Trade E-Book Publishing 2011

Description: Now in its third year, Simba's Trade E-Book Publishing report series has been recognized as the source for independent and myth-busting analysis on the most exciting but least understood segment of trade books.

For our 2011 edition, Simba has upped the ante by continuing its exclusive, nationally representative survey of U.S. adults on a quarterly basis, allowing the authors of the report to add new e-book devices (including the iPad and the Nook Color) to our coveted device analysis and add more questions on this ever-changing segment.

This new edition expands on Simba's already-extensive e-book category analysis, updated demographic data of e-book buyers, data on how consumers really feel about pricing, projections on how many consumers will enter this market in the coming years, and much more.

The report also provides demographic intelligence about the e-book consumer—including gender, age, household income, education level and more. Simba has also studied the average number of e-books read by consumers of the format and compared it to what is known about the consumption of print titles. Since Simba's survey does not target book buyers exclusively, we are able to capture the nuances of the common e-book reader in ways the competition just can't match.

Trade E-Book Publishing 2011 also features trends and pitfalls in the marketplace, key publisher and retailer initiatives, new psychographic details of consumers and a thorough device analysis. You can't afford to be without this groundbreaking analysis.

Contents: Table of Contents  
Methodology  
Executive Summary  
Chapter 1: "More Books Than You Can Ever Read in a Lifetime"  
Introduction  
Do you Read E-Books?: Yes or No  
The Scale of the Market  
Table 1.1: E-Book Overview: Percentage of U.S. Adults Who Have Read/Purchased an E-Book in the Last 12 Month  
Table 1.2: Paperback Book Consumption vs. E-Books 2010  
Table 1.3: Total U.S. Trade Book and Electronic Book Net Sales, 2005-2010  
Chapter 2: Trends & User Demographics in the E-Book Marketplace  
Introduction  
Consumption Trends of E-Book Consumers vs. Print Book Consumers  
E-Book Users Aren't Always Active Users  
Prices Mostly Stabilize But Experiment Continues  
Lack of Windowing Cannibalizing Print  
Free E-Books Taking Up Consumer Bandwith  
Digital Rights Management Controversy Continues  
The Demographics of the Electronic Book Buyer  
Gender  
Age Group  
Marital Status  
Children in Household  
By Employment Status  
Educational Attainment  
Race Ethnicity  
Urban vs. Suburban Locale  
By Household Income Bracket  
E-Books and the Children's/YA Segment
Table 2.1: Overview of Book Purchasing Population (U.S. Adults): Customer Trends for Print Books
Table 2.2: Number of E-Books Read in the Past 12 Months 2008-2010
Table 2.3: E-Books User Buying/Purchasing Habits (Past 12 Months)
Table 2.4: Average Price, Top 25 and Top 100 Bestsellers, January- December 2010
Table 2.5: Best Performing Book with Prices, 2008-2010
Table 2.6: Psychographic Analysis: “I Am Spending Less on Books Because of the Economy”
Table 2.7: Overview of Book Purchasing Population (U.S. Adults): Hardcover’s Two-Year Slide
Table 2.8: Consumers Acquiring Free E-Books from Library and Non-Library Sources (Past 12 Months)
Table 2.9: Average Price, Top 100 Bestsellers, 2009-2010
Table 2.10: E-Book Demographics by Gender
Table 2.11: E-Book Demographics by Age Group/Generation
Table 2.12: E-Book Demographics by Marital Status
Table 2.13: E-Book Demographics by Children in Household
Table 2.14: E-Book Demographics by Employment Status
Table 2.15: E-Book Demographics by Educational Attainment
Table 2.16: E-Book Demographics by Race/Ethnicity
Table 2.17: E-Book Demographics by Urban vs. Suburban/Rural Locale
Table 2.18: E-Book Demographics by Household Income Bracket
Table 2.19: Class Share of Bestsellers, 2010

Chapter 3: Trade E-Book Publishing: Title and Category Analysis
Introduction
New Titles
Top Titles Overall
Top Authors
Top Imprints
Top Categories
Category Growth
Advice & How-To
Biographies & Memoir
Business & Investing
Children's eBooks
Fantasy
Fiction
History
Humor
Literary Fiction
Mystery & Thriller
Nonfiction
Parenting & Families
Politics & Current Events
Reference
Religion & Spirituality
Romance
Science
Science Fiction
Sports
Travel

