

EPUB 3 and the expansion of e-book market in Japan

About Kodansha Ltd.

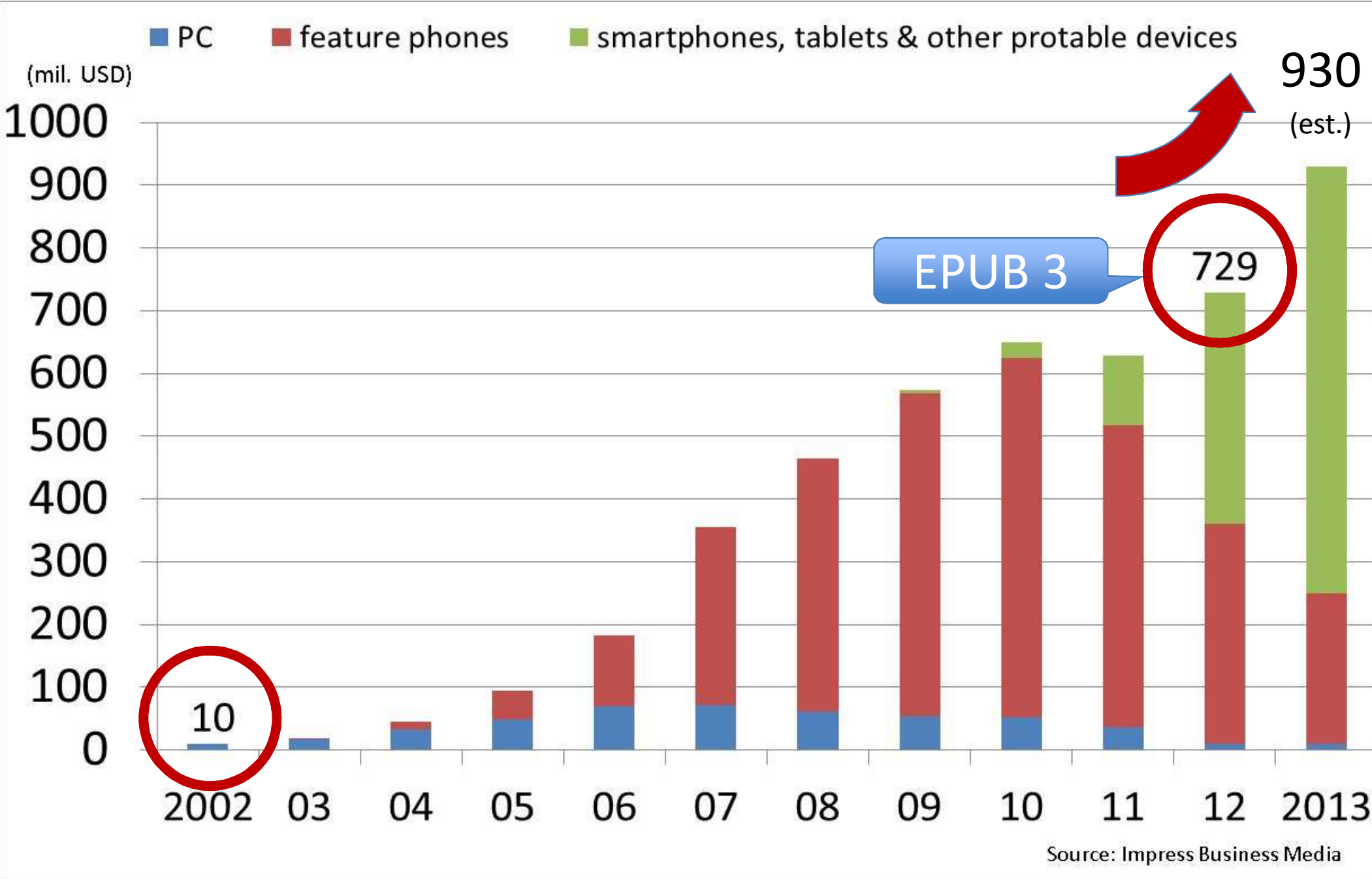
- Established: November 1909
- Capital : 300 million yen (3 million USD)
- Annual Turnover (FY2013) : 120.2 billion yen (1.2 billion USD)
- Number of titles published (FY2013) :
 - Magazines / 50 titles (748 issues)
 - Books / 1,724 titles
 - Manga / 1,691 volumes



