

Electronic Book Activation Strategy Plan based on Propose Factor Analysis and Evolution Direction

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Abstract. The rapidly changing ICT(Information and Communication Technology) environment changes market and culture. The situation of publication market is also fast changing the form to electronic book of formles. However, accept the electronic book and using it situation has not enter the mature stage because of many disincentive. Thus, this paper analyze and propose about various strategy plan to activate electronic book market.

Keywords: eBook, Publishing, Strategy, Contents, Devices, ePub, Viewer, DRM, Publication market, eBook market.

1 Introduction

1.1 Background and Purpose

In the rich time flows, language and text present communication and book to human. The book that contains unlimited idea, philosophy, knowledge and information just changed the form of medium by the time changes, the fundamental message that the book deliver has not been changed [1]. The book reform newly contact to technology through various media. This is the appearance of eBook.

The eBook is a of publication's digitized form, it means formless contents distribution on online through network. The eBook in initial stage was simply convert paper book to digitizing it was the most. Recently, self-publishing environment; irrelevant to paper book publication is activating that anyone can create their own story occur increase the high quality white collar contents. Moreover, eBook formats like ePub3 that support various multi-media elements appeared and it harden foundation for activation of eBook market.

I phone from Apple show off in 2009 is the biggest influence in eBook market while eBook pass the 20 years introduction in Korea. Inexperienced innovative and convenient UI/UX in the meanwhile was enough to capture the users, robust platform, galore contents and application was enough to lead the new eBook generation.

However, the new services that reflect the user's needs and expense pattern was not offered continually, a lot of issues has come up that each service owner's leading the market in arranged and not systematization situation. As time goes by the user's dissatisfaction and inconvenience grow and the growing pains of the eBook market keeps on going.

Therefore, this paper analyzes the various disincentive of the recent eBook market and is to propose various strategy methods for the eBook market vitalization.

2 Encounter Changes Publication Market

2.1 Changes to Digital Environment

Generally paper book base publication was operate in offline entirely, however, according to the development of internet the distribution flow is changing to online centered from the middle 2000 but the media on sale was paper book itself. Anyhow, enter in the mid and late 2000, various smart devices (smart phone, tablet PC...etc.) that replace paper book become popular and the sales media changed to eBook rapidly.

Globally the publication market growth expected to be increased small margin (0.6%) like Table 1. Technicality, the eBook negative growth 2.3% annual average and expect \$949 billion in 2016, in other hand, eBook growth 30.3% annual average and expect to be \$208 billion in 2016. The situation about eBook growth is very rapid [3].

Table 1. Present condition and prospect data of publication market types the world, source : PricewaterhouseCoopers LLP, Wilkofsky Gruen Associates.

(unit : million \$)

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2012~2016 average
Paper books (including audio books) market	113,522	111,457	110,171	106,527	103,948	101,523	99,295	97,084	94,954	
Growth in paper books	0.1	-.18	-1.2	-3.3	-2.4	-2.3	-2.2	-2.2	-2.2	-2.3
E-book market	1,422	2,142	3,359	5,539	8,225	11,183	14,328	17,550	20,785	
Growth in E-book market	48.6	50.6	56.8	64.9	48.5	36.0	28.1	22.5	18.3	30.3
Publication marke total	114,944	113,599	113,530	112,066	112,173	112,706	113,623	114,634	115,719	
Growth in Publication marke total	0.5	-1.2	-0.1	-1.3	0.1	0.5	0.8	0.9	0.9	0.6

2.2 Change of User Purchasing Pattern

Look into the eBook purchasing form it is able to observe very similar figure to the purchasing pattern. In the initial stage, pay whole price and keep the eBook permanently was the mainstream. However, the ratio to publish paper book and eBook at the same time is getting higher recently with active participation of publishers. Through low price publish registered eBook contents increase rapidly (2~3 times increase in every year) and the wide choice of book occur the user reading a limited time with lower price and leave access form of consumption.

In the case of USA 'Consumer Attitudes Toward E-Book Reading' released October 2013 in BISG is able to find some funny respects. Consumer do not care it is only eBook or eBook based on paper book when they purchase eBook, over 50% consumer intent to pay a bit higher price if there is a function to donate and resale.

