

eBook Readers and the impact of new technologies

ALPSP Seminar: The Future of Academic Book
Publishing, 18th March 2010

Encourage audience to think of ebook readers in larger category of mobile devices
Prefer active to passive.

NB Semantico build eBook platforms (Brill, Dawson Era) and are also Mark Logic partners.

eBook Readers and the choice of mobile technologies

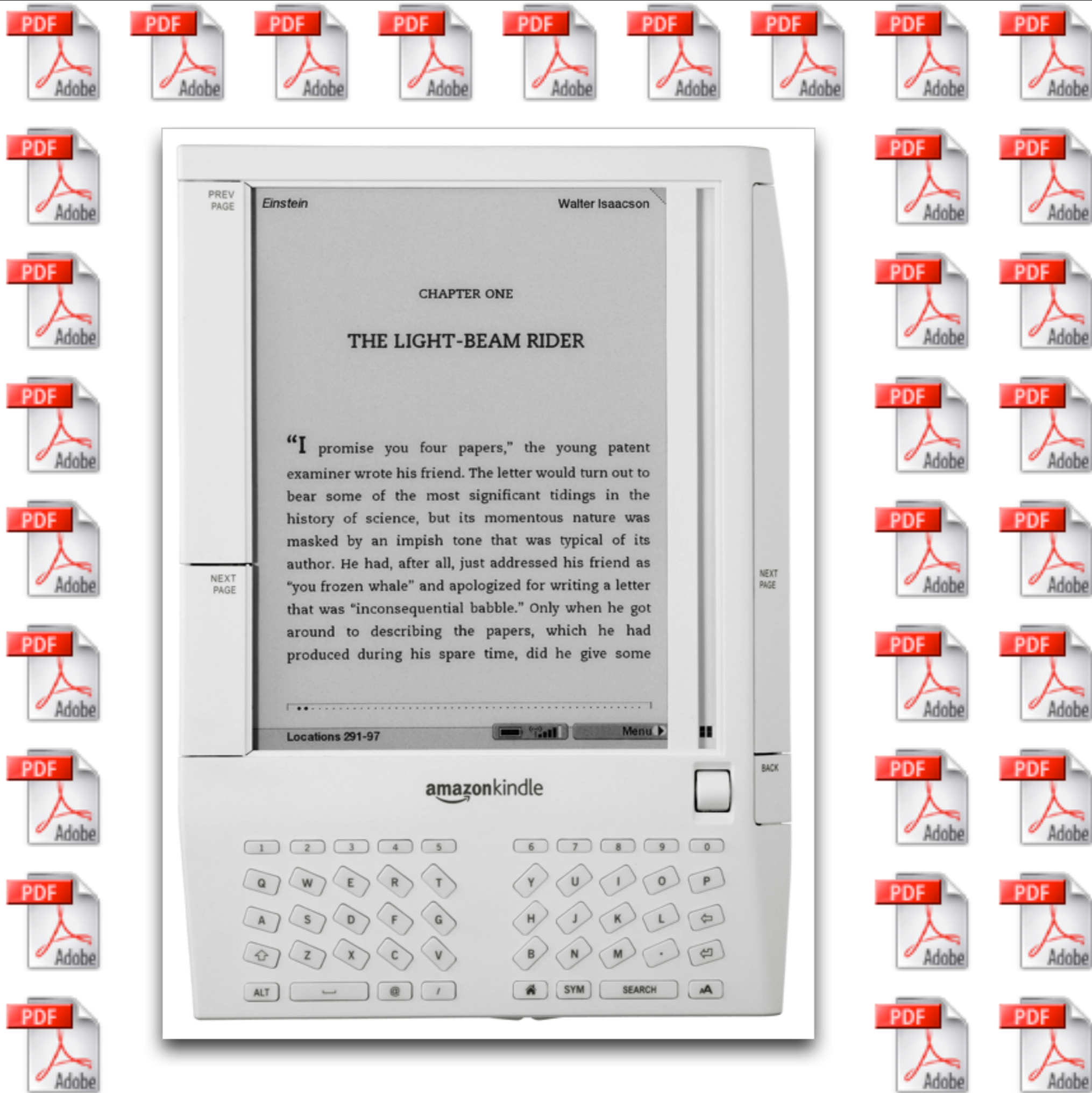
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eBook readers. Too many?



