



# DOWNLOAD A GOOD BOOK LATELY?

PERSPECTIVE: DEVICES, LOWER PRICES AND PORTABILITY HAVE CHANGED THE WAY WE READ.



# DOWNLOAD A GOOD BOOK LATELY? 1

With the explosion of E-readers and the downloading of E-book apps for Tablets and Smartphones, the book publishing industry is undergoing a full-fledged technology revolution. This begs the question, how are all these technologies impacting consumers.

In a study conducted in May 2012 of 615 US Rep Adults and 385 US Tweens (Ages 12 – 15), we asked a range of questions designed to understand the way consumers select what to read and in what format: Digital or Physical? What we have learned is fascinating and we will be following these developments as the technologies continue to mature.

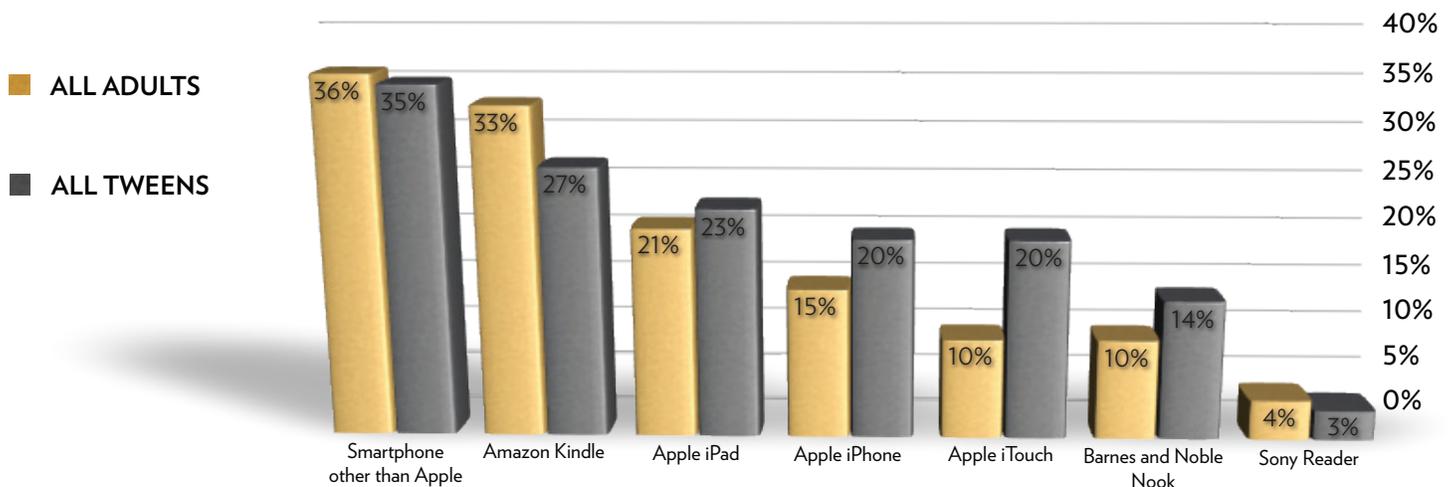
The emergence of the E-book format is changing role of price in book selection. Price was selected as the primary purchase driver by 53% of adults, 7 percentage points higher than the next highest option which was the description on the back/inside cover. Interestingly, Cover Artwork came in 8th out of 13 options for respondents to choose from with only 11% selecting it. Since there is such a large price discrepancy between Hardcover, Softcover and E-books and the shopping experience is so different between the physical and electronic products publishers must think differently when marketing each format.

Not surprisingly, Price is also the biggest factor among Tweens (49%) but the second most important factor differs from the Adults. Tweens are less likely to use their own judgment on what to read and primarily rely on Recommendations from friends/family (47%).

The accessibility of Apps as a way to access E-book content on a device that is not a dedicated E-reader is having a larger than anticipated impact on the market as well. The Amazon Kindle is the 2nd most common device used to read an E-book among both Adults (33%) and Tweens (27%). If the Kindle is #2, then what is the most commonly used device? The Smartphone wins with both Adults (36%) and Tweens (35%). The iPad brings in a respectable third.

While Adults mostly learn about new books from Browsing their local book store (45%), over a quarter of them learn about new books from Amazon's Recommended list (27%). For Female Adults (the largest reading group), 31% are made aware through Amazon. This has significant implications for booksellers as both physical and electronic sources play a large role in attracting new purchasers.

Of the devices you currently own and use on a regular basis, please select those you have rented, purchased or read a digital/electronic book on:



# SO... WHO READS (AND WHO DOESN'T)

We also found that Females are much more frequent readers than their Male counterparts. When asked how many books they read in a year, 25% of Adult Females said that they read 25 book or more year while only 10% of Adult Males say the same. The same phenomenon happens with Tweens, however Tween Males read more than Adult Males presumably due to reading assignments from school that require reading that would not otherwise occur. Of Adult Males, 48% said that they read 5 books or less each year.

When looking at book series read by Adults, it is interesting to look at the list of book series that are actually read compared to the ones

that get the most media attention. It is not a surprise that Harry Potter is the most popular series by Adults with 58% having read one or more of the books. However, despite their box office success only 34% have read a Twilight book and 26% have read a Hunger Games book. Those franchises are driven more by the Tween audience. Also in the top tier is the Left Behind series with nearly as many readers (21%) as Hunger Games (26%). The 50 Shades of Grey series that has received significant media attention due to its 'shock value' content only has 6% readership, which is behind even the Percy Jackson and the Olympians series (10%).

On average, how many books do you read per year?

