

# 電子書的發展與服務趨勢

陳昭珍

國立臺灣師範大學圖書資訊學研究所教授  
兼圖書館館長

# 大綱

- 電子書發展趨勢預測
- 電子書出版銷售實況調查
- 教育環境重要發展趨勢及面臨的挑戰
- 資訊科技在教育環境重要之應用

# 2011 年電子書重要發展趨勢

- **Five eBook Trends** that Will Change the Future of Publishing
- **Are eBooks the Future of the Book Market?** Six Predictions for 2011
- **eBook Trends to Watch for in 2011:** Are eBooks Coming of Age?
- **ePublishing Predictions for 2011:** eBooks Meet Self-Publishing
- **The Future of eBooks Online in 2011:** Trends and Predictions for the Publishing Industry
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## 5 E-Book Trends That Will Change the Future of Publishing 改變出版未來的五個電子書發展趨勢

- **Enhanced E-Books** 來臨，且會越來越好
- 閱讀器大戰即將結束
- 電子書不會都只要**\$9.99**元
- 情境式銷售模式正夯
- 出版者將比以前更重要

## Are eBooks the Future of the Book Market? Six Predictions for 2011

# 2011年有關電子書的六個預測

- 整合行銷 **Bundled Books**
- 推薦閱讀 **Social Reading**
- 電子書俱樂部 **e-Book Clubs**
- 電子書先行 **e-First Publishing**
- 免費閱讀器 **Free e-Readers**
- 貨幣試驗 **Monetization Experiments**
- — Thomas Nelson Publishers CEO Michael Hyatt

eBook Trends to Watch for in 2011: Are eBooks Coming of Age?

## 2011年電子書發展趨勢

- 整合行銷 **Bundling Books**
- 更多出版社發行電子書 **More Publisher Released eBooks**
- 免費閱讀器 **Free e-Readers**
- 閱讀器更便宜 **Lower Priced e-Readers**
- 電子書更便宜 **Lower priced ebooks**
- 廣告與行銷 **Advertising and Marketing**
- 獨立出版者增加 **Increase in Indie ePublishers**
- 社會性閱讀團體及電子書俱樂部 **Social Reading Groups and Book Clubs**
  
- Suzanne Fyhrie Parrott

## ePublishing Predictions for 2011: eBooks Meet Self-Publishing

# 當電子書遇到自行出版 Smashwords founder Mark Coker

- 電子書銷售增加, 但單價便宜
- **Agents** 寫下電子書革命的下一章 (讓作者不透過傳統出版社出版)
- 很多大作家不願意分數位版權
- 六大出版社提高電子書版稅
- 電子書價格下降
- 顧客是王, 出版社的顧客是讀者
- 電子書國際市場擴大, 出版社重新思考領域權限
- 發現力 熱門 **Discoverability becomes HOT**
- 六大出版社拒絕放棄**DRM**, 並仍不信任顧客 **Big 6 publishers refuse to abandon DRM, Continue to Mistrust Customers**
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## The Future of eBooks Online in 2011: Trends and Predictions for the Publishing Industry

# 未來出版市場預測

### □ 適宜自行出版行銷的六個理由 **6 Reasons 2011 Is the Perfect Year to Write and Sell Ebooks Online**

- **Ebooks Outselling Hardcover** : Amazon 2010電子書銷售首度多於紙本書140:100
- **Ebooks Getting Their Own Bestseller List** : *2010 The New York Times* 起每週三刊出暢銷電子書排行榜
- **Exploding Sales** : 2011美國消費者預計花十億美元改電子書，2015年將達三十億美元
- **Free to Publish** : 在Amazon 出書不需要申請ISBN，出版完全免費
- **No Need for Traditional Publishers** : 完全不需傳統出版者
- **You Can Make a Helluva Lot of Money Selling Ebooks**

□

**Inkwell Editorial**



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- 電子書出版銷售實況調查
- 教育環境重要發展趨勢及面臨的挑戰
- 資訊科技在教育環境重要之應用