What is an ebook? The device or a file you download?



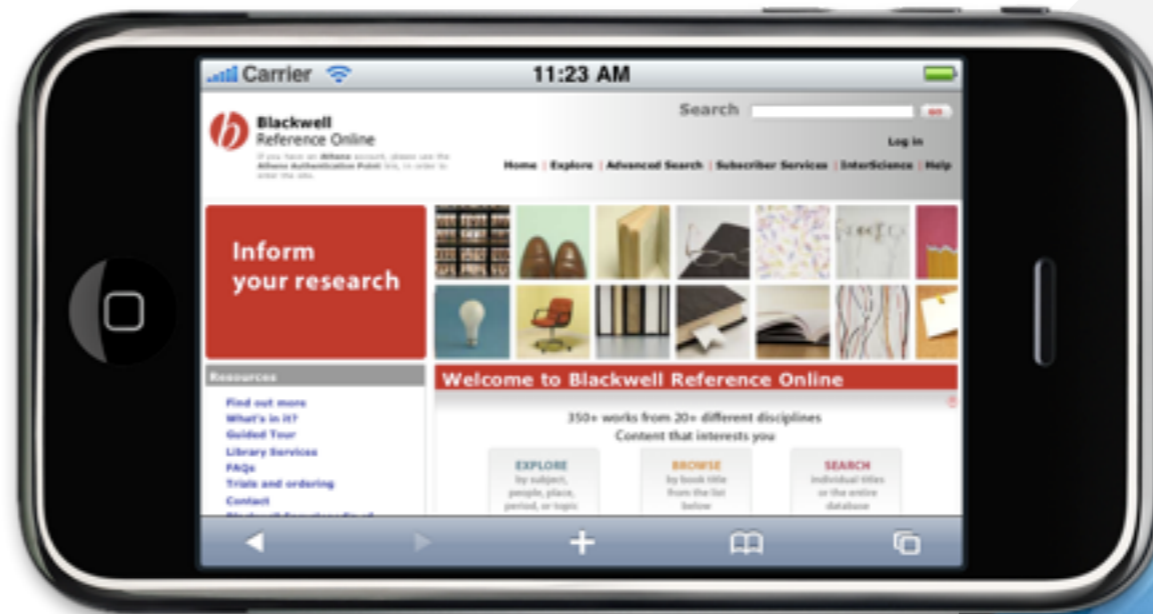
What is an ebook reader? The device or the person who reads the book?



Howto get ebooks out there? Prepare content as PDF or EPUB; do deal with Amazon, Apple, aggregators (Dawson, Netlibrary, MyiLibrary, ebrary). Bingo. Disintermediation. Is that it?



