

Be not afraid of greatness...

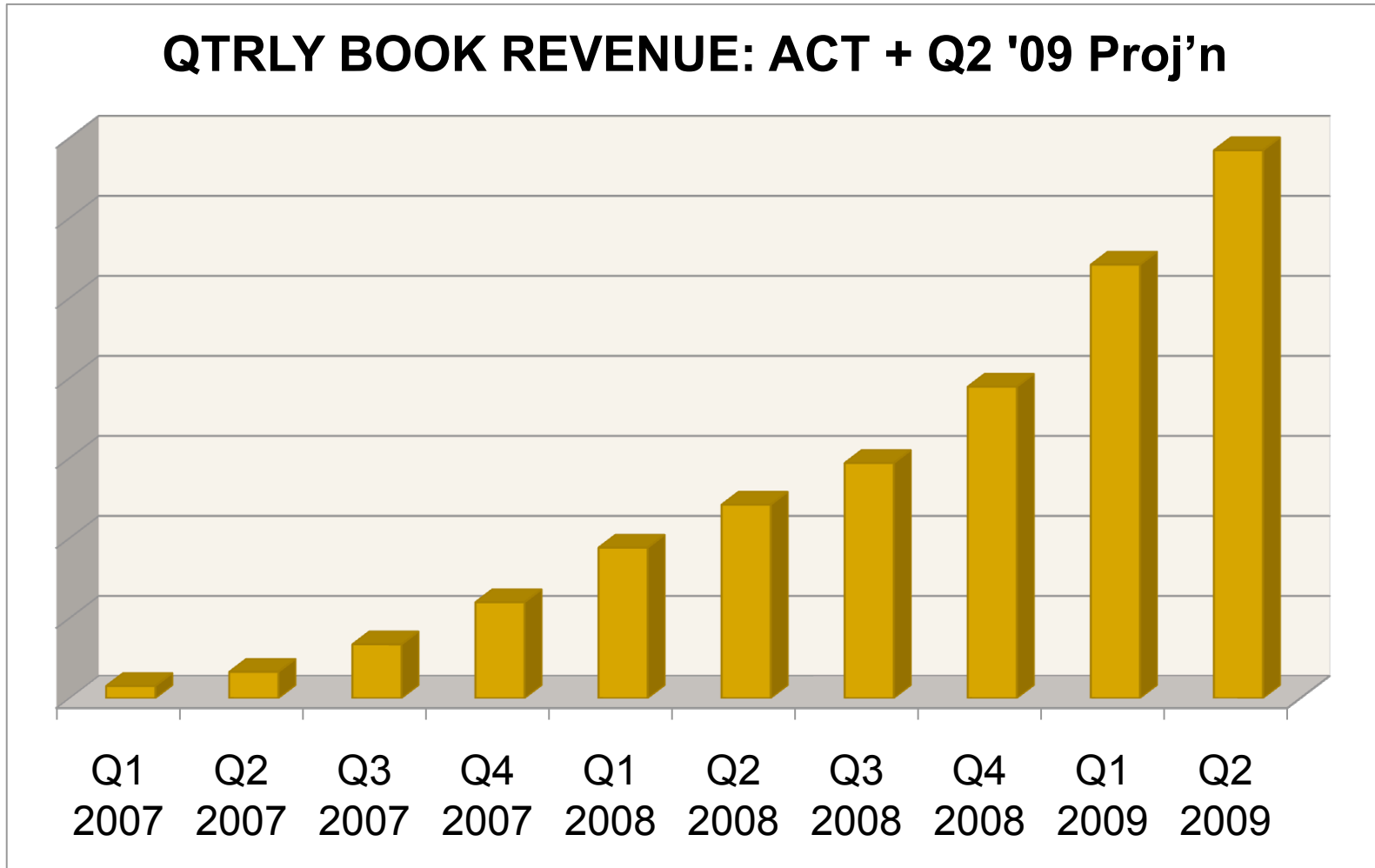
Digital Book 2009

IDPF Forum

Bob LiVolsi

Be not afraid of greatness...

