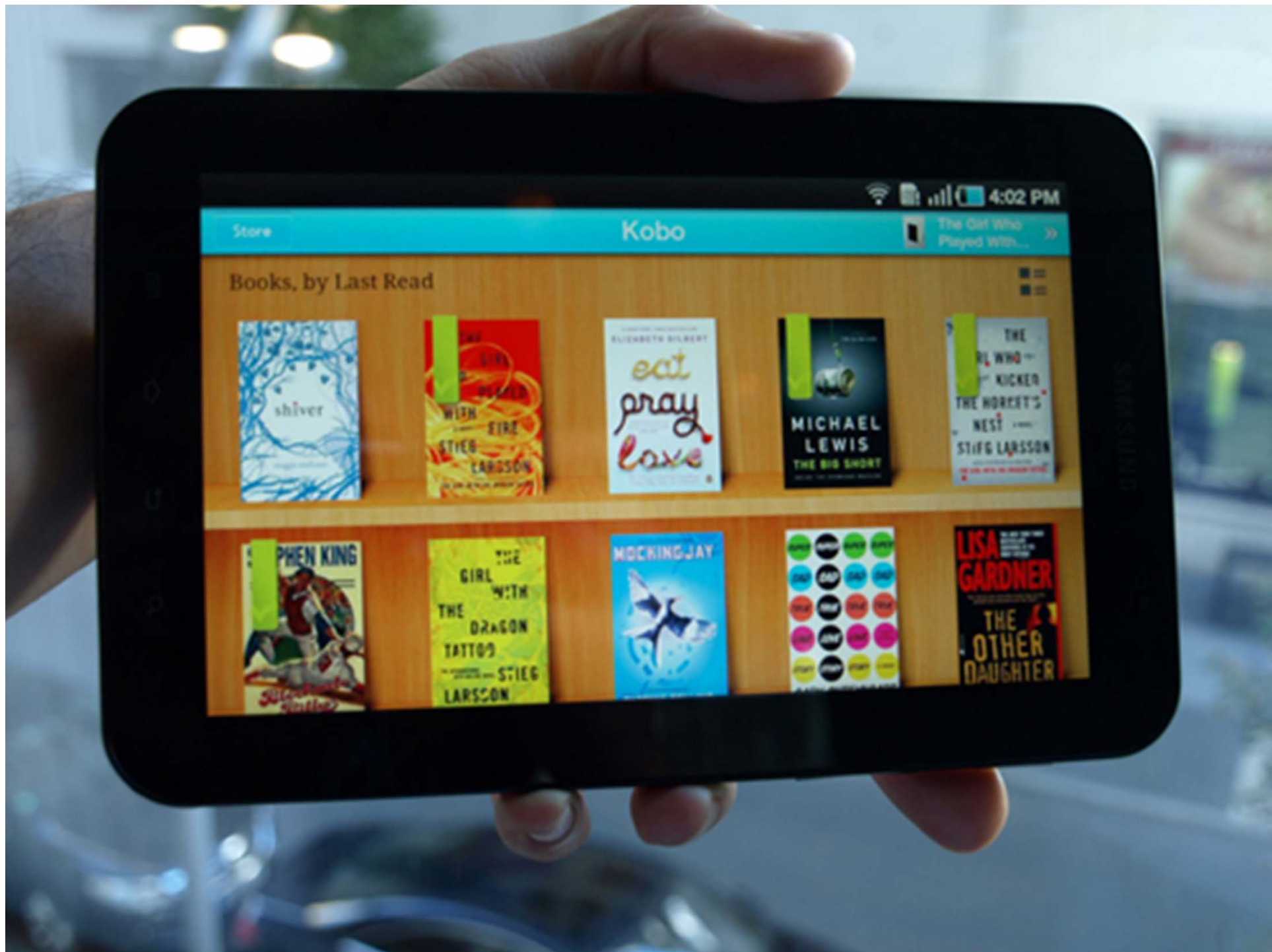
 **BlackBerry** PlayBook™

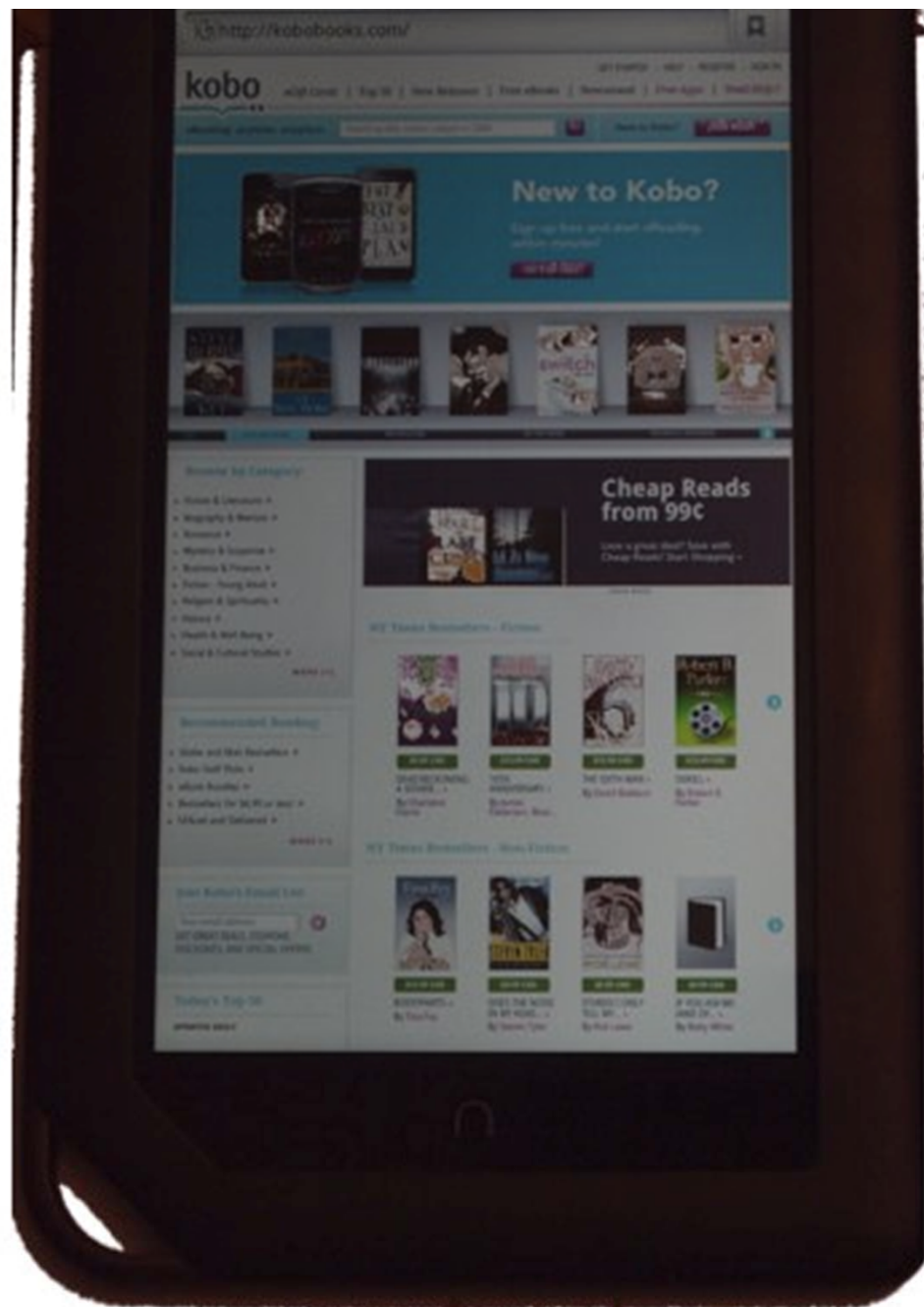
blackberry.com/playbook

#1









nook color
by Barnes & Noble



May 2010
\$149



(the cloud)

The Year of the eBook

Year Past

5 things we've learned

#1 It's happening faster.