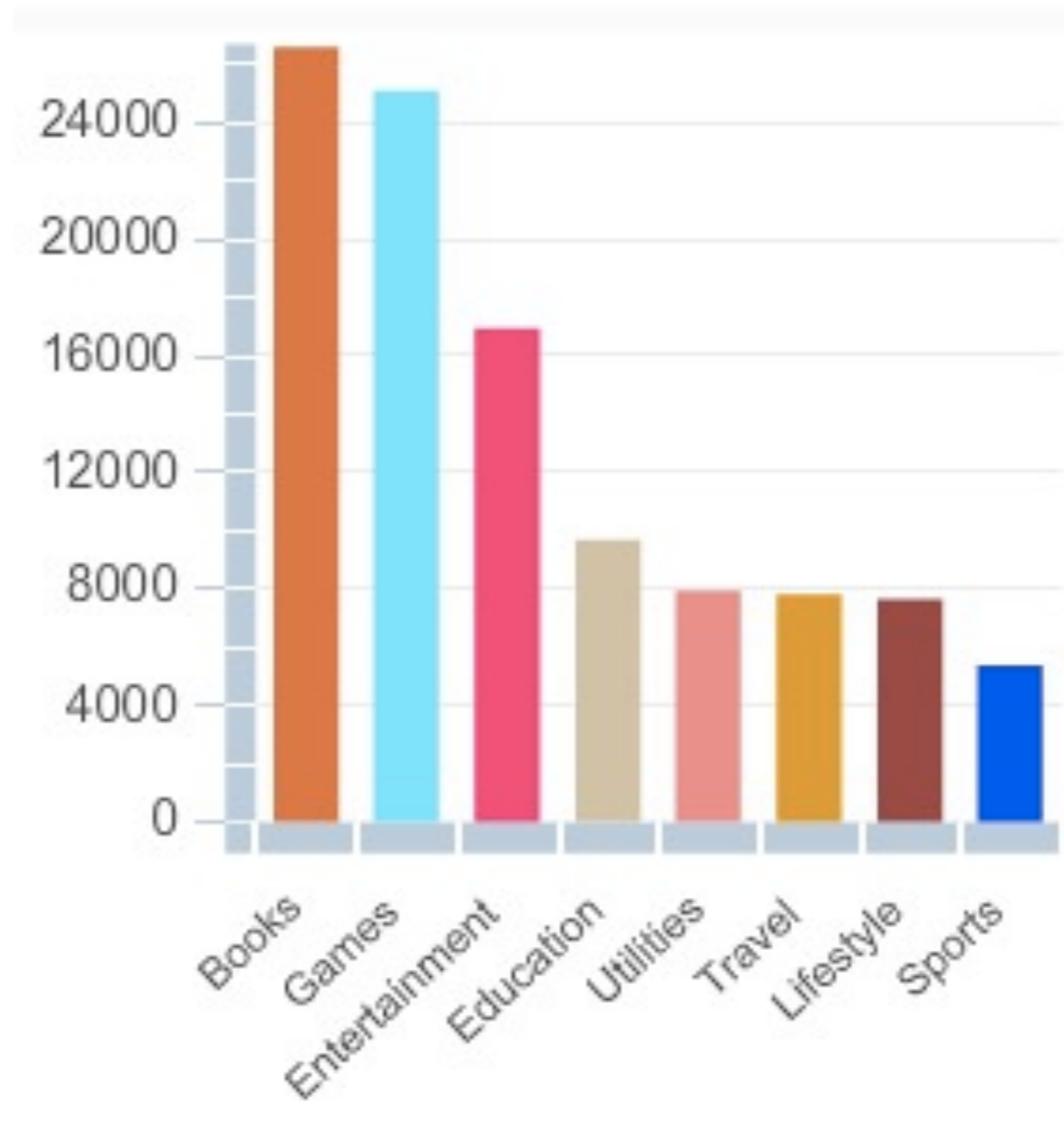
PDFs are boring. Printed page, cheapest form of re-using print output. EPUB is a little more interesting ... reflowable, search, navigation. You can cite but not hyperlink. Both are static blobs.



Here are some other ebook devices. Smartphones, e-ink readers, laptops. All mobile technologies. Much more interesting possibilities.



I particularly like these. 25m iPhone sold in 2009. Publishers have been busy building apps.



