

Dr. Rüdiger Wischenbart



Content and Consulting

Global eBook
a report on market trends

The Global eBook report Update Fall 2014

Key findings and press release

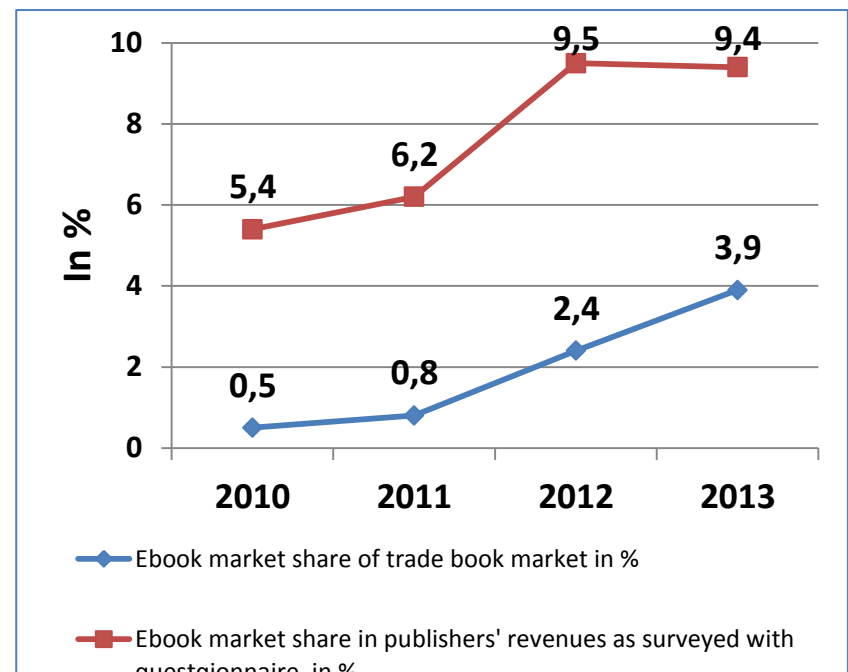
www.global-ebook.com

Global eBook: The approach

The Global eBook report

- **Maps**, with the best available data, the significant differences, and their root causes, of how major European countries are embracing digital reading;
- **Highlights** earnings from ebooks of the Big Five – the 5 largest trade publishing companies worldwide -, and market shares of Amazon, as compared to local retail platforms;
- **Portrays** the evolution of ebooks in emerging economies (notably Brazil, China, India, and Russia).

- **Comparative data**
- **Comparative trend analysis**
- **Key developments summarized in tables and charts**

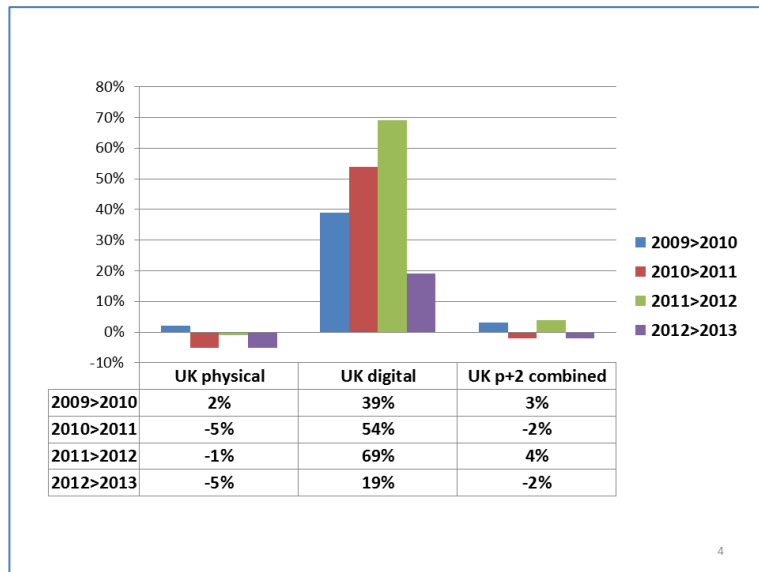


Global eBook: Markets

Direct jump links from the Executive summaries to newly added information

New market data (Sept 2014) for

- ✘ US**
- ✘ UK**
- ✘ Germany**
- ✘ France**
- ✘ Italy**
- ✘ Netherlands**
- ✘ Sweden**
- ✘ Denmark**