5-10% in 5 years

8% in *one year*

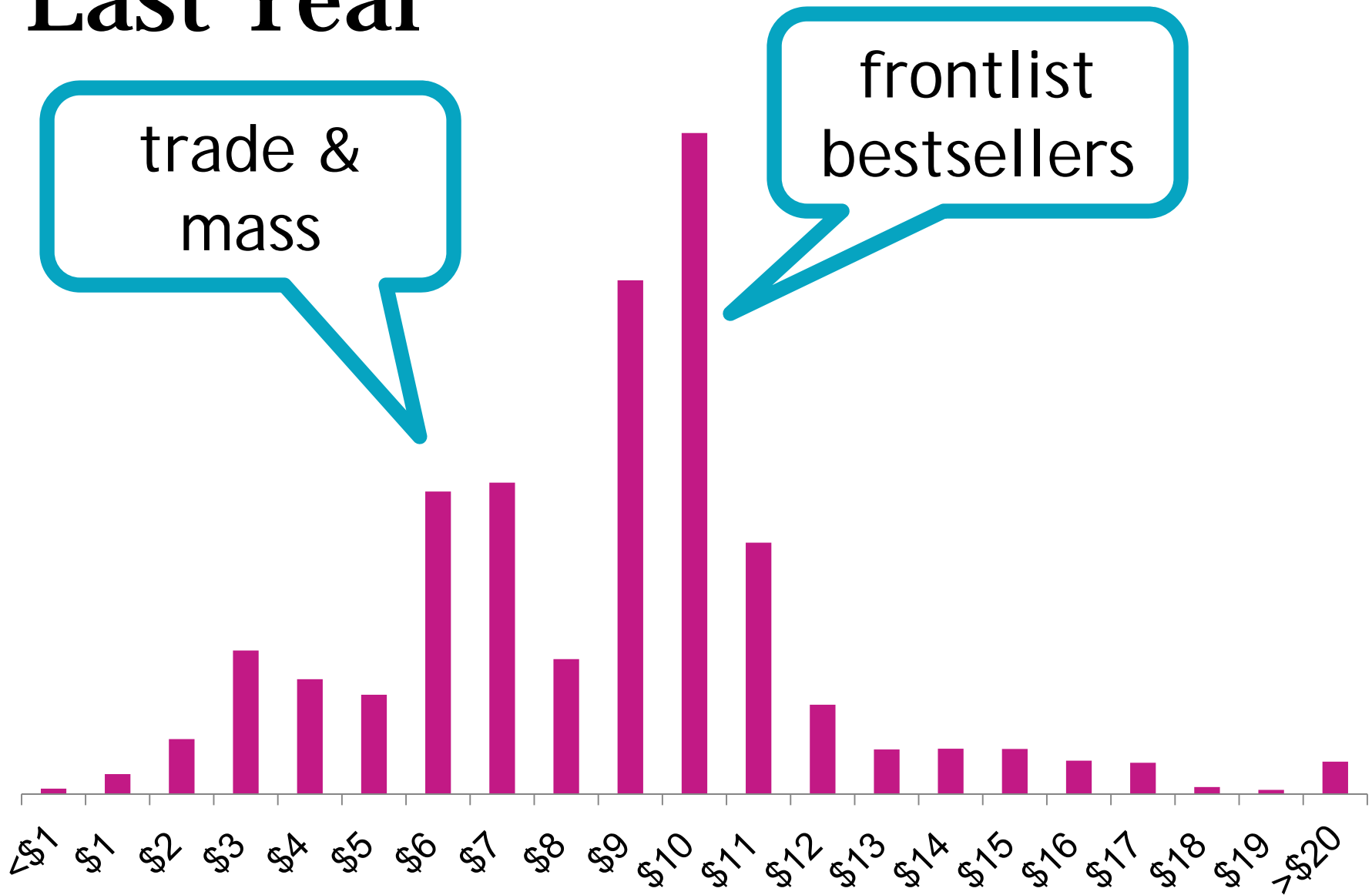
15-22% in last quarter

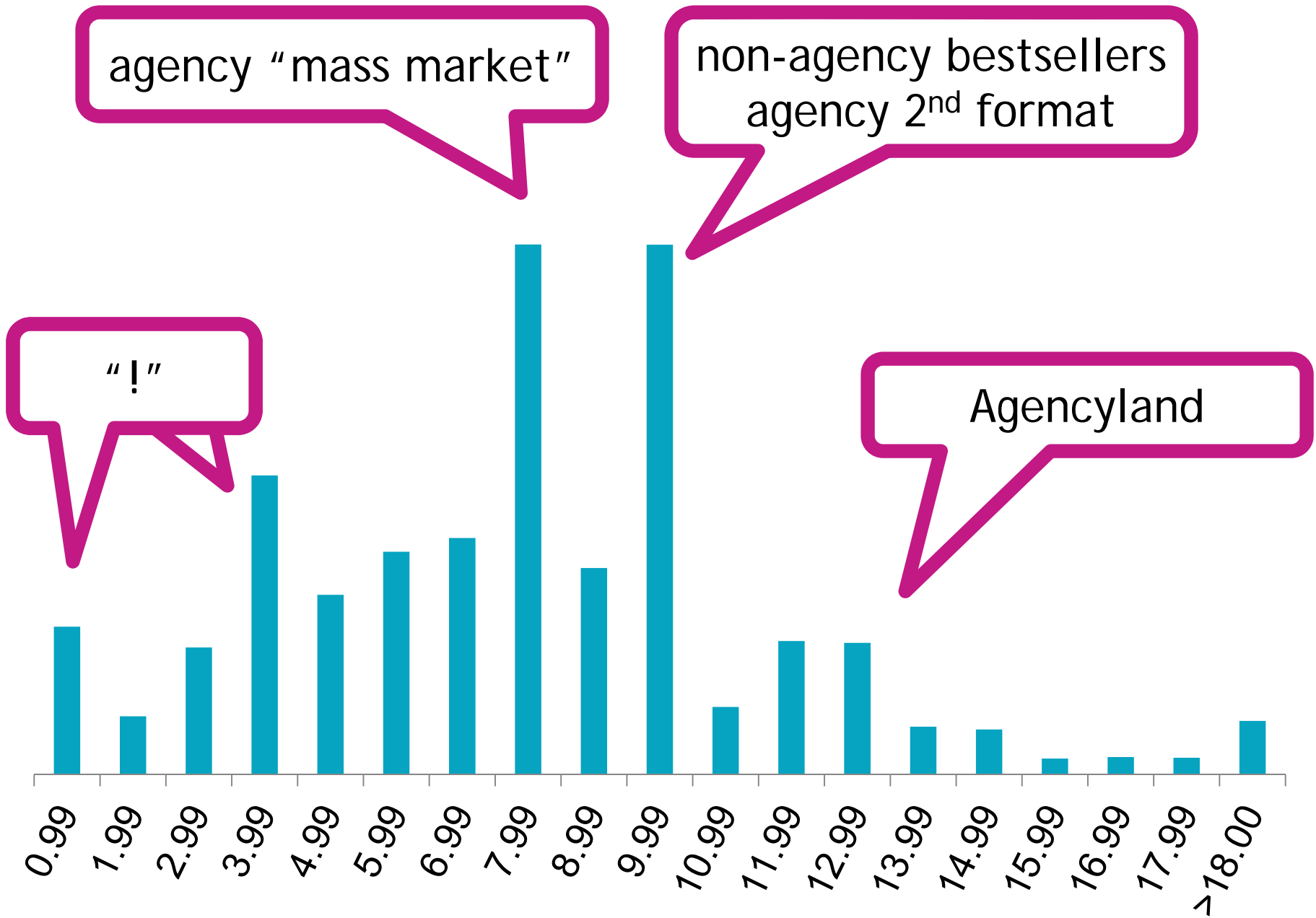
Indy presses: 10%



**#2 The price landscape
has changed**

Last Year





agency "mass market"

non-agency bestsellers
agency 2nd format

!"

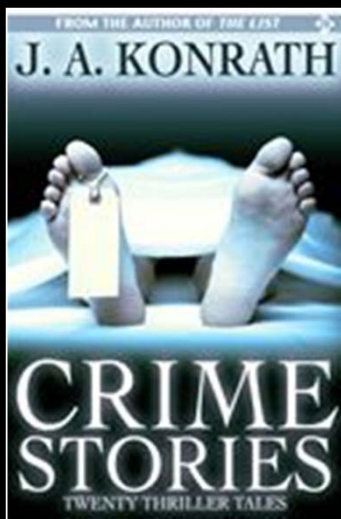
Agencyland

\$0.99, \$2.99, \$3.99

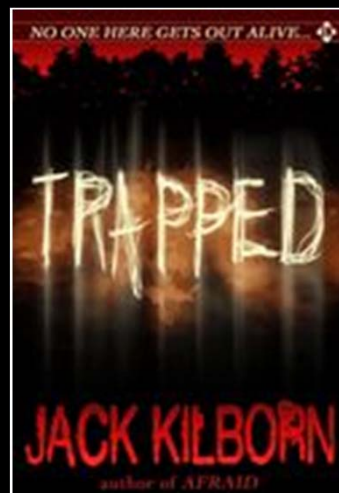
$\frac{1}{2}$ publisher price
experimentation

the other $\frac{1}{2}$...

#3 Self-publishing got big



\$0.99



\$2.99



\$2.99



\$2.99



\$2.99



\$0.99

7%

of *total* unit sales



#4 Tablets didn't kill eInk.

(Disclaimer)

We love tablets. We love them all day long. We have teams of people who do nothing but eat, sleep and breathe iPads, Playbooks, Samsung Galaxies, Xooms, Asus EEE's, Toshibas and every other tablet you can possibly imagine. They are wonderfully colourful, we can answer our email with them, they allow us to sell illustrated colour content that we couldn't sell before, they provide an incredible platform for multimedia and enhanced ebooks. Not to mention that we love Angry Birds and Cut the Rope and all of the other great things you can do with a tablet. Don't even get me started on the iPad2 magic cover – that thing is so freaking awesome I have trouble sleeping at night. All this to say that nothing you are about to hear in any way should give a sense that we have anything other than deep and abiding love for tablet devices in every possible format and shape.