Applications in Apple App Store March 2010

<http://blog.mobclix.com/2010/03/01/books-outnumber-games-in-the-app-store/>

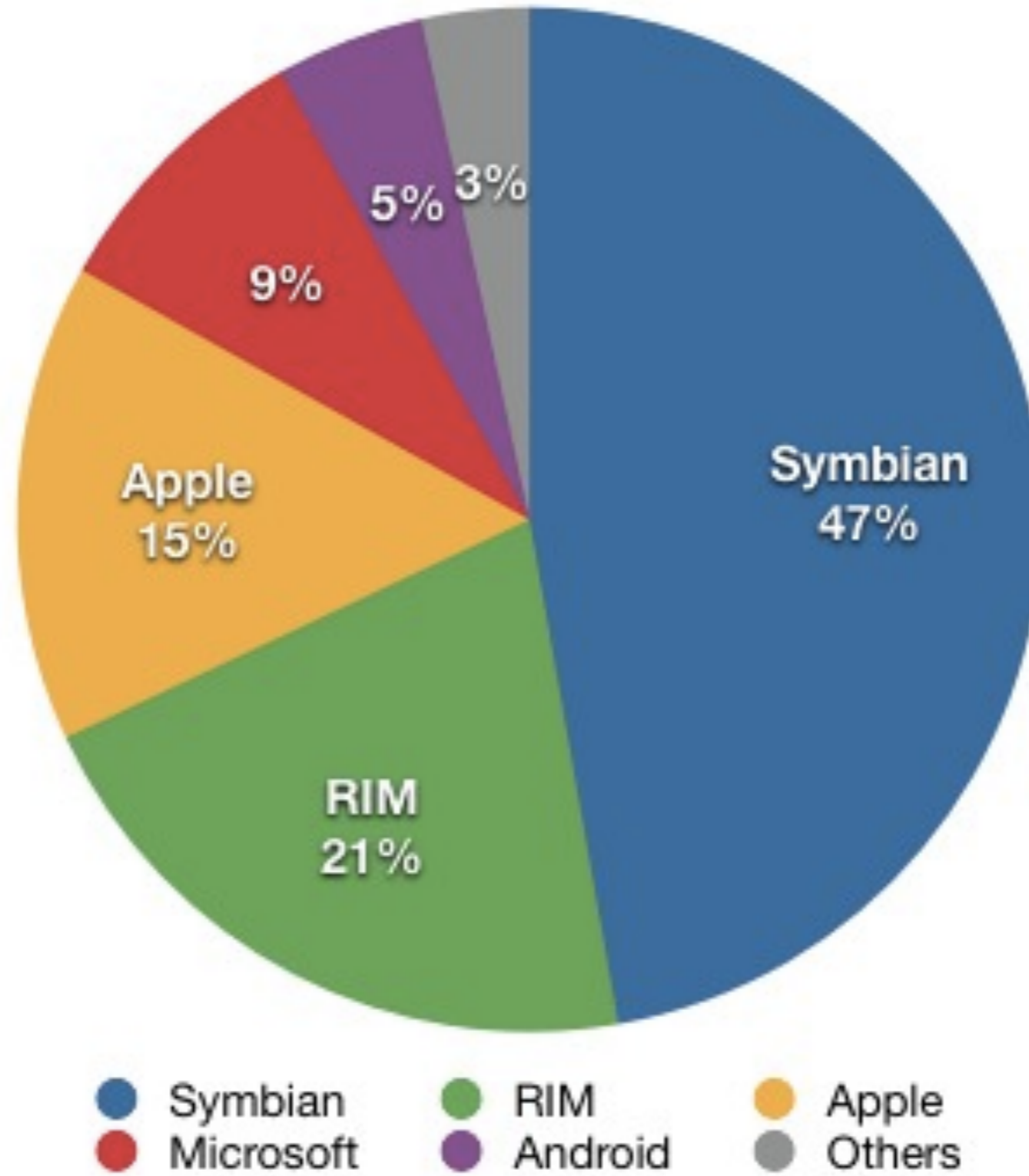
There are more than 27,000 books now available as apps. Games lag behind, with 25,400 published this year, followed by entertainment, education and travel. Apple creating the iPad and iBookstore smart move.



Mobile phone novels. Phenomenon started 2003 Japan. Best sellers. Serialisation. Neelakkannukal (Blue Eyes) 2009 written by P.R.Harikumar, in Malayalam.



Mobile Platforms. iPhone fastest growing platform. Android fragmented. Blackberry most established, but threatened. Nokia most dominant in lower cost handsets.