BooksOnBoard growth has been sustained over 9 consecutive quarters, and is accelerating



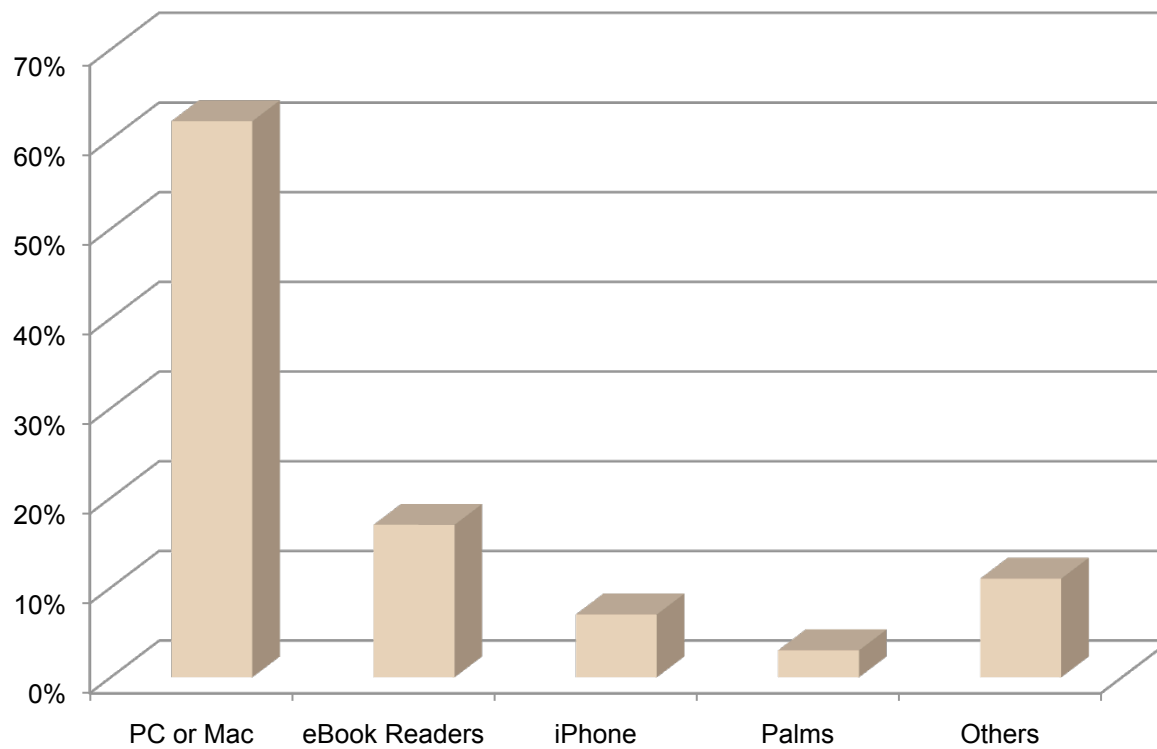
Seek Innovation

- First or among First
 - ePUB titles from major publishers
 - MP3 DRM free audio books
 - Revenue titles on Stanza
 - Qik Klik on Stanza
 - 24/7 customer support by email
 - Working on more
 - Looking for more
 - “All Ships Rise”
-

Be not afraid of greatness...

