Update on eReading Devices and Apps

<IDPF 2011> Digital Book New York

Allen Weiner

Research VP, Gartner
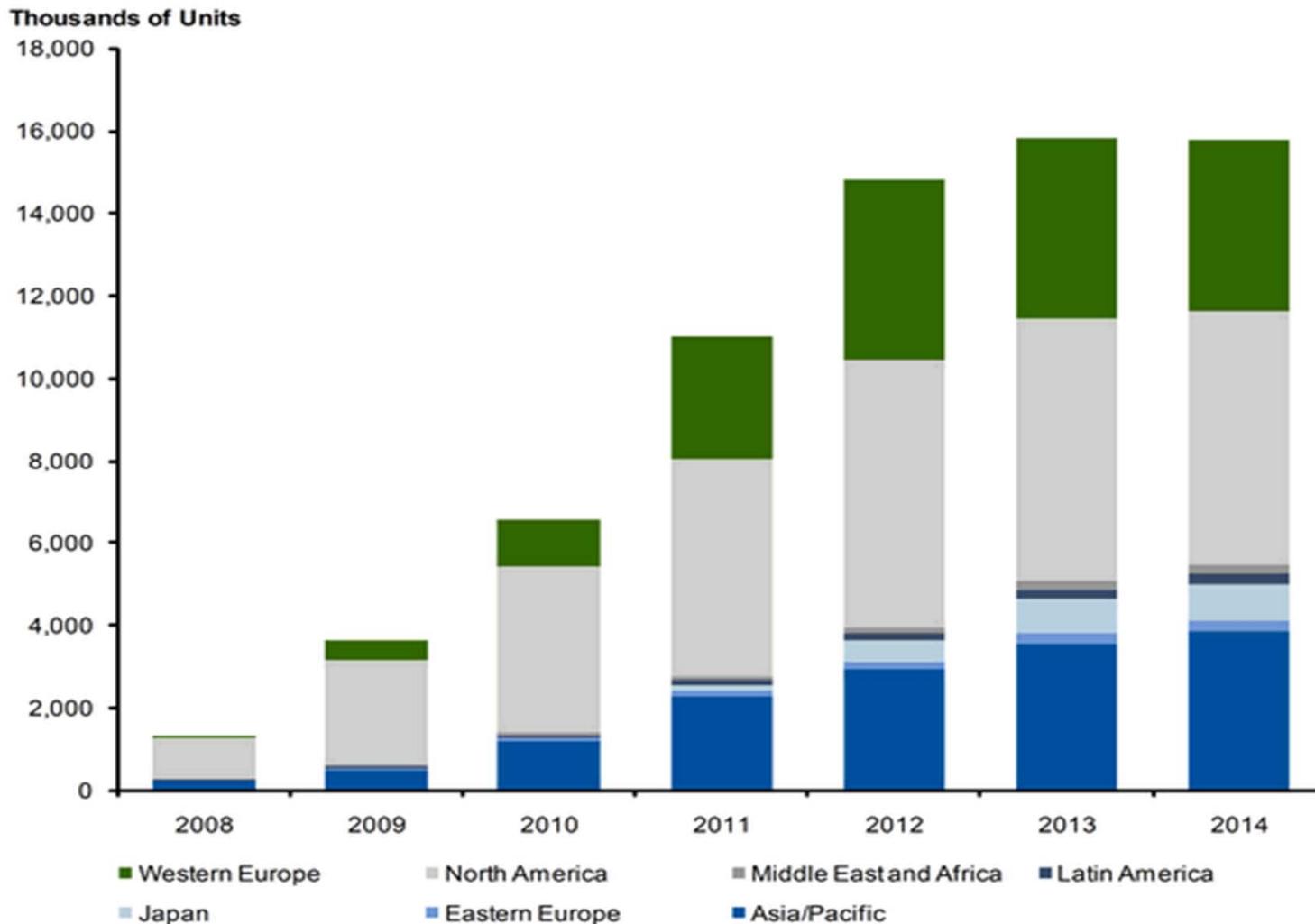**Media IAS- May 2011**

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Gartner delivers the technology-related insight necessary for our clients to make the right decisions, every day.

