

1. REPORT PROFILE

FOCUS

A **comprehensive overview of the eBooks marketplace**, with insights on how they are published, how they are purchased and used in various market sectors, with recommendations on approaching the eBooks marketplace.

AUDIENCE

Content publishers, distributors and technologists who are trying to assess how to position their products and services in the eBooks marketplace, as well as institutional **information professionals** who are evaluating eBooks as a potential medium for content acquisition and distribution.

CONTENT

25 pages of core text and tables, plus reference citations and publisher and author backgrounds. Includes industry sizing statistics, historical background, profiles of individual and institutional markets, technology providers, distributors, types of content, major issues faced by publishers and authors, with recommendations for suppliers, developers and purchasing institutions.

USE

To obtain a **broad and thorough background and understanding** on all the major components, providers, markets and issues of the eBooks marketplace.

2. EXECUTIVE SUMMARY

The market for eBooks content and technology has looked promising for a number of years, but many startups in this sector have withered. The challenges of marrying content, software and hardware into a reader-friendly experience remain as centuries-old packaging concepts confront readers trained by the experiences of the Web and gaming technology for a different level of entertainment and information experiences. But new technology, content marketing and production methods are bringing new solutions to this evolving market. Has the time for eBooks finally arrived? This report examines the content, technology and human factors driving the eBooks marketplace today, and offers strategic recommendations for vendors and purchasing institutions on how to position themselves for success with eBooks.

Key insights in this report include:

- The future of eBooks is in extending beyond the traditional markets and the traditional boundaries of the print packaging, looking at the ways in which the actual content is used in people's lives, either at work or at leisure.
- eBooks can become a key tool for publishers, who typically lose money on the majority of titles in their catalog.
- "Psychological Digital Rights Management" oftentimes works most effectively with electronic titles.
- There are distinct eBook purchasing patterns for individuals and institutions, but both are highly relevant to sales for professionally oriented titles.