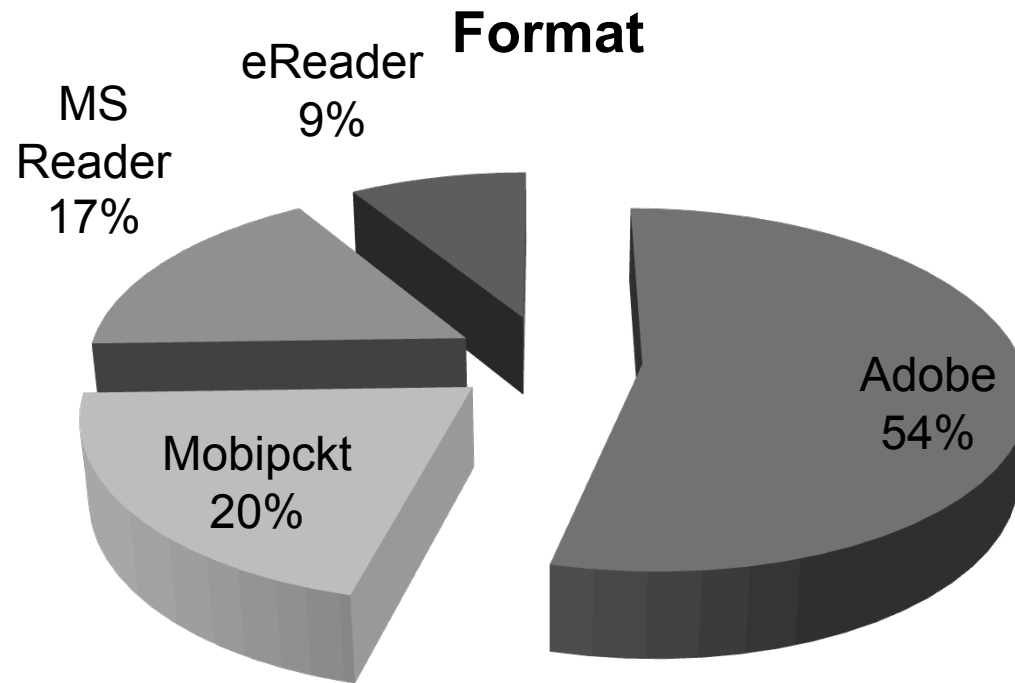
Device Mix Today

Devices



Be not afraid of greatness...