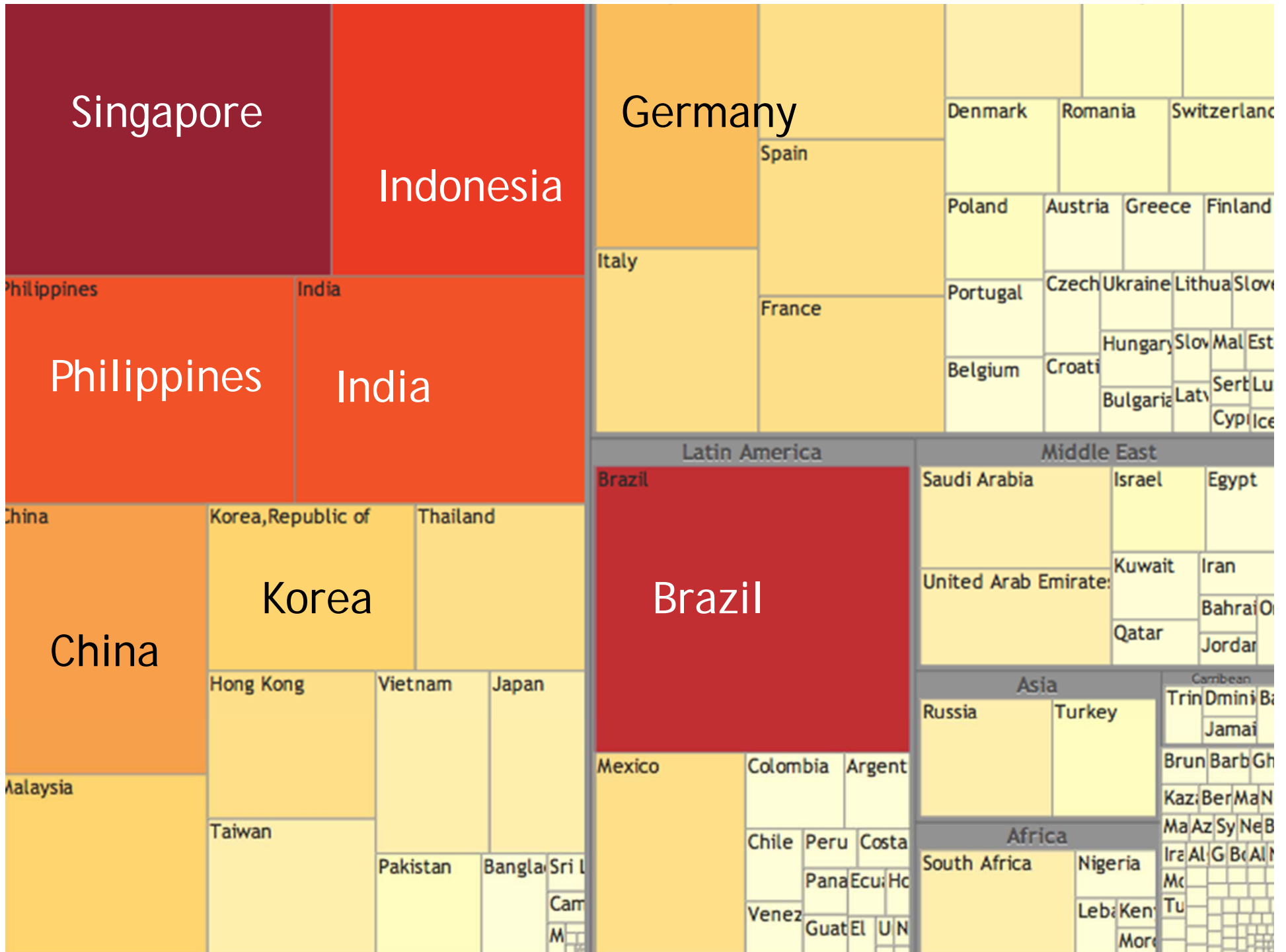
eInk customers read more.

eInk:
Average purchase price
+15%

Order frequency
+49%

Customer lifetime value
66-126% more valuable

#5 All around the world.



Last year

Year Ahead

Two big themes

2010: the perfect *reading*
experience

the perfect experience for
one person



2011: the perfect *reader*
experience (I)

how can reading be better...

...when there are millions
reading with you and
sharing their experience?

Reading Life

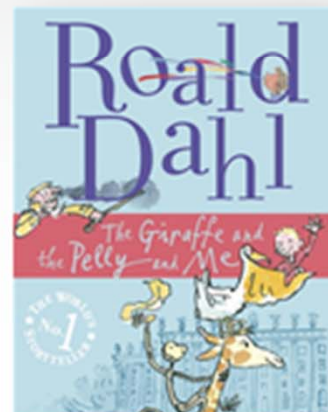
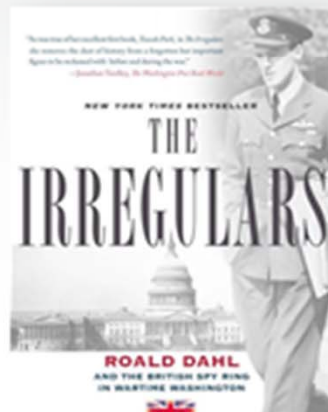
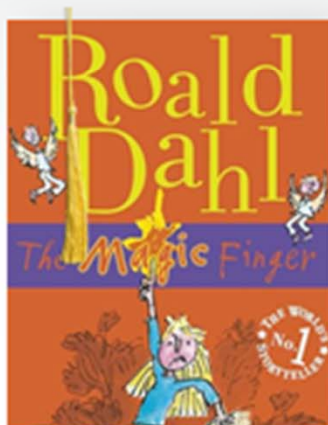
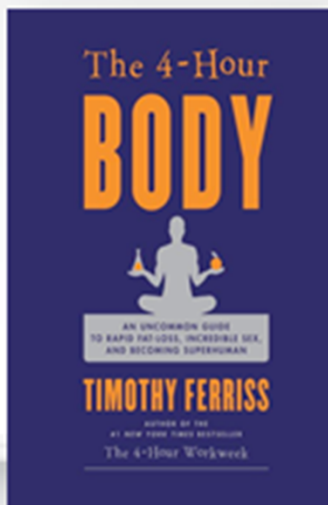