# Assessing the Latest Impact of eBooks on the Publishing Market (Aptara.com Dec. 2010)

- 貴公司目前是否有生產或發行電子書？

	Trade	STM	Collage	K-12	B2B
yes	74%	72%	64%	78%	57%
no	25%	28%	35%	22%	43%
Not sure	1%	0%	1%	0%	0%

# Assessing the Latest Impact of eBooks on the Publishing Market (Aptara.com Dec. 2010)

- 電子書對貴公司發展策略與成長計畫之重要性為何

	Trade	STM	Collage	K-12	B2B
high	55%	52%	50%	46%	39%
Moderate	28%	33%	27%	39%	24%
low	9%	9%	11%	10%	24%
unsure	7%	7%	12%	4%	13%
Undefined	0%	0%	1%	0%	0%

# Assessing the Latest Impact of eBooks on the Publishing Market (Aptara.com Dec. 2010)

- 貴公司的書以電子書形式出版之百分比

	Trade	STM	Collage	K-12	B2B
0–25%	25%	22%	27%	36%	30%
26–50%	9%	12%	7%	18%	9%
51–75%	8%	9%	12%	4%	6%
76–100%	31%	29%	16%	19%	19%
Unsure	5%	4%	6%	7%	7%
Undefined	24%	25%	32%	15%	30%

# Assessing the Latest Impact of eBooks on the Publishing Market (Aptara.com Dec. 2010)

- 貴公司未出版及發行電子書的原因為何(前面選擇no 者)

	Trade	STM	Collage	K-12	B2B
No customer demand/requirement	6%	12%	17%	7%	22%
eReader/content format/compatibility issues	8%	9%	9%	9%	4%
Return on investment (ROI) concerns	8%	8%	9%	9%	2%
Distribution channel issues	6%	7%	5%	7%	4%
Concern over protecting digital rights	6%	9%	7%	7%	2%
Cost of overall eBook production	5%	5%	6%	7%	4%
Complexity of pricing models	2%	5%	4%	9%	2%
Lack of source rights to publish in new formats	3%	4%	3%	4%	0%
Perceived quality of the converted content	5%	2%	2%	1%	2%
Undefined	78%	75%	73%	82%	61%

# Assessing the Latest Impact of eBooks on the Publishing Market (Aptara.com Dec. 2010)

- 出版電子書的主要趨動力為何？

	Trade	STM	Collage	K-12	B2B
New revenue stream	53%	50%	41%	58%	37%
Seeking a new market/audience	53%	36%	36%	45%	31%
Customer demand	39%	39%	35%	45%	37%
Announcements by competitors	16%	11%	14%	21%	9%
Other	6%	6%	7%	3%	11%
Unsure	0%	2%	4%	3%	4%
Undefined	19%	27%	35%	16%	33%

# Assessing the Latest Impact of eBooks on the Publishing Market (Aptara.com Dec. 2010)

- 電子書出版之投資報酬率為何？

	Trade	STM	Collage	K-12	B2B
Better than printed books	15%	14%	9%	10%	15%
Same as printed books	6%	5%	3%	1%	4%
undefined	18%	25%	32%	13%	31%
Don't know yet	40%	34%	33%	45%	35%
Unsure	8%	10%	11%	10%	6%
Worse than printed books	13%	12%	13%	19%	9%

# Assessing the Latest Impact of eBooks on the Publishing Market (Aptara.com Dec. 2010)

- 您的電子書可在那一種設備上閱讀？

	Trade	STM	Collage	K-12	B2B
PC	62%	60%	54%	73%	57%
Mac	55%	47%	47%	57%	46%
Amazon Kindle	51%	37%	33%	45%	22%
Apple iPad	50%	35%	32%	33%	30%
Apple iPhone	51%	32%	32%	39%	30%
Sony Reader	47%	28%	29%	36%	24%
Other	43%	26%	27%	30%	31%
B&N Nook	42%	21%	23%	27%	19%
Unsure	9%	7%	11%	10%	9%
Undefined	23%	27%	35%	16%	30%