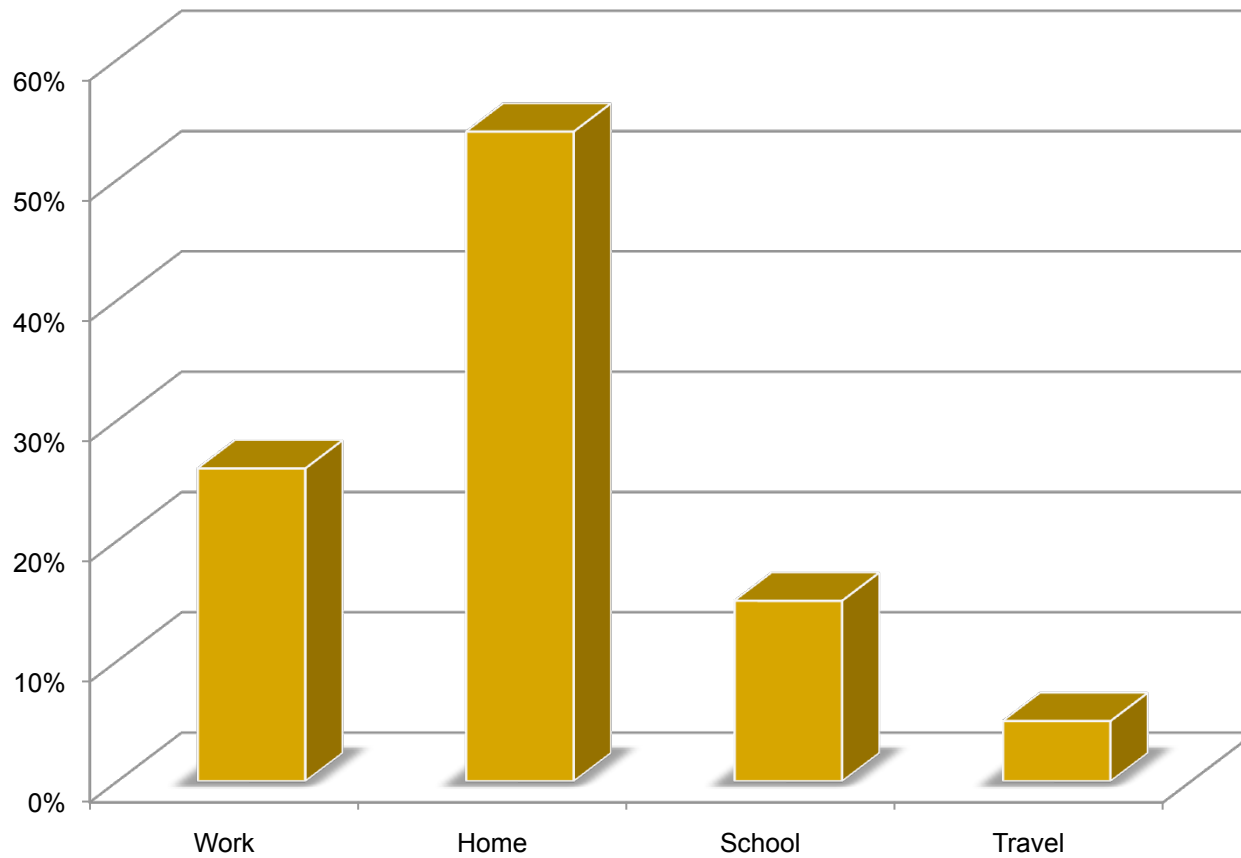
Format Mix



Be not afraid of greatness...

Top Place to Read

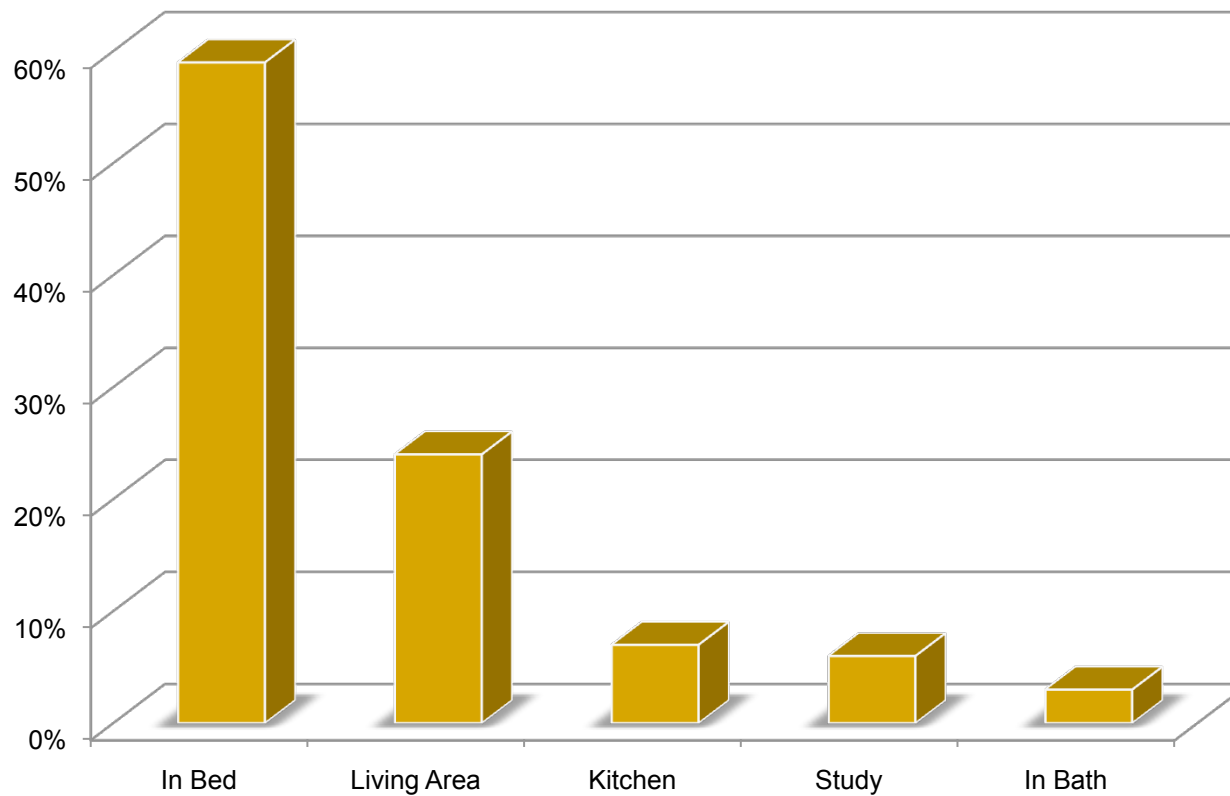
Where Read



Be not afraid of greatness...