3



Account

ALL ▪ I'M READING ▪ BOOKS ▪ NEWS & MAGS ▪ PDFS

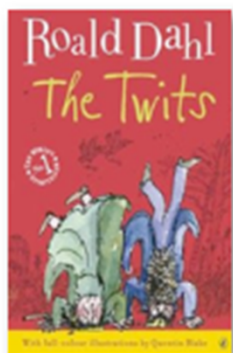


**help readers learn about how
they read**



READING STATS

IN PROGRESS



The Twits

by Roald Dahl

22% Completed

0

Hours Read

16

Pages Turned

Also Reading



IN MY LIBRARY



- Books
- Newspapers
- Magazines
- PDFs

COMPLETED

4

Books

17 / 26

Awards

213



3%



Pages Turned



IN MY LIBRARY



- Books
- Newspapers
- Magazines
- PDFs



COMPLETED

4

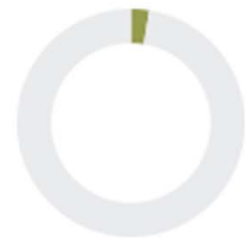
Books

17 / 26

Awards

213

Pages Turned



3%

Of Your Library

ON AVERAGE

16

Total Hours Reading

0:23

Hours Per Book

0

Minutes Per Magazine

121.6

Pages Per Hour

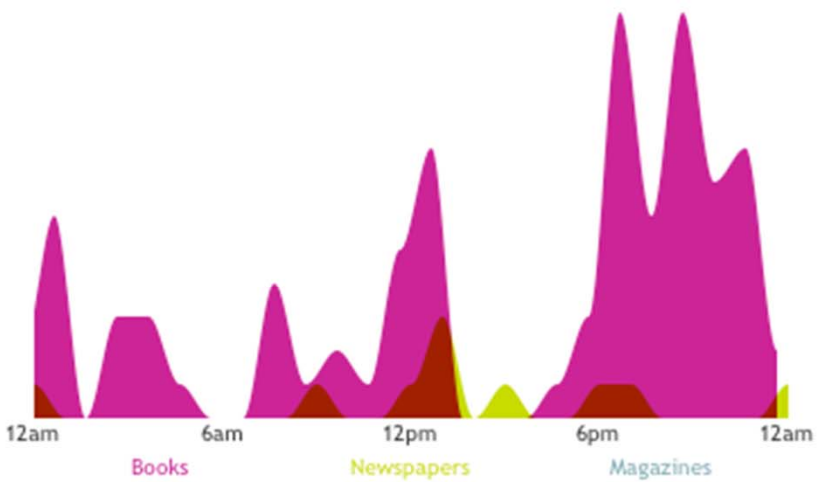
15.5

Pages Per Reading

23.8

Minutes Per Newspaper

READING TIMES



Book Cover



Awards



Reading Stats



Activity



Settings

get readers motivated



Book Cover



Awards



Reading Stats



Activity



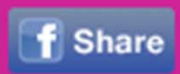
Settings

news



Fanatic

Congratulations, you're officially obsessed. You have 5 books by Jim Butcher.





Kobo is THE social reading platform
December 06 2010 - March 31 2011

READING LIFE USER STATS

2,339,972

Awards on the iPhone

112,768

Faces & Places on the iPhone

843,013

Awards on the iPad

41,373

Faces & Places on the iPad



The majority of Facebook Users on the iPhone are Female



The majority of Facebook Users on the iPad are Male

SHARED CONTENT

65.74% Awards

9.46% Started a new read

5.27% Shared a passage

4.86% Finished a book

3.58% Added a new book



2.52%

Shared book cover

2.40%

Shared a book

2.12%

Shared a Face

1.65%

Shared a Place

ON READING LIFE

98%

of iPad and iPhone customers access Reading Life on a regular basis

FACES & PLACES



76,166

Places have been discovered

92,273

Faces have been discovered



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The majority of Facebook 
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The m
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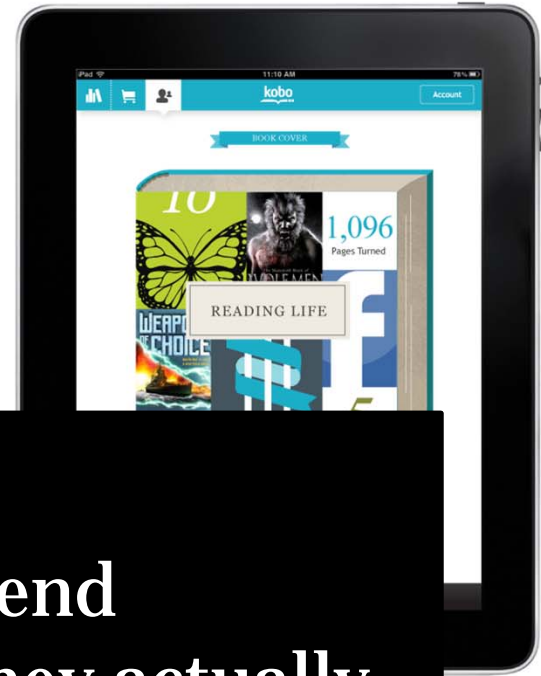
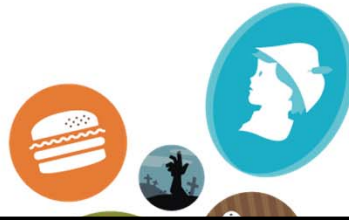
Faces & Places on the iPhone

843,000

Awards on the iPad

41,370

Faces & Places on the iPad



Reading Life users spend **50% more time** with us. They actually read more, since Reading Life launched.

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98%



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92,273

Faces have been discovered



of iPad and iPhone customers access Reading Life on a regular basis

more to come...

**more social sharing inside
the book**

how can your friends help
you find the right book?

even more interesting...

