Update on eReading Devices and Apps

<IDPF 2011> Digital Book
New York

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Gartner delivers the technology-related insight necessary for our clients to make the right decisions, every day.
The Evolution of E-Reading

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WW Mobile Devices Forecast and Potential

(000s of units)
Source, Gartner April 2011
E-Readers As We Speak

• The future of the e-ink device is in jeopardy
  - What’s to become of e-ink devices?
• Tablets come and go, but the iPad still rules
  - Which means Apple dictates the rules
  - Will publishers ever get the upper hand
• Publishers have fallen in love with the “enhanced book”
• Is a device suited only for books enough?
  - The reader’s tablet. Seven-inch screen is a non starter for newspapers and magazines
Colliding Forces

Publishers

Cloud providers

CE Manufacturers

Bandwidth Providers

The reading consumer
Devices Won’t Matter

• It will boil down to three devices:
  - Smartphone
    • Snacks, excerpts, short-form content, location-aware content, social
  - E-readers
    • Two flavors: black and white (Kindle, Nook, Kobo) aimed at hardcore readers, given away with subscriptions; color (Mirasol, Liquidvista) offering enhanced capabilities in smaller format.
  - Tablets
    • Seven-inch format does not work for newspapers and magazines
    • Apple and….?
The Cloud: Content over Devices

Why Amazon looks so scary

137 million customers
Device agnostic; experience and utility fits the access point; transparency between mobile and fixed yet location smart.
Who Will Compete in the Cloud?

- Amazon
- Google
- Apple
- Publishers (Bookish)
- Microsoft/Nokia
- Yahoo
- Barnes and Noble
- CSP (Telcos, cable companies)
- Sony
The Crystal Ball

• New devices from:
  - Amazon— a tablet that offers enhanced reading and other services to complement the Kindle
  - B&N—a new device, TBA
  - Sony—about time it took advantage of its content assets (movies, TV, games)

• Color e-readers with e-ink/e-paper like experiences
  - Mirasol (Qualcomm), Liquidvista (Samsung)

• Content w/out borders (Storytelling)
Quick Hits

• Social: no one has it right...yet. Nook Friends is on the right track

• Self-publishing: It’s always been here but new technology is making it more pervasive. More self-published, small press titles than from major houses. Social will be a key to find the hidden gems

• Book Trailers (actually the name is trademarked ®). One ingredient in a transmedia campaign