Agenda

- Growth of the e-book industry in Japan
- Contribution of EPUB 3 to the rapid market expansion
- Strategic view for global and long-term growth

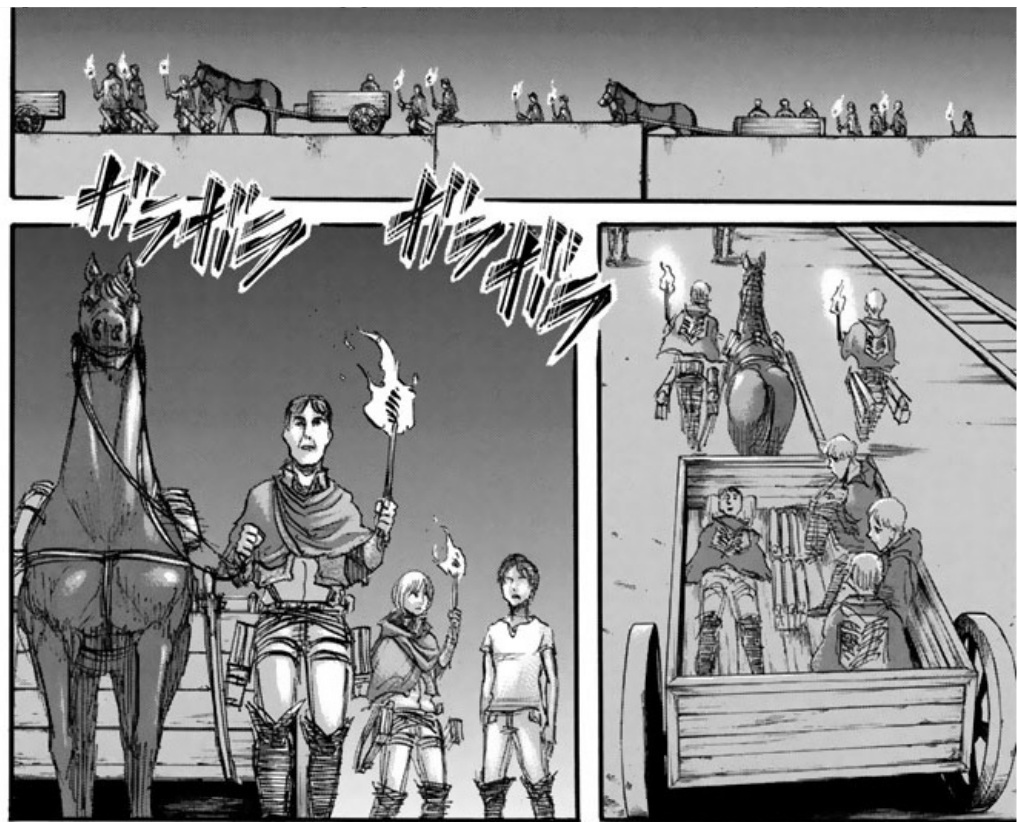
Growth of e-book market and introduction of EPUB 3



は、生^なま傷のたえまがなく、僕は醜い。しかも僕は眼の負傷以前から、それは母親が、美しくなるであろう弟に比較しながら、僕の成人後の容貌について予言した言葉をたびたび思い出させたのであるが、しだいに自分にそなわっている醜さの特性をあきらかにしていた。失われた眼が、醜さを日々更新し、つねになまなましく強調しつづけているにすぎない。生来の醜さは日蔭にひそんで沈黙していようとする。それを日なたへひきずりだしつづけるのが、失われた眼の効果である。もつとも僕は暗黒にむかう眼に、ひとつの役割をあたえた。機能を喪失した眼を僕は、頭蓋の内側の暗闇にむかつて