**What happens when millions
of readers decide they want
to make a difference?**

Wednesday

KOBO

READ
ON

The logo consists of the text 'KOBOR EAD ON' in a bold, white, sans-serif font. The word 'KOBOR EAD' is on the top line, 'ON' is on the bottom line, and a thin white horizontal line is positioned between them. The letter 'O' in 'ON' is stylized with a white five-pointed star inside it. The text is centered within a pink banner that has a pointed bottom edge. This banner is set against a teal background, which is itself centered within a larger black rectangular frame.

2011: the perfect *reader*
experience (II)

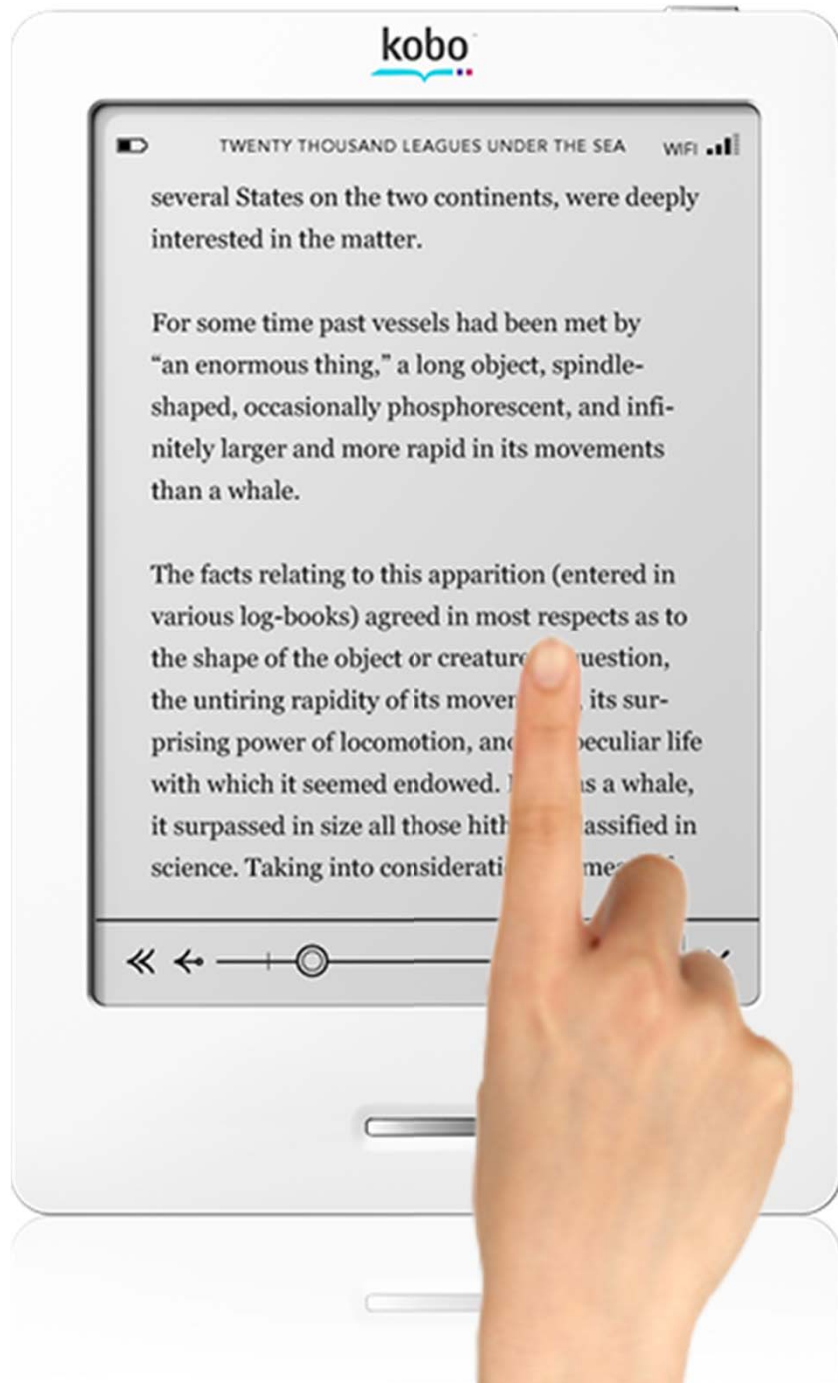
**eInk customers are still the
best ebook customers**

**What would the perfect eInk
reader look like?**

We think we figured it out.

Introducing the **ALL NEW** Kobo eReader Touch Edition





Amazing NEW Real Touch™ Experience

Real Touch™ experience with Neocode's new zForce™ infrared touch technology and an entirely new, intuitive Touch Interface

Easily Tap OR Swipe to turn pages, highlight, lookup, navigate, search, zoom...

6" Pearl e-Ink Screen, like reading print on paper

The First to Use The New Freescale 508 processor designed high performance and low power consumption for EPD displays

Real Touch™

- Highlighting
- Built-in Dictionary
- Predictive Search
- Multiple Bookmarks
- Full book navigation via “Scrubber”
- PDF Panning and Zooming
- Customize your experience—12 fonts, 2 font styles
- Virtual Keyboard
- Shortlists



New touch screen keyboard



Beautiful NEW Design!