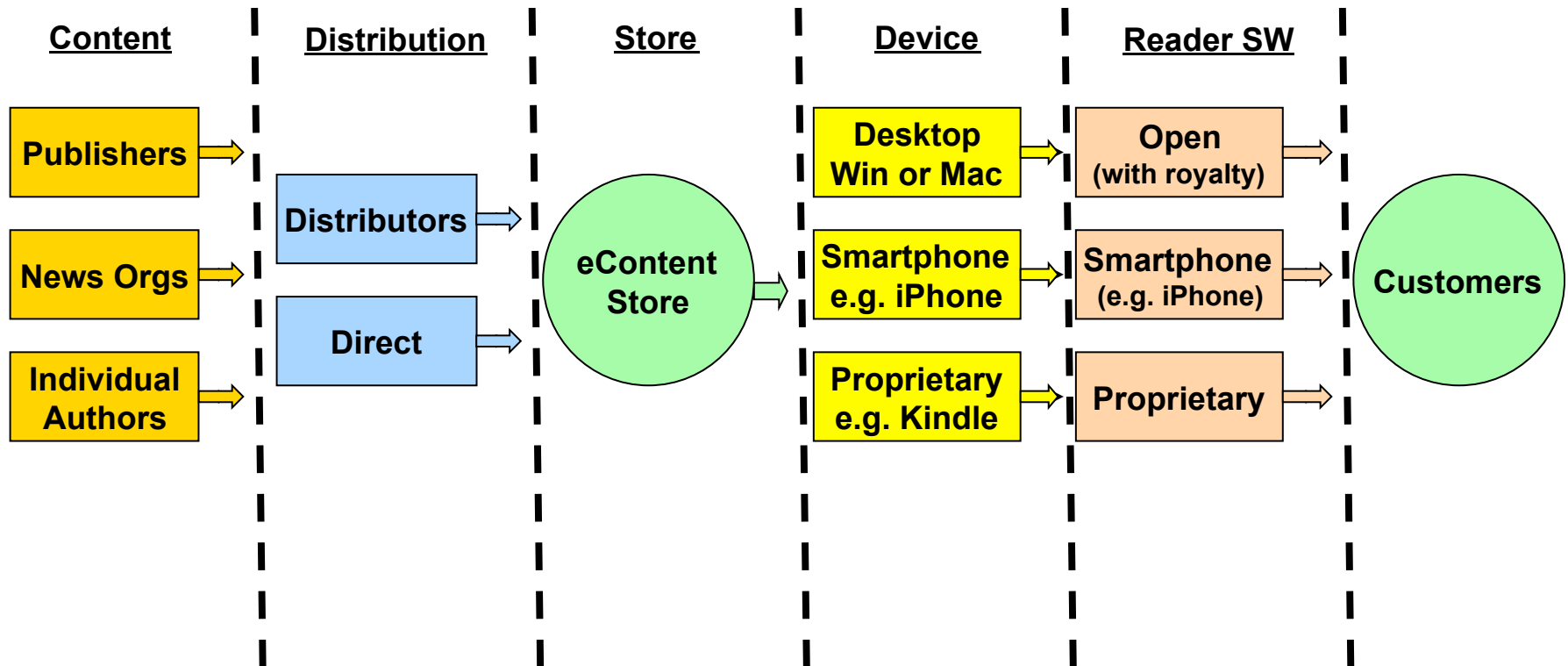
Where Read At Home

Home Location

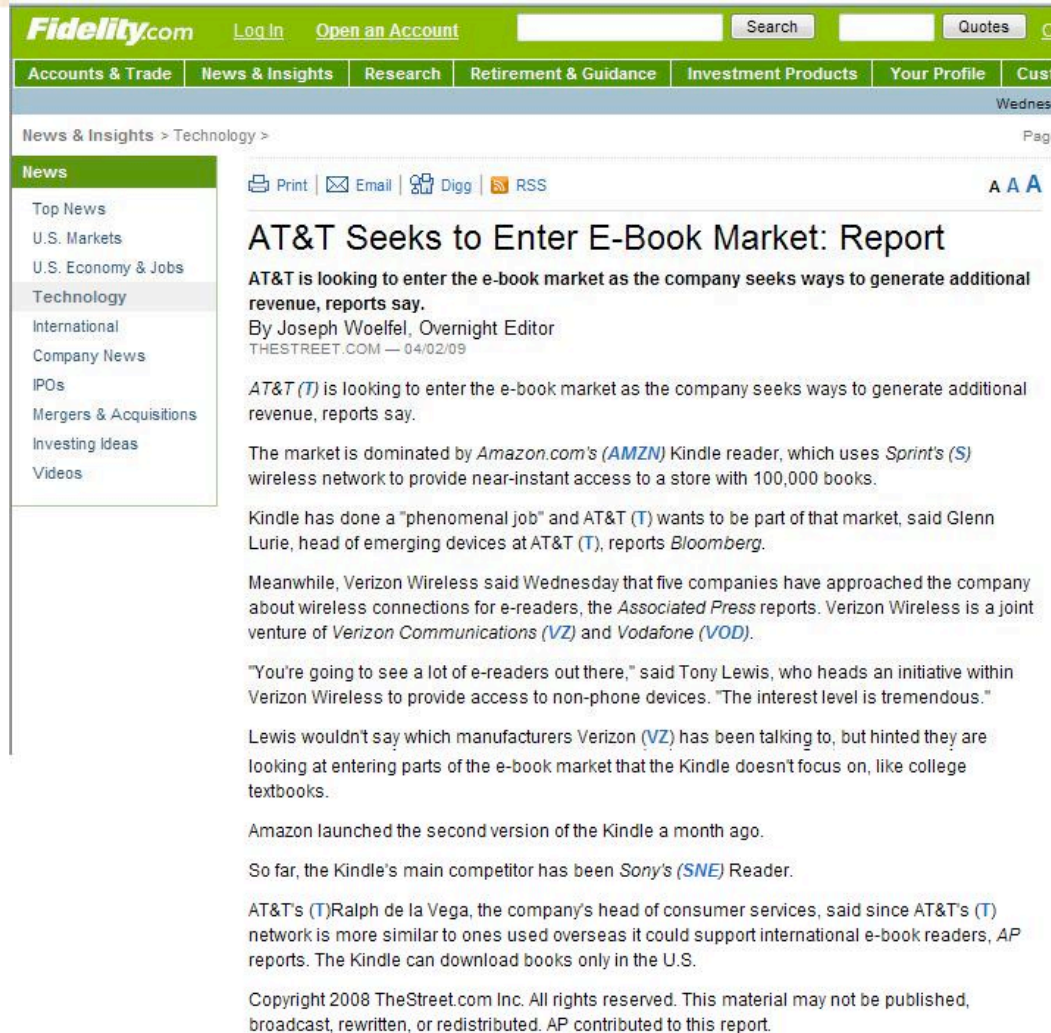


Be not afraid of greatness...

eContent Ecosystem



Wireless carriers



Fidelity.com Log In Open an Account Search Quotes

Accounts & Trade News & Insights Research Retirement & Guidance Investment Products Your Profile Cust

News & Insights > Technology > Page

News

- Top News
- U.S. Markets
- U.S. Economy & Jobs
- Technology
- International
- Company News
- IPOs
- Mergers & Acquisitions
- Investing Ideas
- Videos

Print Email Digg RSS A A A

AT&T Seeks to Enter E-Book Market: Report

AT&T is looking to enter the e-book market as the company seeks ways to generate additional revenue, reports say.

