World is Changing
National Library
Newspaper Archives
Microfilm Reading Room
The Internet affect our lives
Ubiquitous Computing
Four Screens per User
Internet Usage in Thailand

Internet Users: 23.86 million, penetration 35.8% [TrueHits, July 2013]

Internet Broadband 4.72 million users penetration 23.63% per household [NBTC, Sep 2013]

3G Mobile Subscribers: 10.5 Million [Business+, Sep 2013]
Social Networks Population in Thailand 2013

Facebook: 24 Million
LINE: 18 Million
Twitter: 2 Million
YouTube: 5.3 Million Videos

Source: ZocialRank.com
Average hours Thai netizens spend using the internet each week: 16.6 hours vs 10.9 hours spent watching broadcast TV each week.

Source: We Are Social 2012

Time spent on the internet via mobile phones accounted for 49 percent of all media use, edging out time spent watching TV at 36 percent.

Source: Nielsen Thailand study 2013
1995
Launch Online Bookstore

1997
trading on the NASDAQ

1998
First International Sites

1999
Jeff Bezos “Person Of The Year”

2007
Kindle on Sales
$4.99 Kindle Purchase
Auto-delivered wirelessly

Enterprise Mobility Management: Everything you need to know about MDM, MAM, and BYOD, 2014 Edition by Madden, Jack (Nov 25, 2013)
$11.99 Kindle Edition
Auto-delivered wirelessly
$20.96 $16.88 Paperback Prime
Order in the next 14 hours and get it by Tuesday, Jan 21
Only 14 left in stock - order soon.
Cloud Essentials: CompTIA Authorized Courseware for Exam CLO-001

CompTIA-Authorized courseware for the Cloud Essentials Exam (CLO-001)
What better way to get up to speed on cloud computing than with this new book in the popular Sybex Essentials series? Cloud Essentials covers the basics of cloud computing and its place in the modern enterprise. Explore public and private clouds; contrast the "as a service" models for PaaS, SaaS,


Clouds are distributed technology platforms that leverage sophisticated technology innovations to provide highly scalable and resilient environments that can be remotely utilized by organizations in a multitude of powerful ways. To successfully build upon, integrate with, or even create a cloud environment requires an understanding of its common inner mechanics,

SOA Governance in Action: REST and Web Service Architectures

Summary

SOA Governance in Action is a hands-on guide for developers and technology leaders on developing and implementing governance for SOA projects. This book
กรุงเทพธุรกิจ

2022 แบบวิธีปฏิบัติเพื่อภูมิใจนักข่าว
โคนงานบริการ ให้เข้าใจมากขึ้น

โคนงานบริการ
นักข่าวทรัพยากร

ASEAN

ประกาศค่าคืนน้ำมัน

ประเมิน-เศรษฐกิจการ

</noinput>
E-book reader

From Wikipedia, the free encyclopedia

(Redirected from EReader)

"E-reader" redirects here. For other uses, see E-reader (disambiguation).

An e-book reader, also called an e-book device or e-reader, is a mobile electronic device that is designed primarily for the purpose of reading digital e-books and periodicals.

Any device that can display text on a screen may act as an e-book reader, but specialised e-book reader designs may optimise portability, readability (especially in sunlight), and battery life for this purpose. A single e-book reader is capable of holding the digital equivalent of hundreds of printed texts with no added bulk or measurable mass.[1]

Contents

1 Overview
2 Precursors
3 Popular eBook readers
4 See also
5 References
Technology Trends
The next phase of the Internet

Connectivity

*Intelligence Machines*

*Big Data and Analytics*

*Cloud*
# Worldwide Devices Shipments

## Table 1

<table>
<thead>
<tr>
<th>Device Type</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>PC (Desk-Based and Notebook)</td>
<td>341,273</td>
<td>299,342</td>
<td>277,939</td>
<td>268,491</td>
</tr>
<tr>
<td>Tablet (Ultramobile)</td>
<td>119,529</td>
<td>179,531</td>
<td>263,450</td>
<td>324,565</td>
</tr>
<tr>
<td>Mobile Phone</td>
<td>1,746,177</td>
<td>1,804,334</td>
<td>1,893,425</td>
<td>1,964,788</td>
</tr>
<tr>
<td>Other Ultramobiles (Hybrid and Clamshell)</td>
<td>9,344</td>
<td>17,195</td>
<td>39,636</td>
<td>63,835</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,216,322</strong></td>
<td><strong>2,300,402</strong></td>
<td><strong>2,474,451</strong></td>
<td><strong>2,621,678</strong></td>
</tr>
</tbody>
</table>