Designed for Readers by
Readers....by Kobo and world
renowned design house IDEO

Perfect Size! Fits in your pocket so
you can take it with you anywhere

Thin & Light - The Ultimate in
Reading Comfort

Signature Quilted Back, Soft-Touch

Single Home Button – books don't
have keyboards, and neither should
an eReader!



kobo™



Reading Life

English
German
French
Spanish
Dutch
Italian

The FIRST International eReader



English
French
German
Spanish
Italian
Dutch



Available for Pre-Order Today

\$129.99 USD, includes a \$10 gift card

Available for pre-order at leading retailers across North America: Borders.com, Indigo.ca, BestBuy.ca, and Walmart.ca

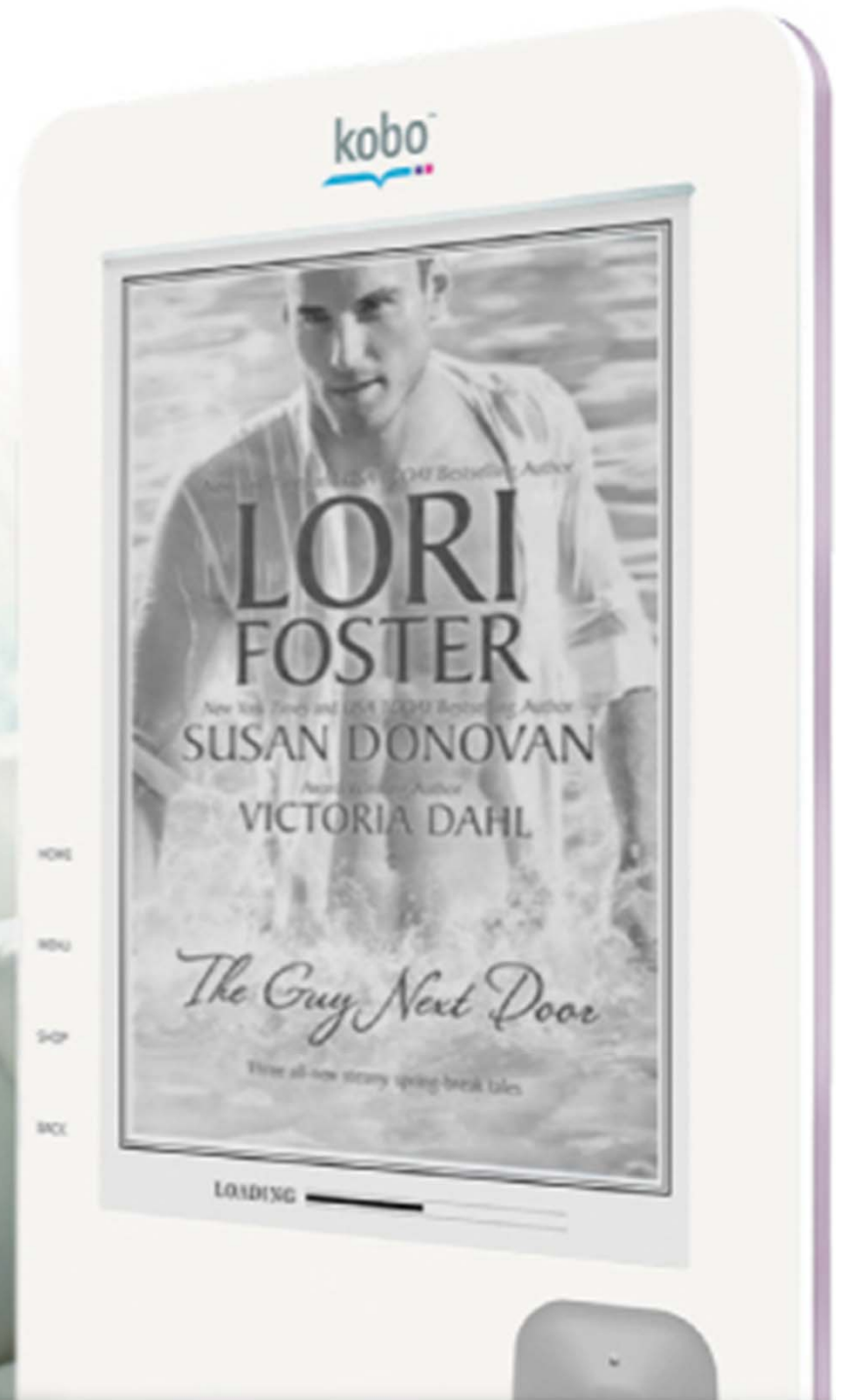
Price

MSRP of \$129.99 USD and \$139.99 CAD

In Stores for Fathers Day in North America

Ships in early June, includes a FREE \$10 Gift Card.

Starting today, the first generation Kobo Wi Fi goes to a new everyday low price of \$99.99 USD and \$109 CAD



kobo™



IDPF - BEA

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