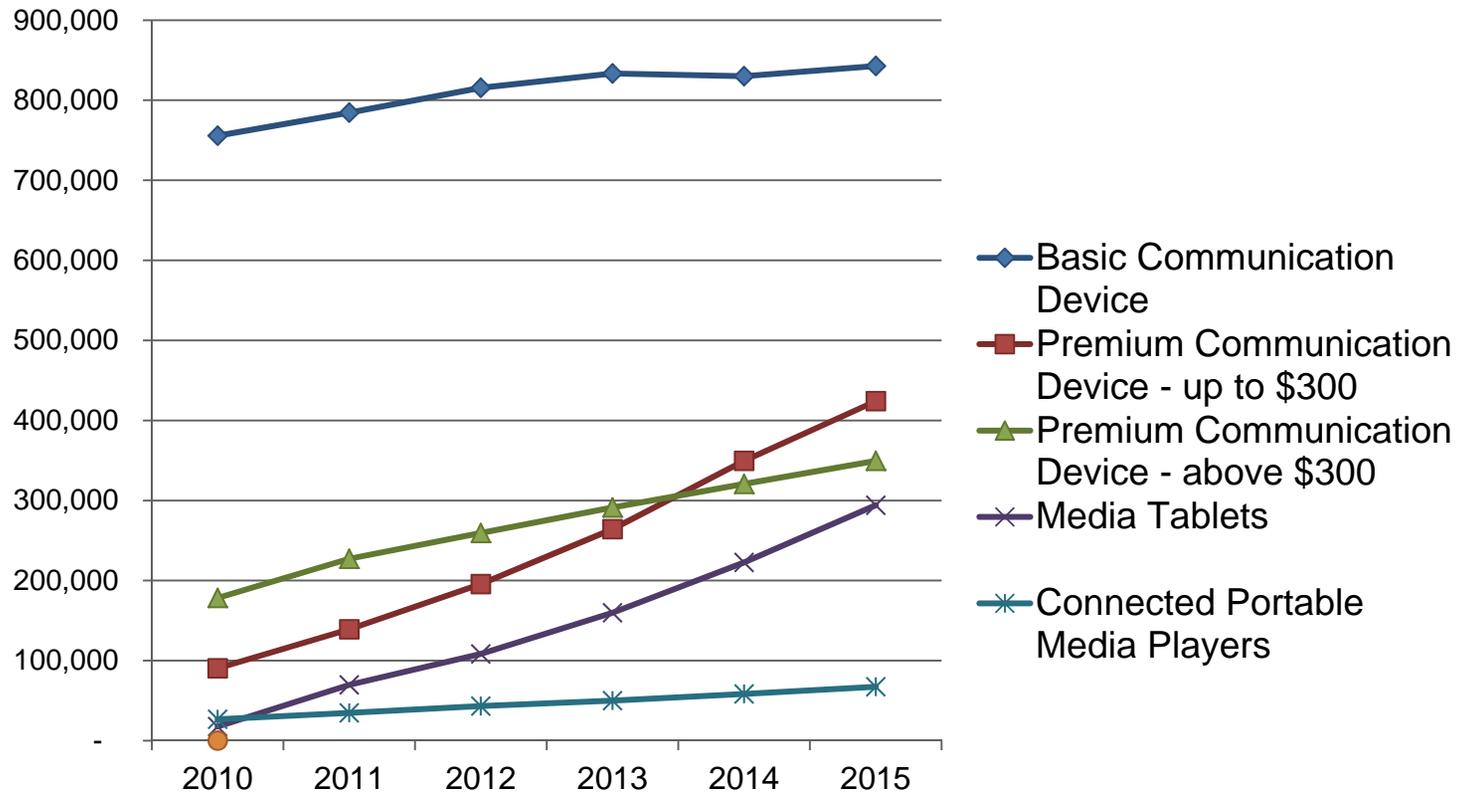# The Evolution of E-Reading

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Market Forecast for Connected E-Readers, Worldwide, 2008-2014

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WW Mobile Devices Forecast and Potential

(000s of units)
Source, Gartner April 2011

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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