By Joseph Woelfel, Overnight Editor
THESTREET.COM — 04/02/09

AT&T (T) is looking to enter the e-book market as the company seeks ways to generate additional revenue, reports say.

The market is dominated by Amazon.com's (AMZN) Kindle reader, which uses Sprint's (S) wireless network to provide near-instant access to a store with 100,000 books.

Kindle has done a "phenomenal job" and AT&T (T) wants to be part of that market, said Glenn Lurie, head of emerging devices at AT&T (T), reports Bloomberg.

Meanwhile, Verizon Wireless said Wednesday that five companies have approached the company about wireless connections for e-readers, the Associated Press reports. Verizon Wireless is a joint venture of Verizon Communications (VZ) and Vodafone (VOD).

"You're going to see a lot of e-readers out there," said Tony Lewis, who heads an initiative within Verizon Wireless to provide access to non-phone devices. "The interest level is tremendous."

Lewis wouldn't say which manufacturers Verizon (VZ) has been talking to, but hinted they are looking at entering parts of the e-book market that the Kindle doesn't focus on, like college textbooks.

Amazon launched the second version of the Kindle a month ago.

So far, the Kindle's main competitor has been Sony's (SNE) Reader.

AT&T's (T) Ralph de la Vega, the company's head of consumer services, said since AT&T's (T) network is more similar to ones used overseas it could support international e-book readers, AP reports. The Kindle can download books only in the U.S.

Copyright 2008 TheStreet.com Inc. All rights reserved. This material may not be published, broadcast, rewritten, or redistributed. AP contributed to this report.

Be not afraid of greatness...

Top US Smartphones

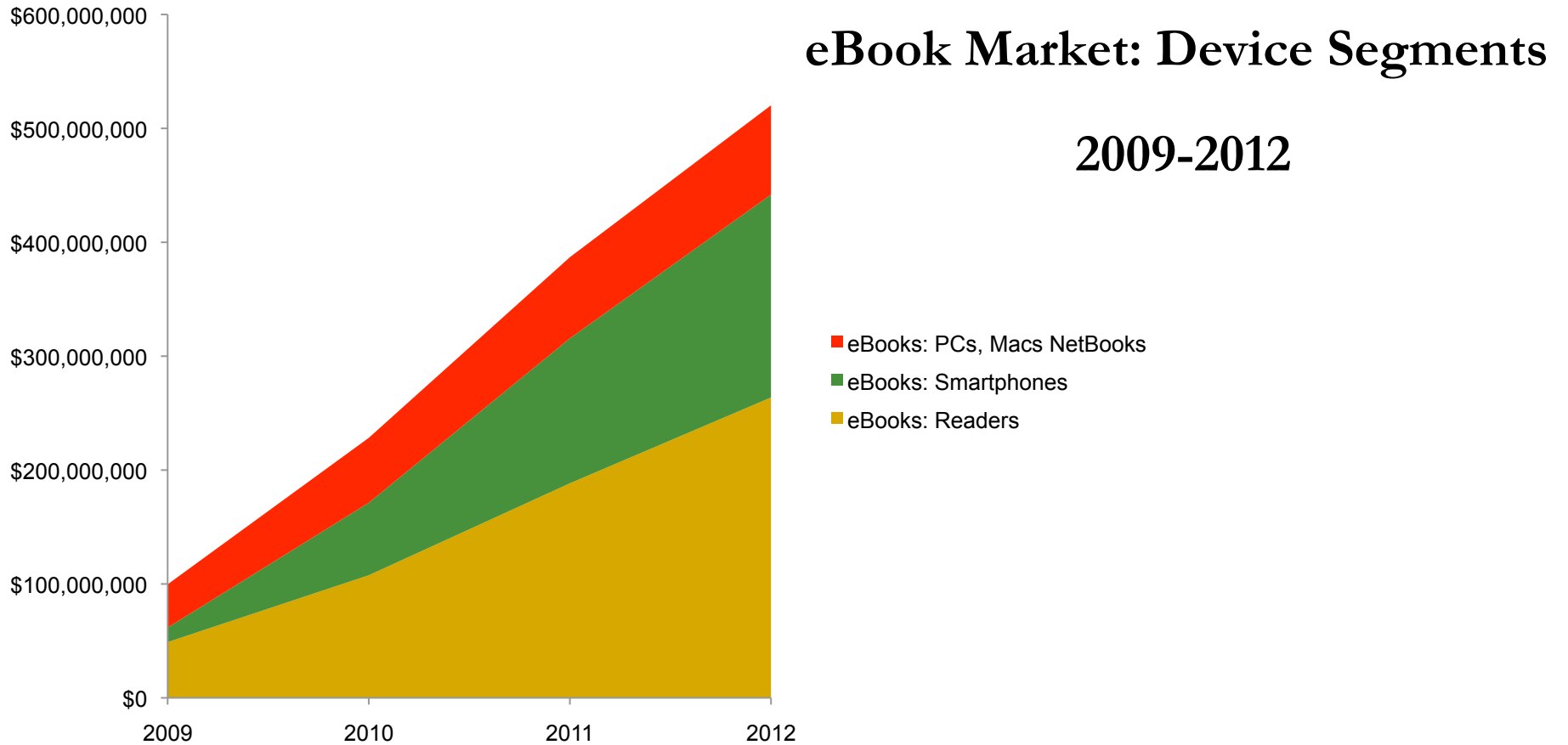
Rank	Handset Models	Share of Smart Phone Traffic
1	Apple iPhone	49.5%
2	RIM BlackBerry 8300	9.1%
3	RIM BlackBerry 8100	6.9%
4	Palm Centro	6.0%
5	HTC Dream (G1)	5.2%
6	Danger Sidekick II	3.4%
7	RIM BlackBerry 9530	1.7%
8	Samsung BlackJack II	1.6%
9	HTC Touch	1.0%
10	Motorola Q9C	0.8%