Moreover, they have high interest in bundle product that sale paper book and eBook together and over 48% consumer intend to pay over the paper book price. Like this it has a meaning on the reading behavior itself and the ability about eBook is very high [4].

2.3 Expectation and Reality of eBook

Search into local eBook market in 2013 major company and new business were participated, sales shows about 2~3% market share against to the whole publication market and opened 100 billion one with only contents sales. The goal in 2014 will be increase over 50% year on year and it starts steady preparation in a huge expectation.

Especially the funny phenomenon is the fact that growth about B2C is higher gradually than B2B growth, from genre literature that takes a place of almost sales mainly to book sales volume is increasing.

However, consumer still wants original contents, inconvenience viewer function; it is a situation that controls a lot of application and store because each service operator has service policy with each different DRM(Digital Rights Management).

3 Activation Plan of eBook market

3.1 Self Lead Type Education Process Implementation

Look at '2013 national book survey' searched from Ministry of Culture, reading volume annual average of adult in Korea is 9.2, and it is not too many read books [2].

The fundamental cause is in learning by rote process. From elementary school to university, the education style is a one way informed the learner receive from teacher form and read book and memorize form to get a better result makes repulsion formation unwittingly when they become an adult.

To respect their self-esteem like in the West is important more than any. Our own thoughts and opinion freely in discussion, argument and accept it through ego

formation and fill up deficient through books and build up a new knowledge virtuous circle education system is important than any.

When this atmosphere forms it will make a great influence in eBook publication market because the reading culture can be mature with the atmosphere.

3.2 Secure various and rich contents

A non readable abundant content on eBook is the recent reality.

Copyright/transmission right contract among published paper book convert to eBook for service, most of contents are genre contents of sales mainly.

For this, self publishing service are in use for discover creative contents that die out cannot jump over the publication hurdle, however, to select high quality contents do not against the copyright need considerable handwork and quantity is not too many.

Moreover, develop responsive multimedia elements (video, sound, animation...etc.) to application form and gain fun and educational effect 'app-book' has appeared that exist eBook could not accept the existing user appease their dissatisfaction fairly [1].

In the future, various service/platform will be need to generate creation with user's participation like fan fiction service of amazon. Moreover, at 'IDPF' [5] september 2007, the whole world's interconvert of eBook establish open type eBook standard technique ePub format. Use of it accept major book, task book of various field's contents which need various multimedia elements and interactive elements will helps to secure readable contents is expecting.

3.3 Arrange Optimum Reading Environment (solution/viewer)

The biggest reason of avoid eBook is people cannot feel as a book. The present eBook viewer is less that shows as printed paper book planned by editor that applied various styles. To solve this problem, from the eBook production concerned and professional editorial plan need. It has to produce to keep the standardized production guide line.

This work is expecting to settle up as professional employees. Besides enhancement work has to be involved in eBook viewer for showing it effectively and stably the most of the style applied contents.

Moreover, there are each service operator has their DRM/service policy, so there are some inconvenient that the users who purchased eBook through various channel have to manage the viewer and the list of many operator's. To handle these recent issues, there is a ePub DRM convert technology research [6] that processed as a task from Korea Copyright Commission, when follow it, keep the DRM that each service operators use and the users can read and care eBook list at the one viewer.

To form these environments, many eBook service operators need to be joined.

3.4 Excavation New Service According to The Trend Changes

Consumer moves according to the age and environment. The eBook services grasp these flows of consumer and need to go forward constantly.

However, these phenomenon shortages so far than global market, so it needs a continuous effort and attempt.

4 Conclusion

To be solved elements are still too many. It is time to focus on potential energy to pull up the ambience of eBook publication market to mutual cooperation with concerned companies that sympathy about a lot of inconvenient elements and activation method we examined before.

The influence of various smart phone and social environment, eBook publishing market door opens slowly. Diversify gradually stable service/solution are release continuously, grow quality contents and awareness about eBook is getting higher.

However, to concern on reader's side will develop the eBook market.

In the future, according to proposed eBook environment, we will propose an effective and practical used eBook environment, and a methodology of implemented eBook.

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