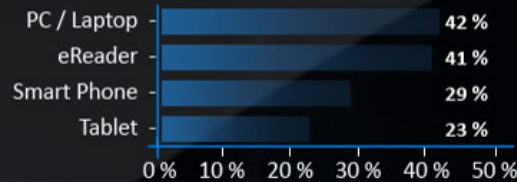


# eBook Market 2012

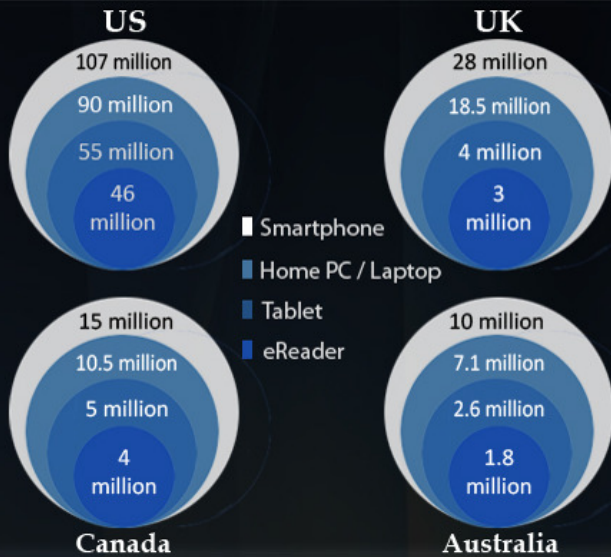
US, UK, Canada, Australia

While the eBook market has taken off as a result of eReaders and tablets, people read eBooks on computers and smart-phones as well. According to Pew, almost an equal number of eBook readers read eBooks on their computer as they do on a dedicated eReader.

## Devices used by eBook Readers US, 2011



Among the major English language eBook markets, there are approximately **120 million** tablet computers and eReader devices, with the US accounting for over **100 million** of them. When one includes smart phones and computers as well, the potential size of the English language eBook market totals over **400 million** eBook capable devices in these four countries alone.



20 % of US adults have downloaded an eBook  
21 % of Australian adults have downloaded an eBook  
21 % of UK adults have downloaded an eBook

## Australian Print and eBook Sales

2010



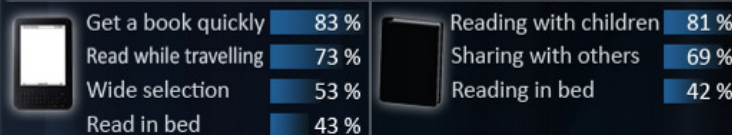
## Australian Print and eBook Sales



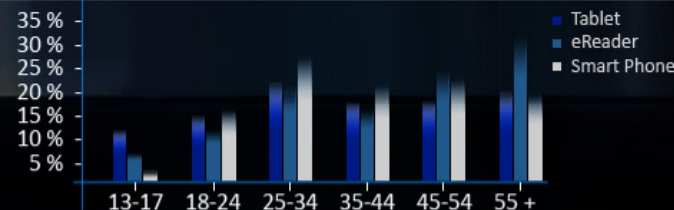
## US eBook Spending

**\$1.7 Bill. 2012 US eBook spending**  
**\$2.45 Bill. 2014 US eBook spending**

## Positives of an eBook vs. Print Book



## Age distribution of Tablet, eReader and Smart Phone Users - US, 2011



## What does it mean for publishers?

- Tablets and eReaders are doing to print publishing what the iPod and iTunes did to music: changing the way people buy and consume content.
- This doesn't signal the demise of the print book, it will always have a place. But traditional publishers are finding their margins slowly being eroded, due to the price differential between digital and print versions.
- They are struggling to find viable business models to embrace digital publishing while continuing to add value to their existing stock and trade.
- Compounding this has been the demise of their traditional distribution channel, retail book stores - who themselves are feeling the pain of rapid consumer uptake of digital alternatives.
- There are as many opportunities as challenges for traditional publishers, and they will need to continue to clearly articulate their value proposition as the publishing industry evolves.

## What does it mean for authors?

- The eBook revolution provides significant opportunities for new, established and even dead authors!
- The ability to affordably create and publish new work, as well as resurrect out-of-print titles, and offer them to a worldwide audience has never been better.
- When you cut out the traditional publisher from the process, you get a far better royalty rate direct from the retailer, despite the fact that eBooks are priced considerably lower than print books.
- But not all books are well suited to the eBook format - fiction and narrative non-fiction are particularly well suited as eBooks - but certain reference, non-fiction and children's books are less well suited to being read on a digital device.
- Authors should not think eBook or print book but consider both as complementing each other.
- In the end, good writing is what is important, not how that writing is consumed.

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