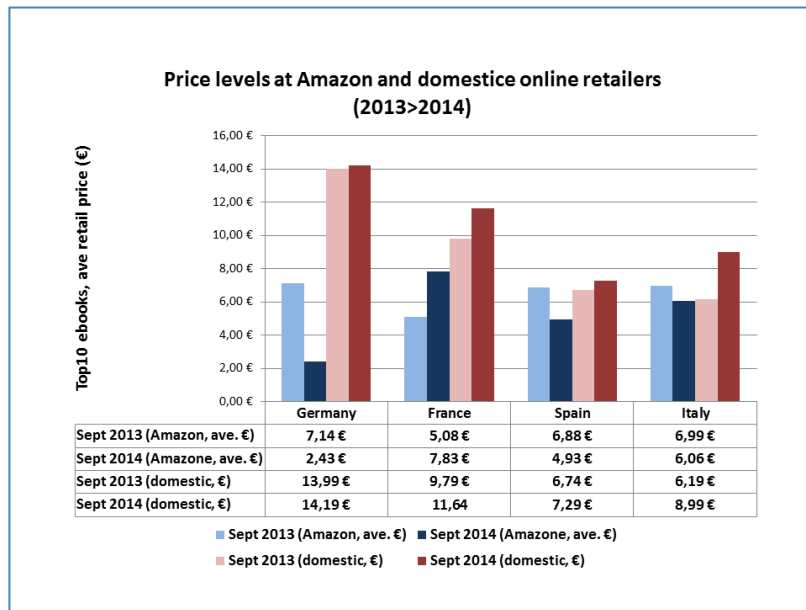


Global eBook: Debates

Direct jump links from the Executive summaries to newly added information

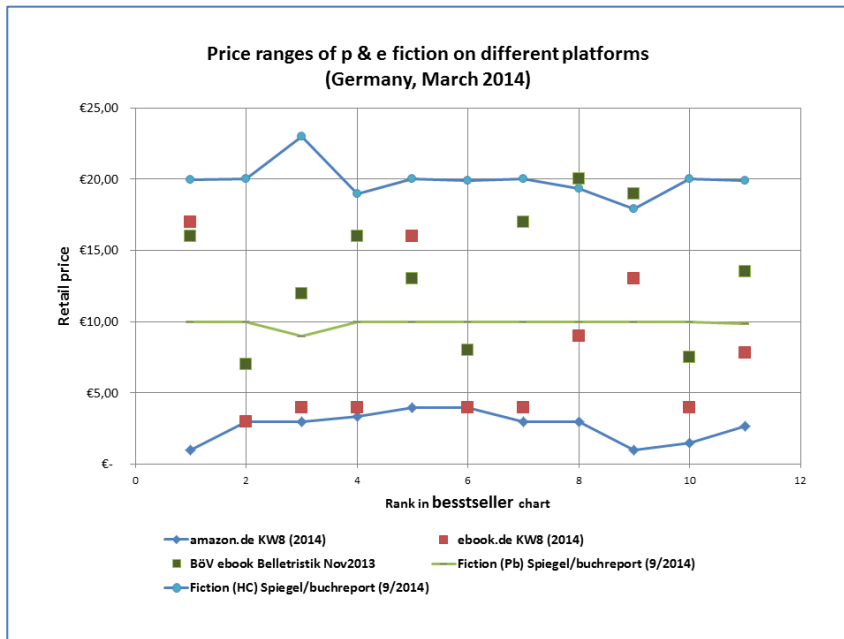
Summaries of key debates, including

- ▶ Key developments at global platforms
- ▶ Amazon vs. publishers vs. authors
- ▶ Regulatory issues
- ▶ Piracy
- ▶ DRM



Global eBook: Topics

Direct jump links from the Executive summaries to newly added information



- ▶ Market share of ebook revenues in major European markets & US
- ▶ Ebook revenues share in Big Five English language publishing groups
- ▶ Thematic chapters on ebook pricing strategies
- ▶ An overview of leading international subscription and flat rate platforms
- ▶ Ebook Yellow Pages – over 300 relevant companies listed (specialized ebook publishers, distributors, service providers)

Where to find the Global eBook report

Amazon.de

<http://amzn.to/10IFrg5>

Amazon.co.uk

<http://amzn.to/1rTImvi>

Amazon.com

<http://amzn.to/1xkxqZz>

Kobo Books

<http://bit.ly/1yJk2Tm>

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