Source: Gartner (December 2013)
Worldwide Devices Shipments by OS

Table 2
Worldwide Device Shipments by Operating System (Thousands of Units)

<table>
<thead>
<tr>
<th>Operating System</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Android</td>
<td>503,690</td>
<td>877,885</td>
<td>1,102,572</td>
<td>1,254,367</td>
</tr>
<tr>
<td>Windows</td>
<td>346,272</td>
<td>327,956</td>
<td>359,855</td>
<td>422,726</td>
</tr>
<tr>
<td>iOS/Mac OS</td>
<td>213,690</td>
<td>266,769</td>
<td>344,206</td>
<td>397,234</td>
</tr>
<tr>
<td>RIM</td>
<td>34,581</td>
<td>24,019</td>
<td>15,416</td>
<td>10,597</td>
</tr>
<tr>
<td>Chrome</td>
<td>185</td>
<td>1,841</td>
<td>4,793</td>
<td>8,000</td>
</tr>
<tr>
<td>Others</td>
<td>1,117,905</td>
<td>801,932</td>
<td>647,572</td>
<td>528,755</td>
</tr>
<tr>
<td>Total</td>
<td>2,216,322</td>
<td>2,300,402</td>
<td>2,474,414</td>
<td>2,621,678</td>
</tr>
</tbody>
</table>

Source: Gartner (December 2013)
## Smartphone Marketshare Q3: 2013

### Table 2

<table>
<thead>
<tr>
<th>Operating System</th>
<th>3Q13 Units</th>
<th>3Q13 Market Share (%)</th>
<th>3Q12 Units</th>
<th>3Q12 Market Share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Android</td>
<td>205,022.7</td>
<td>81.9</td>
<td>124,552.3</td>
<td>72.6</td>
</tr>
<tr>
<td>iOS</td>
<td>30,330.0</td>
<td>12.1</td>
<td>24,620.3</td>
<td>14.3</td>
</tr>
<tr>
<td>Microsoft</td>
<td>8,912.3</td>
<td>3.6</td>
<td>3,993.6</td>
<td>2.3</td>
</tr>
<tr>
<td>BlackBerry</td>
<td>4,400.7</td>
<td>1.8</td>
<td>8,946.8</td>
<td>5.2</td>
</tr>
<tr>
<td>Bada</td>
<td>633.3</td>
<td>0.3</td>
<td>4,454.7</td>
<td>2.6</td>
</tr>
<tr>
<td>Symbian</td>
<td>457.5</td>
<td>0.2</td>
<td>4,401.3</td>
<td>2.6</td>
</tr>
<tr>
<td>Others</td>
<td>475.2</td>
<td>0.2</td>
<td>683.7</td>
<td>0.4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>250,231.7</strong></td>
<td><strong>100.0</strong></td>
<td><strong>171,652.7</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Source: Gartner (November 2013)
# Tablet Marketshare Q3: 2013

<table>
<thead>
<tr>
<th>Vendor</th>
<th>3Q13 Unit Shipments</th>
<th>3Q13 Market Share</th>
<th>3Q12 Unit Shipments</th>
<th>3Q12 Market Share</th>
<th>Year-over-Year Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apple</td>
<td>14.1</td>
<td>29.6%</td>
<td>14.0</td>
<td>40.2%</td>
<td>0.6%</td>
</tr>
<tr>
<td>Samsung</td>
<td>9.7</td>
<td>20.4%</td>
<td>4.3</td>
<td>12.4%</td>
<td>123.0%</td>
</tr>
<tr>
<td>Asus</td>
<td>3.5</td>
<td>7.4%</td>
<td>2.3</td>
<td>6.6%</td>
<td>53.9%</td>
</tr>
<tr>
<td>Lenovo</td>
<td>2.3</td>
<td>4.8%</td>
<td>0.4</td>
<td>1.1%</td>
<td>420.7%</td>
</tr>
<tr>
<td>Acer</td>
<td>1.2</td>
<td>2.5%</td>
<td>0.3</td>
<td>0.9%</td>
<td>346.3%</td>
</tr>
<tr>
<td>Others</td>
<td>16.8</td>
<td>35.3%</td>
<td>13.5</td>
<td>38.8%</td>
<td>25.0%</td>
</tr>
<tr>
<td>Total</td>
<td>47.6</td>
<td>100.0%</td>
<td>34.8</td>
<td>100.0%</td>
<td>36.7%</td>
</tr>
</tbody>
</table>