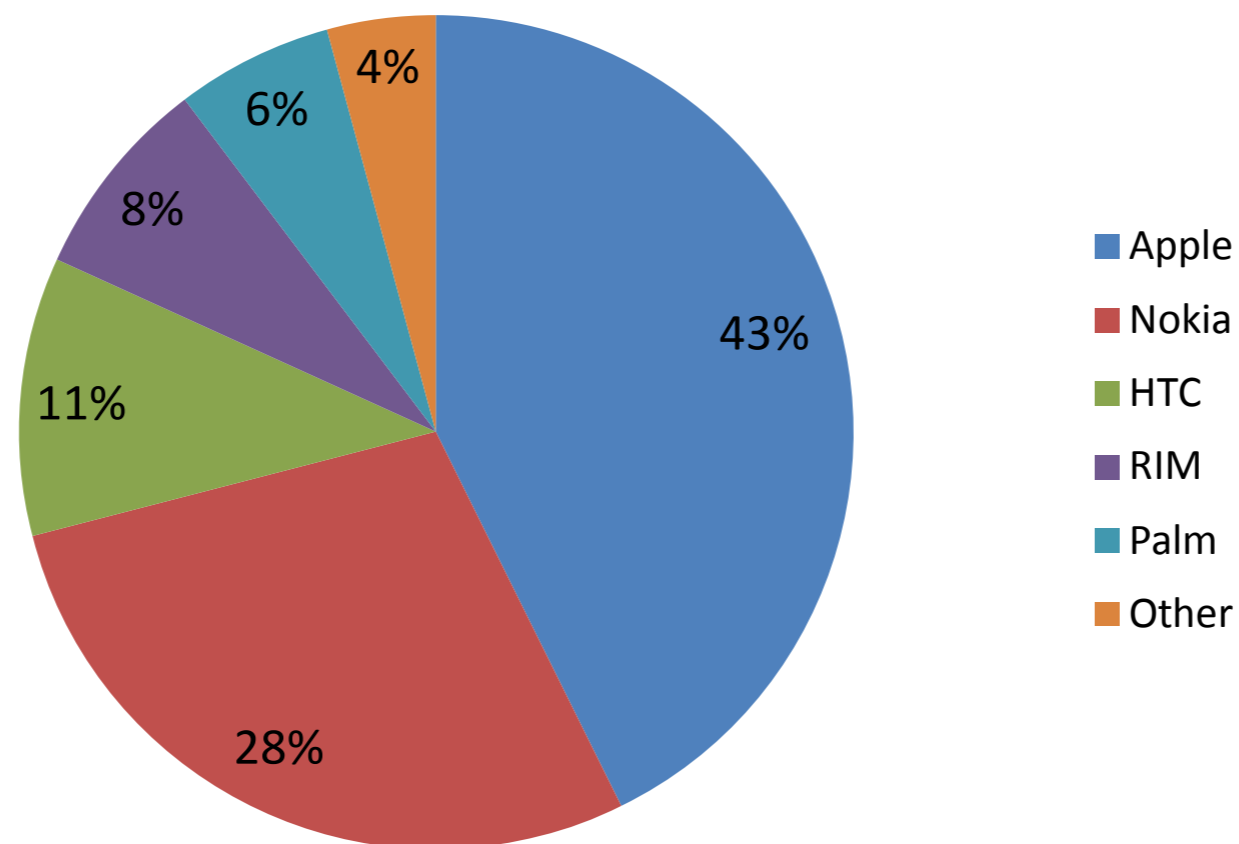
Market share of Smartphone operating system sales for 2009 by [Canalsys](#)

Symbian used by Nokia and Sony

Smartphone Traffic - Worldwide

Smartphone Traffic Share 39.0%

Smartphone Requests by Mfr: WW



Source: <http://metrics.admob.com/wp-content/uploads/2009/10/AdMob-Mobile-Metrics-September-2009.pdf>

This is why iPhone is important for mobile web. Apple app store vs Google Android market



Two routes for publishers to reach smart phones; mobile specific websites and apps.

Web route - pros

- Lower cost of development
- Fast time to market
- Dynamic content
- Completely cross platform, cross device.
- Leverage existing commerce infrastructure, new models
- Leverage existing development process & tools
- Leverage existing hosting & support

NB there are “hybrid” routes for dynamic content

Web route - cons

- Internet connection required
- Speed & latency need care
- Possible monetization infrastructure changes
- Discovery via existing channels; may need SEO work

App route - pros

- Most controlled user experience
- Use native UI for fast graphics
- Leverage existing distribution and monetization services; extend B2C reach
- Upgrade mechanism to push new content and functionality

App route - cons

- Expense of custom development
- Possibly reinventing the wheel
- Little potential for sharing development between different mobile platforms
- Lack of ways to link apps together
- Size of datasets bounded by device limits



Why – Prevent copying; download limits; device limits; time limits; retract/withdraw content
Choices – Kindle & Adobe DRM. Both have been cracked.

Thanks for your time.

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