開かれている眼になぞらえた。僕の片眼は血のいっぱいたまった、体温よりいくらか熱い暗闇をつねに見つめている。僕は、自分の内部の夜の森を見張る斥候^{せつこう}をひとり傭^{やと}ったのである、そのようにして僕は、僕自身の内側を観察する訓練を、みずからに課したのである。

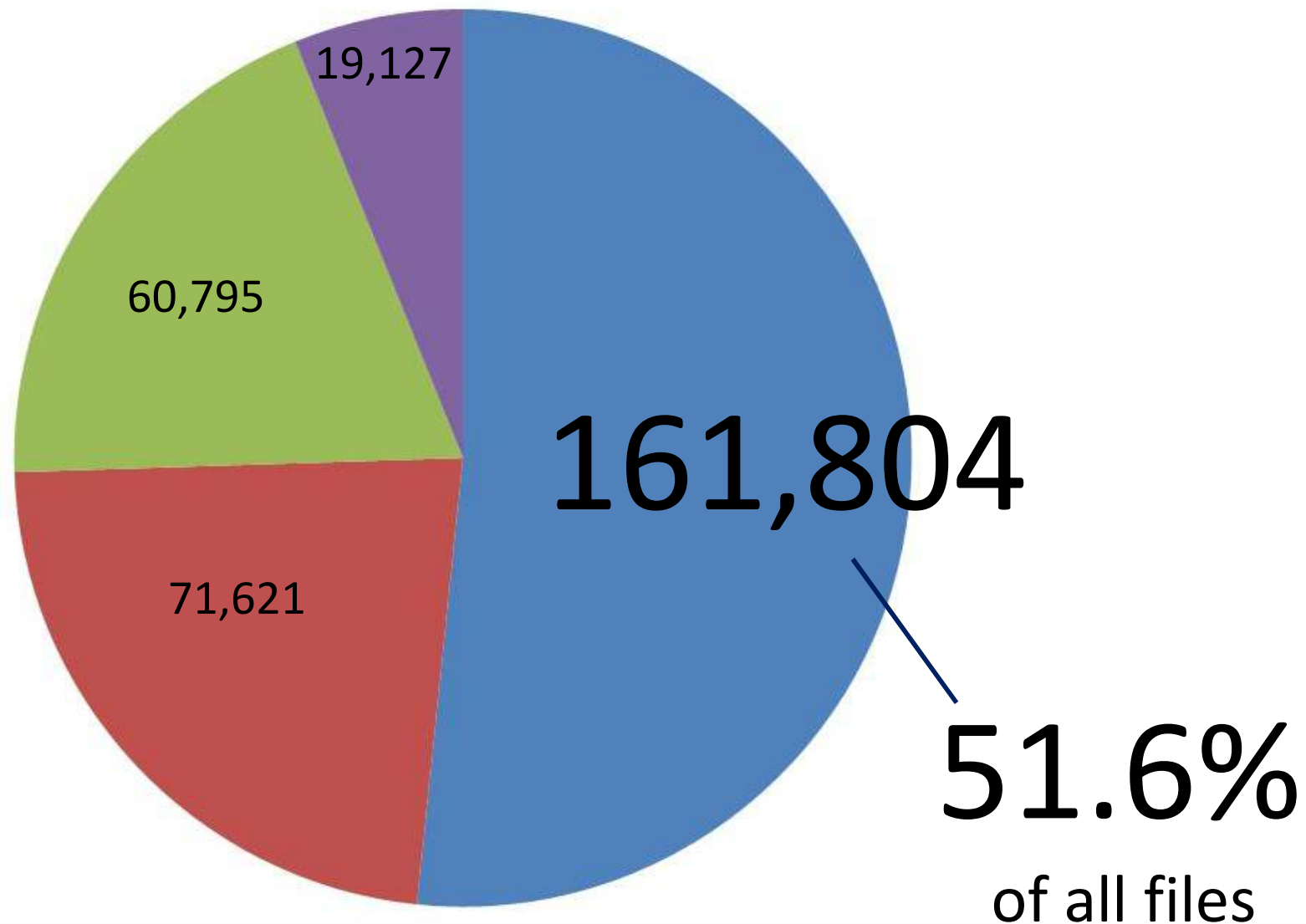
ダイニング・キッチンをとおりぬけ、手さぐりしてドアをひらき、そこではじめて眼をあけると、黒ぐろとした晩秋の夜明けまえの気のはるかな高みのみがわずかに白んでいる。まっくろの犬が馳けより、跳びついてこようとする。しかし犬はただちに僕の拒絶を理解して声をたてず、じつと躰をすくめて、その小さな鼻面をキノコのように暗闇からつきだし



