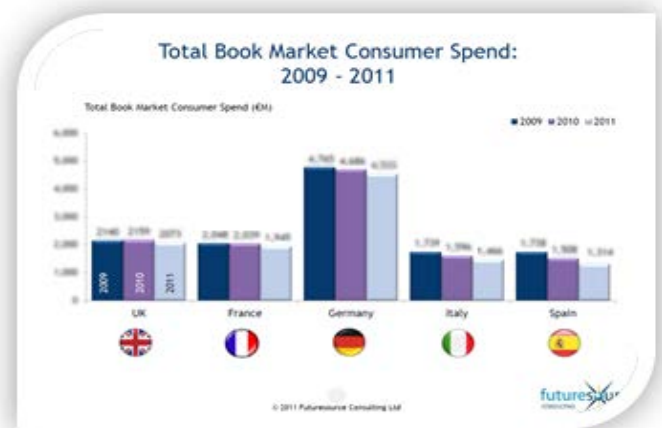


## Introducing the e-Book & e-Reader Market Tracking Service

Futuresource Consulting is delighted to announce a new regular tracking service which quantifies the short, medium and long term opportunities for e-Books in the USA, UK, France, Germany, Italy and Spain.

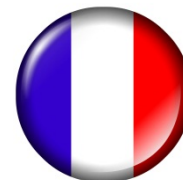
Based on B2B telephone and face-to-face research with retailers, publishers and hardware companies, this service provides:

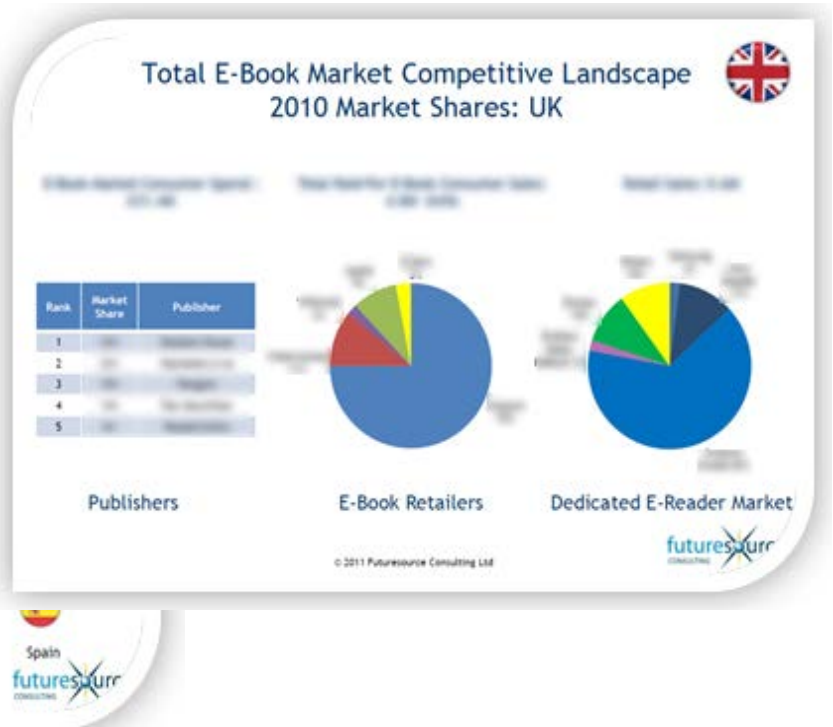
- Review of top selling e-Books, genres and types of publications available
- Review of current and future pricing
- Role of paid-for versus free
- Benchmarked against the size/value of the physical book market
- Review of distribution and the top retailers and e-tailers for e-Books
- Review of key drivers, including the importance of the education sector
- Role of Apps in the e-Book sector
- Release strategies and the relationship between hardback, paperback and e-Books



### Key questions answered by this service include:

- Why is the UK e-book market far ahead of other Western European countries?
- When will the remaining major European e-book markets catch up with the UK?
- Will e-books be the dominant format in Europe within the next five years?
- How will the physical book market be impacted by the development of the e-book market?
- How will the e-book market impact publisher revenues?
- Who will be the key winners and losers?
- What is and what will be the role of the tablet as an e-reading device?





## Key Service Benefits

Futuresource has been tracking the e-book and e-reader markets for over two years, conducting ongoing discussions with various key industry segments concerned with the development of the e-book market. As a result we are able to provide extensive insight into:

- Hardware and content sales
- Installed base and penetration of all e-Reader device types
- Review of key features and future trends
- Sales of leading brands and formats supported
- Review of the structure of retail distribution
- Review of publisher deals/exclusives

- Drill down into the detail with comprehensive analysis of the major developed and emerging territories.
- Make all the right strategic decisions with market insights and support from a dedicated team of full time industry experts.
- Carry out quick and accurate comparisons across the countries tracked, made possible by consistent methodologies and 100% market coverage.
- Track e-book sales and benchmark against the physical book market in terms of consumer spend and unit sales.

As a subscriber to this service you will receive an annual market report, followed by a six-monthly strategic update. You will also be entitled to two in-depth debrief meetings at your offices and access to the Futuresource helpline service throughout the year.

We would like to demonstrate this service to you, please contact us for more information



Get in touch

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