Table 3.1: 2010 Composite List Overview
Table 3.2: Top 50 New Titles January-December 2010
Table 3.3: Top 20 New Titles, Amazon Kindle, January- December 2010
Table 3.4: Top 20 New Titles, Barnes & Noble Nook, January-December 2010
Table 3.5: Top 20 New Titles, Sony Reader, January-December 2010
Table 3.6: Top 50 Titles, January-December 2010
Table 3.7: Top 20 Titles, Amazon Kindle, January-December 2010
Table 3.8: Top 20 Titles, Barnes & Noble Nook, January-December 2010
Table 3.9: Top 20 Titles, Sony Reader, January-December 2010
Table 3.10: Top 10 Titles, 2008-2010
Table 3.11: Top 50 New Authors, January-December 2010
Table 3.12: Top 50 Authors, January-December 2010
Table 3.13: Top 10 Authors, 2008-2010
Table 3.14: Top 50 New Imprints, January-December 2010
Table 3.15: Top 50 Imprints, January-December 2010
Table 3.16: Top 10 Imprints, 2008-2010
Table 3.17: Top Publishers by Percentage of Total Titles, January-December 2010
Table 3.18: Top Publishers by Percentage of Total Rating, January-December 2010
Table 3.19: Top 20 Electronic Book Categories, January-December 2010
Table 3.20: Top 20 Trade Book Categories, January-December 2010
Table 3.21: Top 10 Categories, 2008-2010
Table 3.22: Bestseller List Category Comparison
Table 3.23: Amazon Kindle Categories by Total Growth, December 2009-December 2010
Table 3.24: Sony Reader Categories by Total Growth, December 2009-December 2010
Table 3.25: Barnes & Noble Nook Categories by Total Growth, December 2009-December 2010
Table 3.26: eReader.com Categories by Total Growth, December 2009-2010
Table 3.27: Bestselling Advice & How-To Titles, January-December 2010
Table 3.28: Advice & How-To on Bestseller Lists, January-December 2010
Table 3.29: Bestselling Biographies & Memoir Titles, January-December 2010
Table 3.30: Biographies & Memoirs on Bestseller Lists, January-December 2010
Table 3.31: Bestselling Business & Investing Titles, January-December 2010
Table 3.32: Business & Investing on Bestseller Lists, January-December 2010
Table 3.33: Bestselling Children's eBooks, January-December 2010
Table 3.34: Children's eBooks on Bestseller Lists, January-December 2010
Table 3.35: Children's eBooks Category Rating by Bestseller List, January-December 2010
Table 3.36: Bestselling Fantasy Titles, January-December 2010
Table 3.37: Fantasy on Bestseller Lists, January-December 2010
Table 3.38: Fantasy Category Rating by Bestseller List, January-December 2010
Table 3.39: Bestselling Fiction Titles, January-December 2010
Table 3.40: Fiction on Bestseller Lists, January-December 2010
Table 3.41: Fiction Category Rating by Bestseller List, January-December 2010
Table 3.42: Bestselling History Titles, January-December 2010
Table 3.43: History on Bestseller Lists, January-December 2010
Table 3.44: Bestselling Humor Titles, January-December 2010
Table 3.45: Humor on Bestseller Lists, January-December 2010
Table 3.46: Bestselling Literary Fiction Titles, January-December 2010
Table 3.47: Literary Fiction on Bestseller Lists, January-December 2010
Table 3.48: Literary Fiction Category Rating by Bestseller List, January-December 2010
Table 3.49: Bestselling Mystery & Thriller Titles, January-December 2010
Table 3.50: Mystery & Thriller on Bestseller Lists, January-December 2010
Table 3.51: Mystery and Thriller Category Rating by Bestseller List, January-December 2010
Table 3.52: Top 10 Mysterey & Thriller Titles, 2008-2010
Table 3.53: Top 20 Mystery & Thriller Authors, January-December 2010
Table 3.54: Top 20 Mystery & Thriller Imprints, January-December 2010
Table 3.55: Bestselling Nonfiction Titles, January-December 2010
Table 3.56: Bestselling Parenting & Families Titles, January-December 2010
Table 3.57: Bestselling Politics & Current Events Titles, January-December 2010
Table 3.58: Politics & Current Events on Bestseller Lists, January-December 2010
Table 3.59: Bestselling Reference Titles, January-December 2010
Table 3.60: Bestselling Religion & Spirituality Titles, January-December 2010
Table 3.61: Religion & Spirituality on Bestseller Lists, January-December 2010
Table 3.62: Religion & Spirituality Category Rating by Bestseller List, January-December 2010
Table 3.63: Bestselling Romance Titles, January-December 2010
Table 3.64: Romance on Bestseller Lists, January-December 2010
Table 3.65: Romance Category Rating by Bestseller List, January-December 2010
Table 3.66: Top 10 Romance Titles, 2008-2010
Table 3.67: Top 20 Romance Authors, January-December 2010
Table 3.68: Top 10 Romance Imprints, January-December 2010
Table 3.69: Bestselling Science Titles, January-December 2010
Table 3.70: Bestselling Science Fiction Titles, January-December 2010
Table 3.71: Science Fiction on Bestseller Lists, January-December 2010
Table 3.72: Bestselling Sports Titles, January-December 2010
Table 3.73: Bestselling Travel Titles, January-December 2010

Chapter 4: iPhone, Kindle Nook, PC: Platforms for E-Book Consumption
Introduction
The Evolution of E-Book Formats
The Platforms
The Personal Computer
Mobile Phone or PDA
Apple's iPhone and iPod Touch
Apple's iPad and other Tablets
Dedicated Reading Devices
The Future of Dedicated Devices
The Most Popular Devices Today

Table 4.1: Select Current U.S. E-Book Reading Devices, by Launch Date
Table 4.2: Devices Used to Read E-Books, 2008
Table 4.3: Devices Used to Read E-Books, 2009
Table 4.4: Devices Used to Read E-Books, 2010

Chapter 5: Recommendations and Forecasts
Forecasts
Recommendations

Table 5.1: Formats of Books Purchased by Adult Population: 2011-2013 Projections
Table 5.2: Devices Used to Read E-Books: 2011-2013 Projections

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