US Operating System Share

Rank	Manufacturer	Feb 09	Aug 08	6 mon Change
1	iPhone OS	50%	10%	40%
2	RIM	21%	32%	-11%
3	Windows Mobile	13%	30%	-17%
4	Palm	7%	19%	-12%
5	Android	5%	--	5%

Be not afraid of greatness...

BooksOnBoard Has a Strong Foothold in the eBook Space, with developed infrastructure, industry relationships, and loyal customer base



Sources: International Digital Publishing Forum, Book Industry Study Group, AT&T Annual Report 2008, Institute for Publishing Research, BooksOnBoard

Be not afraid of greatness...

Top US P-Book Sellers

Company	2008 FY North American Sales (Books, Media plus coffee, etc:-)
Barnes&Noble / B. Dalton ¹	\$4.52 billion (Down from \$4.68 billion in 2007)
Borders / Waldenbooks	(Waiting on final number) \$3.41 billion (excludes international)
Amazon Media (excludes electronics, services - books, includes books, music, DVDs)	\$5.35 billion (Amazon International stores sold \$5.73 billion in 2008, more than North America) for the first time.
BN.com	\$466 million (Down from \$477 million in 2007)
Total	\$13.7 billion

Landscape ahead

- Slug it out to stay competitive and keep margins intact v/v Amazon, Barnes & Noble
- Impact and timing of further dedicated eBook readers – with “proprietary” bookstores on board
- News Readers – impact on eBook adoption
- Google initiatives – what happens if Google enters digital space for revenue, ad model, etc.

Landscape ahead - opportunities

- Independent considerations
 - Openness a must for independents
 - Open formats
 - Accessibility to content stores on ubiquitous devices
 - Reduced cost of goods to compete with direct competition
 - Co-op and/or other marketing programs to supplement revenue streams
 - Can the Home Page replace the end cap?
 - Adobe ePUB is best hope for open standard

Market Abounds with New Requirements and Opportunities

- AltTabNation.Com
- NoBackPacks.Com
- FreeandGreen.Com
- GreenReads.Com