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Colliding Forces

Publishers

Cloud providers

CE Manufacturers

The reading consumer

Bandwidth Providers

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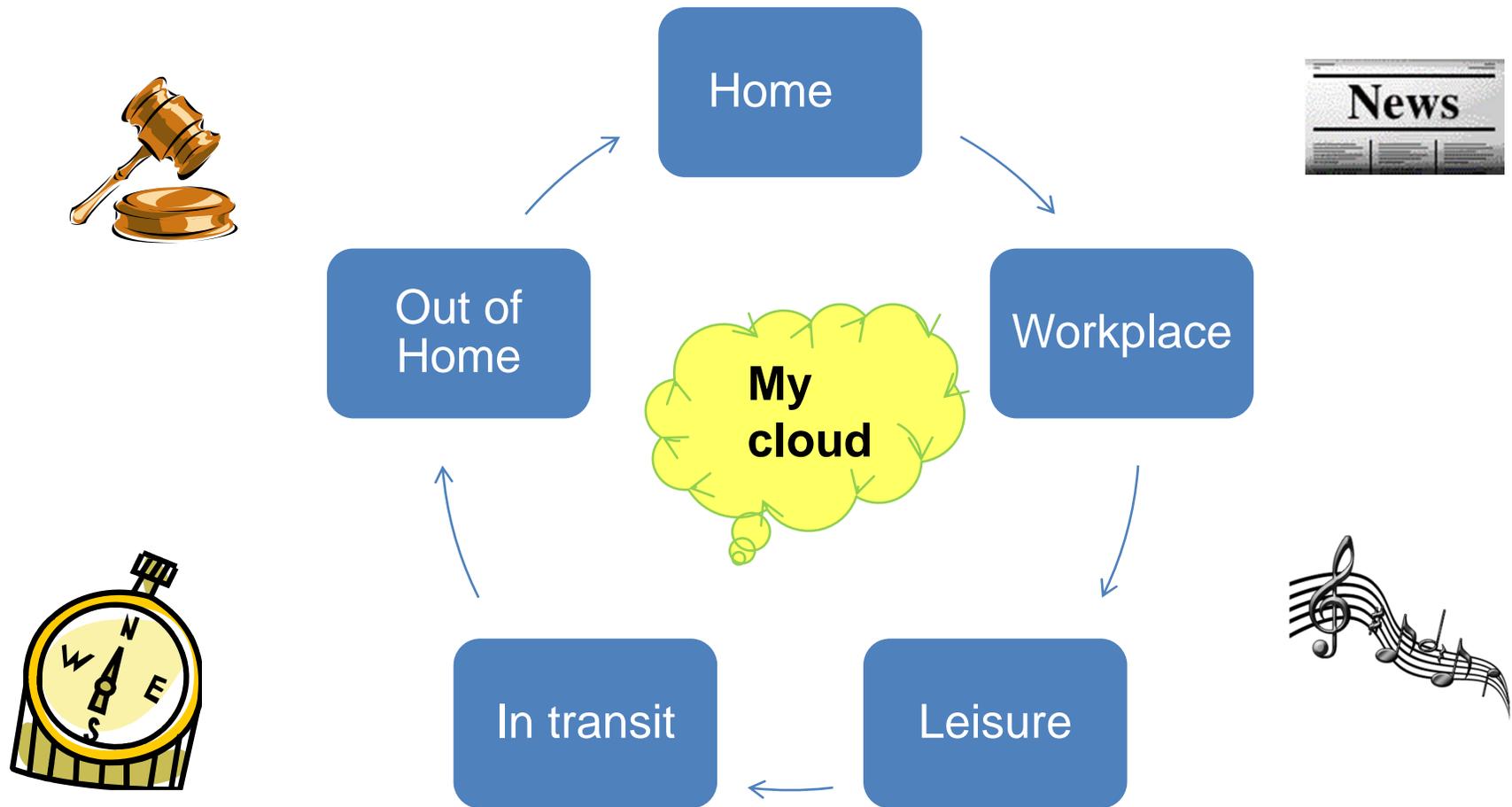Gartner.
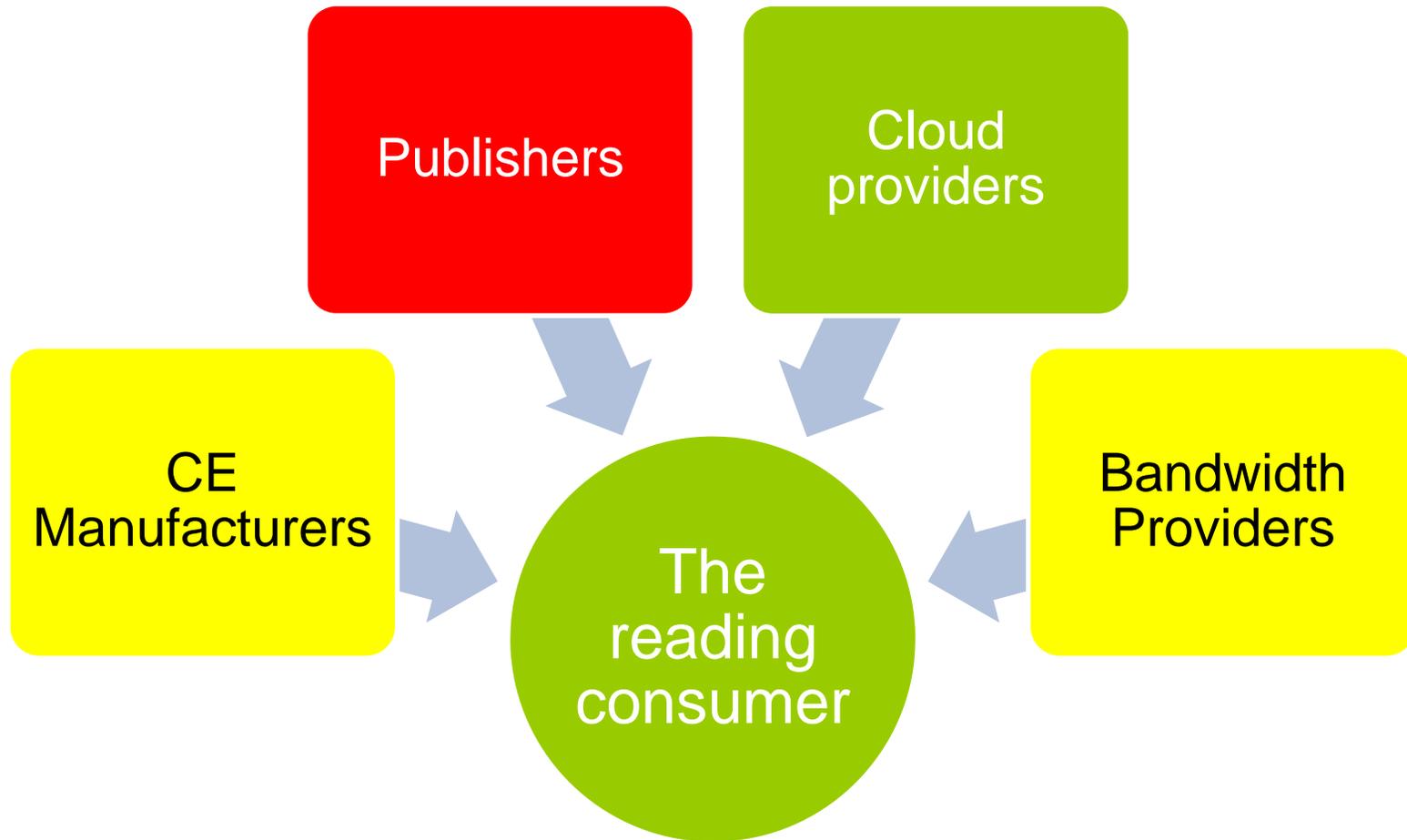
Devices Won't Matter

- 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….?

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The Cloud: Content over Devices

Why Amazon looks so scary

137 million customers

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Why The Cloud Will Win: Feeding Content Foragers

Home

Workplace

Out of Home

My cloud

Leisure

In transit

Device agnostic; experience and utility fits the access point; transparency between mobile and fixed yet location smart

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Who Will Compete in the Cloud?

- Amazon

- Google

- Apple

- Publishers (Bookish)

- Microsoft/Nokia

- Yahoo

- Barnes and Noble

- CSP (Telcos, cable companies)

- Sony

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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)

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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

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