# Assessing the Latest Impact of eBooks on the Publishing Market (Aptara.com Dec. 2010)

- 透過何種管道行銷電子書
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	Trade	STM	Collage	K-12	B2B
Our own eCommerce site	44%	47%	39%	46%	44%
Amazon.com	53%	38%	34%	42%	22%
Other	47%	40%	39%	43%	37%
Apple iTunes	38%	21%	12%	13%	19%
Small or independent book sellers	19%	14%	17%	18%	15%
Unsure	6%	4%	7%	7%	2%
Undefined	23%	25%	34%	18%	31%

# Assessing the Latest Impact of eBooks on the Publishing Market (Aptara.com Dec. 2010)

- 電子書的格式
- 電子書原始檔格式？

# Assessing the Latest Impact of eBooks on the Publishing Market (Aptara.com Dec. 2010)

## □ 面臨的挑戰為何？

	Trade	STM	Collage	K-12	B2B
eReader/content format/compatibility issues	55%	46%	47%	49%	31%
Distribution channel issues	44%	40%	34%	36%	26%
Digital Rights Management (DRM)	23%	31%	35%	43%	20%
Cost of overall eBook production	25%	21%	27%	22%	22%
Quality of the converted content	26%	20%	27%	24%	22%
Cost of backlist conversion	20%	19%	22%	16%	17%
Other	5%	7%	6%	12%	2%
<b>unsure</b>	8%	7%	11%	7%	11%
Undefined	5%	9%	9%	7%	13%

# Assessing the Latest Impact of eBooks on the Publishing Market (Aptara.com Dec. 2010)

## □ Enhanced eBooks

	Trade	STM	Collage	K-12	B2B
Still investigating	28%	36%	29%	45%	31%
No plans at this time	15%	9%	12%	9%	13%
Planning to once EPUB standard supports enhanced eBooks	15%	11%	9%	12%	9%
Already producing them via iPhone apps	10%	7%	3%	4%	0%
Planning to once eReaders become more prevalent	4%	5%	4%	1%	6%
Unsure	6%	7%	9%	9%	7%
Undefined	22%	26%	34%	19%	33%

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# The Horizon Report 2011 -- *EDUCAUSE Learning Initiative (ELI) and the New Media Consortium*

## □ 四個重要發展趨勢

- 網路資訊越來越多且易於取用，教育者角色將重新定位
- 人們期望可在任何地方、任何時間行動式工作、學習、研究
- 這個世界的合作越來越多
- 雲端科技越來越重要，我們的IT支援都是分散式的

## □ 主要的挑戰

- 對每一領域及專業而言，數位媒體素養都是重要技能
- 面對新的學術創作、出版及研究形式的出現，需要更適切的評鑑方式
- 經濟壓力及新教育模式是大學傳統模式的競爭者
- 師生面對多元及快速發展之資訊、軟體、工具、載具之挑戰

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# The Horizon Report 2011

- 三個將在教育、學習及探索被採用的重要科技
- On the near-term horizon — that is, within the next 12 months — ***are electronic books and mobiles***
- The second adoption horizon considers technologies expected to gain widespread usage within two to three years, and this year's candidates are ***augmented reality and game-based learning***.
- Looking to the far-term horizon, four to five years from now for widespread adoption, are ***gesturebased computing and learning analytics***.



# 圖書館的電子書服務

- 電子書會成爲圖書館重要的館藏
- 圖書館出借電子書閱讀器
- 圖書館如何購買及出借電子書
  - ▣ **Open Library**
  - ▣ **Harper Collins (限流通26次) and Overdrive**
  - ▣ **Kindle Library Lending (與Overdrive合作)**
  - ▣ **Patron driven acquisition**：如 **Ebook Library (EBL)**不用付錢給EBL，直到該書被借了三次
  - ▣ 採購什麼格式的電子書
  - ▣ 聯盟採購 vs. 個自採購
- 圖書館如何典藏電子書
- 圖書館與大學出版



**Thank you**  
**Welcome any Comments**