



Table of Contents

Page #

Why This Forecast Report?	3
Methodology	3
E-Book Market Today	3
2009 E-Book Market Size and Forecast	5
E-Book Market Drivers and Inhibitors	6
New Display Technologies	7
Increased Supply	7
The Amazon Kindle	7
New Platforms Emerge	8
New Forms of Devices, Such as Computing Tablets	8
Cheaper Devices Hit the Shelves	8
New Business Models Enabling Easier Access and Lower Risk	8
Buyer Trends	9
E-Reader Device Ownership	9
E-Readers and General Book Consumption	10
Seller Trends	18
Implications and Future Outlook	20
New Business Models Emerging	20
The Library's Potentially Changing Role	20
Books at Beginning of End for Digital Migration	20
Essential Actions	21
Related Research	22



Table & Figure Titles

Page #

Figure 1. Worldwide E-Books Market by Segment, 2009	5
Figure 2. Worldwide E-Books Market As a Proportion of Total Books, 2009	5
Figure 3. Worldwide E-Books Growth By Region, 2009	6
Table 1. Regional E-Books Market Size and Growth, 2009	6
Figure 4. Device Ownership in US, February 2010	9
Figure 5. Average Number of Books Bought per Year by Gender and E-Reader Ownership, 2010	10
Figure 6. Device Ownership and Books Bought by Age and Gender, 2010	11
Figure 7. iPad Reaction by Device Owned, 2010	12
Figure 8. E-Reader Usage by Length of Ownership, 2010	13
Figure 9. Device Ownership by Income, 2010	14
Figure 10. E-Book Participation Rate by Income, 2010	15
Figure 11. Average Annual Number of Books Bought and E-Books Read by Income, 2010	16
Figure 12. Source of E-Books Read, 2010	17
Figure 13. Average Number of E-Books Read by Source, 2010	18