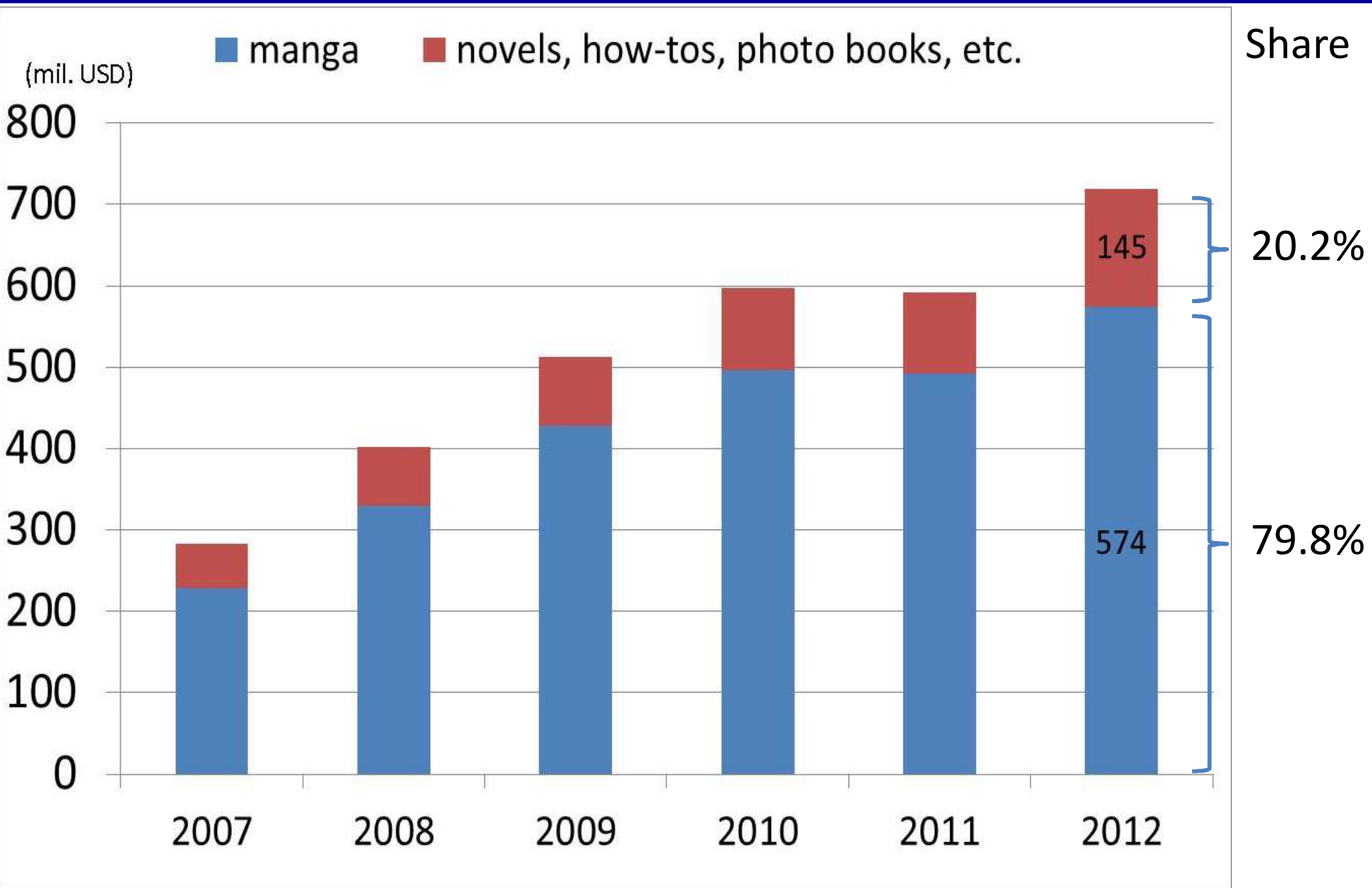
EPUB3 as the main file format

Number of e-book files by formats

■ EPUB3.0 ■ .book ■ XMDF ■ PDF



Market shares by genre



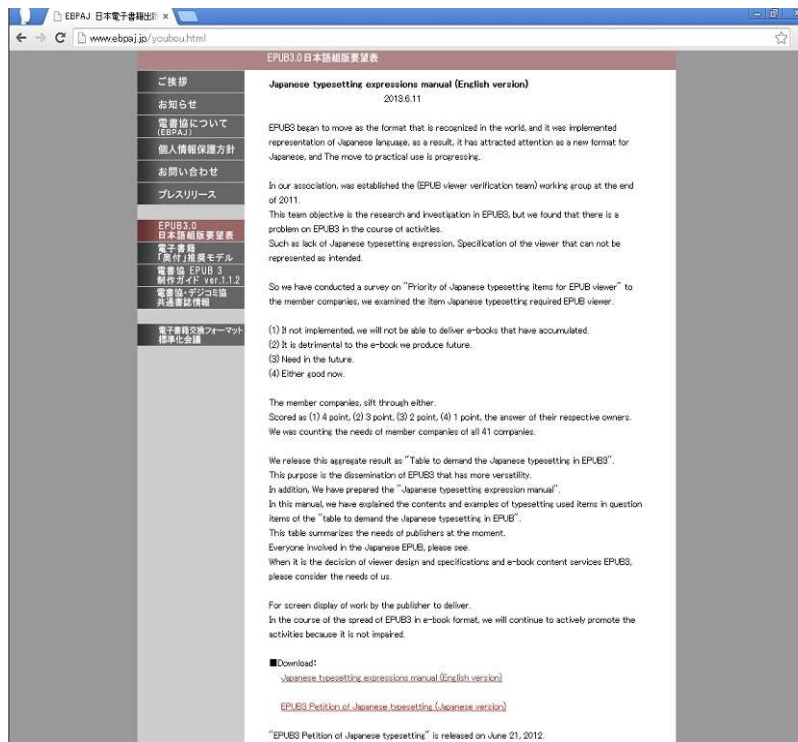
Leading roles of publishers in forming e-book industry community and standardization of EPUB 3 formats



Name: The Electronic Book Publishers Association of Japan (EBPAJ)

Established: 2010

Role: Standardization of flowing layout for text oriented books



Digital Comic Association (DCAJ)

2005

Standardization of fixed layout for comics (manga)



Standardization of EPUB 3 viewers and files – how it happened

Approval of EPUB 3 Specification

- ↓ - EPUB 3.0 approved as a final Recommended Specification by IDPF in 2011
- A wide variety of viewers allowed in the specifications

Different viewers developed independently

- ↓ - Software developers and e-book stores made viewers of their own
- Multiple files required for a single title - too costly for publishers - a barrier to entry

Format standardization by EBPAJ and DCAJ

- ↓ - Standardization for vertical/right to left writing for reflow & fixed layout
- Industry-wide seminars to share knowledge about the standards
- Publishers determined and announced to produce e-book files in EPUB 3

Developers and e-book stores started preparing viewers, following the established standards

