

## ***Electronic Book Industry in Japan: Key Research Findings 2010***

### ➤ **Research Outline**

**Yano Research Institute has conducted a study on the electronic book industry in Japan with following conditions.**

1. Research period: June to November 2010
2. Research targets: Publishers, bookstores, related companies, industry organizations, etc.
3. Research methodologies: Face-to-face interviews, telephone surveys, literature research

#### **DEFINITION of Electronic Book Industry**

The market size of the electronic book industry in this research is calculated based on the sales value of business establishments of electronic book content for mobile phone, personal computer & PDA and e-book reader. It does not include the cost of terminals to display the content, the cost of communications for downloads, and the revenue from advertising.

### ➤ **Key Findings**

- ◆ **The FY 09 market size of electronic books was JPY 63.0 billion. Japan has been already a big electronic book country.**

The market size of electronic books for fiscal 2009 is estimated at 63.0 billion yen, up 23.5 percent from the previous year based on sales value of content business establishments. Apple's "iPad" which was launched to the Japanese market in May 2010 is said to be a trigger of the rapid growth of the electronic book industry. Several years before the appearances of standard e-book readers, publishers have been distributing old comics to personal computer and mobile phone users. Japan has been already a big electronic book country. New markets are expected to be formed with the increasing amount and the enriched content for e-book readers, such as "iPad."

- ◆ **The traditional business custom of the publishing industry may change due to the expansion of electronic books.**

Traditionally in the Japanese publishing industry the artworks developed by publishers or editors go through printing companies, wholesalers to bookstores. However, such intermediaries may be skipped along with the prevalence of electronic books which can directly connect writers and readers. Furthermore, new business opportunities and creative things may be generated.

In the Western countries an author has one agent, while in Japan an author's books are published by multiple publishers, which also gives the author a prestigious aspect. The work of publishers and editors would certainly change to be more comprehensive being required to add a role of a producer.

### ➤ **Report format:**

Published report: "Publishing Industry 2010" Issued in: November 2010

Language: Japanese

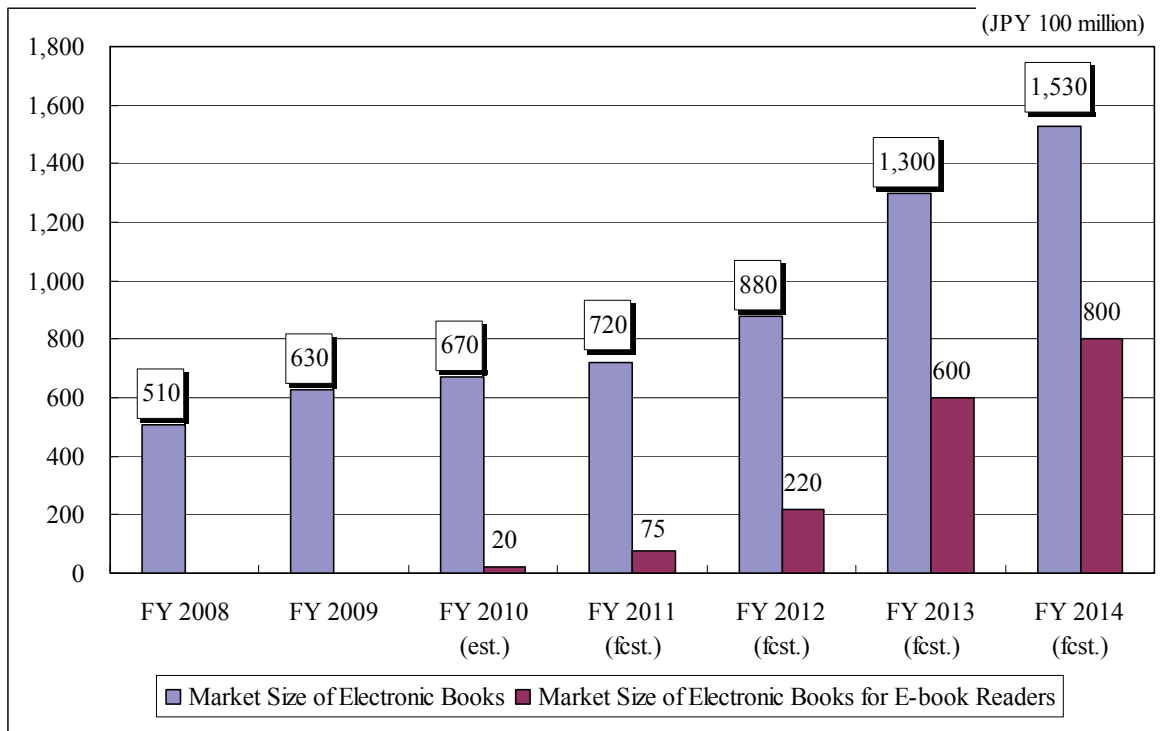
Format: 523 pages in A4 format

Price: 102,000 yen (5,100 yen of consumption tax will be additionally charged for sales in Japan.)

**Contacts:** Public Relations **Yano Research Institute Ltd.**

URL: <http://www.yanoresearch.com> Phone: +81-3-5371-6912 E-mail: [press@yano.co.jp](mailto:press@yano.co.jp)

### [Market Size of Electronic Books]



Estimated by Yano Research Institute Ltd.

Note:

1. Based on sales value of content business establishments.
2. E-book readers refer to the terminals for reading, including tablet personal computers such as iPad.
3. The market size of electronic books for e-book readers is included in the market size of electronic books.
4. The market size does not include the cost of terminals to display the content, the cost of communications for downloads and the revenue from advertising.