Standardization of EPUB 3 viewers and files – how it happened

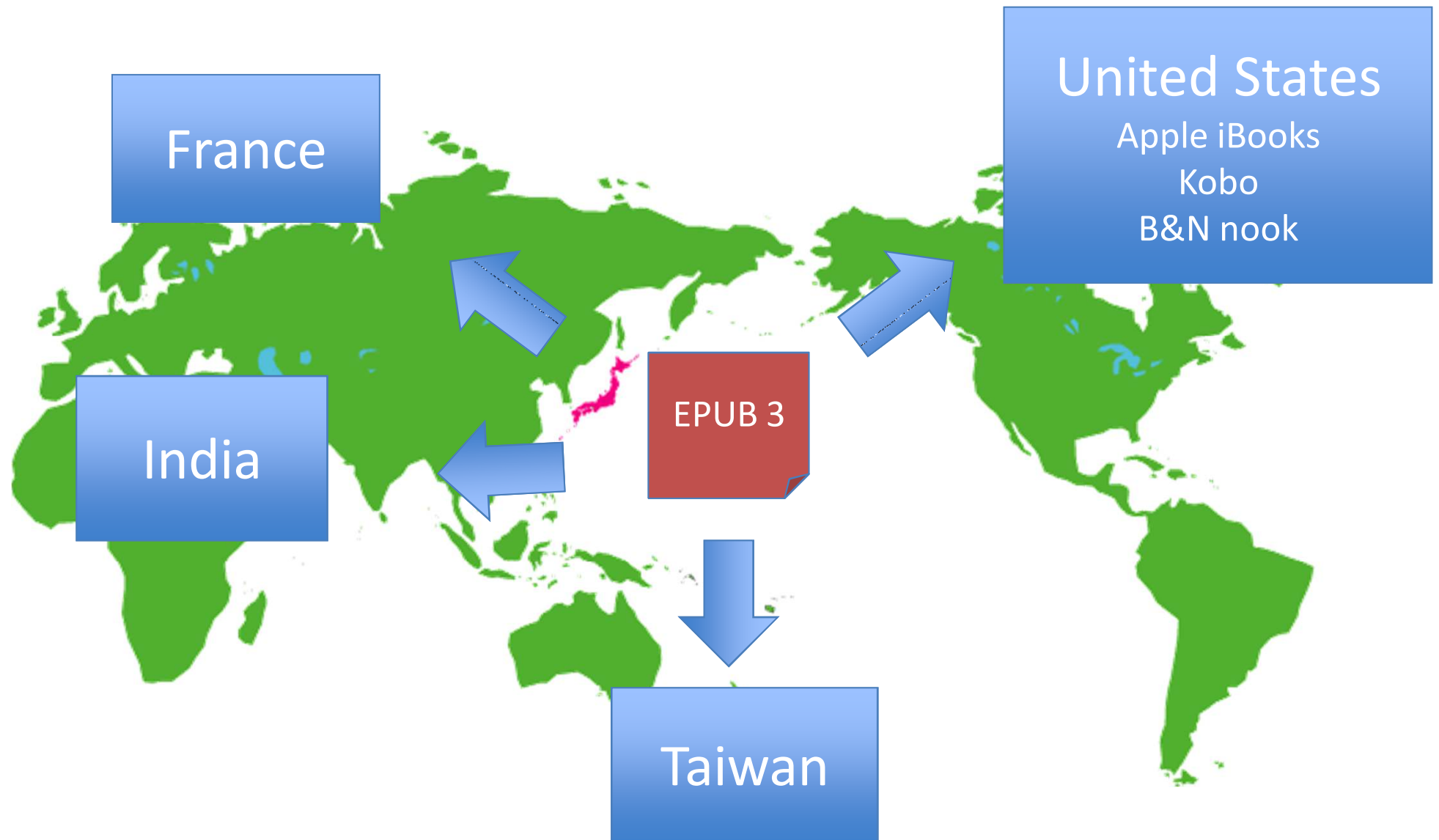


Single source, multi use – Market growth began

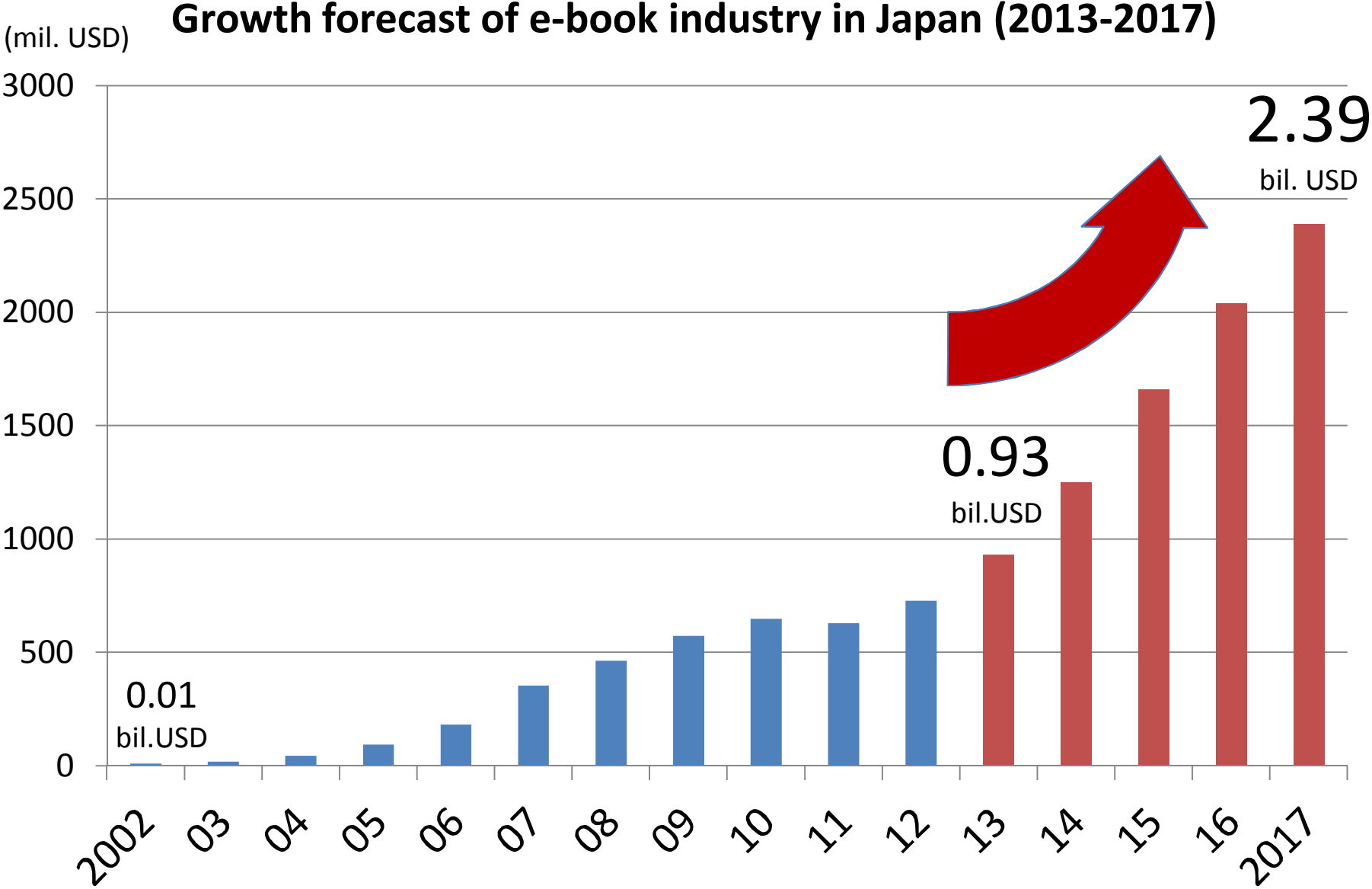
- Merits
- ✓ File production cost saved
 - ✓ Number of titles increased
 - ✓ Market expansion accelerated

Further growth with EPUB 3

– international distribution based on the same format



EPUB 3 as business infrastructure



Source: Impress Business Media

- EPUB 3 works as an established and stable foundation of e-book business
- Backward compatibility of EPUB 3 is essential to secure growth of the market