Source: IDC, October 2013

![IDC - Tablet Shipments by Platform](image)
Wearable Technology: The Next Big Things

Google Glass
Nike Fuelband
Jawbone UP
Basis Band
Misfit Shine
Sony Smartwatch
Google Glass
Connected Devices

- 5 Billion objects connected (2010)
- 50 Billion objects connected (2020)
Augmented Reality

Install
Download "MAYAR" from App Store or Play Store
Scan
Open MAYAR Application and scan on the image
Play
See the image become LIVE!!
Cloud Computing transforms IT
Big Data transforms Business
E-Books & E-Readers
Why e-Books?

Amazon now sells more Kindle titles than printed books

47.6 Million Tablets sold in Q3: 2013 and will overtake number of PC sold in 2015

By 2015, Americans are predicted to spend $3billion on e-Books
Which is better for these purposes, a printed book or an e-book?

% of Americans 16+ who have read both e-books and print books in the last 12 months

- Reading with a child: 9% printed, 81% e-books
- Sharing books with other people: 25% printed, 69% e-books
- Reading books in bed: 43% printed, 45% e-books
- Having a wide selection to choose from: 35% printed, 53% e-books
- Reading while traveling or commuting: 19% printed, 73% e-books
- Being able to get a book quickly: 13% printed, 83% e-books

Source: PewInternet
Challenges

Different Vendors

Different Formats

Different E-Readers

- Different Pricing Model
- Software Installation
- Firewall Issues
eBook readers

Amazon® Kindle
(U.S. libraries only)
Kindle, 2, 3, DX, Touch, Keyboard, Paperwhite

Sony®

Barnes & Noble®
NOOK® 3G+Wi-Fi, Wi-Fi, Simple Touch

Kobo™
Kobo eReader, Touch, Glo

Other devices
- Aluratek LIBRE Air/Color/Touch
- En Tourage Pocket eDGe™
- iRiver Story HD
- Literati™ Reader
- Pandigital® Novel
- PocketBook Pro 602
- Skytex Primer

The process to download or transfer eBooks to these devices may vary by device, most require Adobe Digital Editions.

Computers

OverDrive
Install the FREE Adobe Digital Editions software to download and read eBooks on your computer and transfer to eBook readers.

Windows® XP, Vista, 7 or 8

Mac OS X v10.4.9 (or newer)

Source: http://partners.overdrive.com/
ePUB

- An open standard for e-books.
- Created by the International Digital Publishing Forum (IDPF).
- A vendor-independent XML-based e-book format.
- Only notable device lacking support for the EPUB format is the Amazon Kindle.
Portable Document Format

- A file format created by Adobe Systems.
- Initially to provide a standard form for storing printable documents containing a set of page images.
- Can easily be viewed and printed by users on a variety of computer platforms.
Hypertext Markup Language

- HTML is the markup language used for most web pages.
- E-books using HTML can be read using a Web browser.
- Several e-Book formats including the Amazon Kindle, Open eBook, Compiled HTML, Mobipocket and EPUB store each book chapter in HTML format.
Amazon.com also released Kindle Format 8, their new file format for the Kindle Fire reader.

The .kf8 file format supports a subset of HTML5 and CSS3 features.

Older Kindle eBook readers use the proprietary format, AZW.
Mobipocket

- The Mobipocket e-book format is based on the Open eBook standard using XHTML and can include JavaScript and frames.
- Mobipocket products support most Windows, Symbian, BlackBerry and Palm operating systems.
- The Amazon Kindle's AZW format is basically just the Mobipocket format with a slightly different .
Popular e-Book Formats & Readers

- iOS
- Nook Color
- HTML
- PDF
- ePub
- Kindle
- Mobipocket

- Windows 7
- Nook
- ePub
- HTML
- Kindle
- Mobipocket
- PDF

- Kindle Fire
- ePub
- eReader
- HTML
- Kindle
- Mobipocket
- PDF

- Android
- ePub
- PDF

- Kindle 3
- HTML
- Kindle
- Mobipocket
- PDF

- Sony Reader
- ePub
- PDF

iLibrarian - http://oedb.org/blogs/ilibrarian
# E-Book Formats

<table>
<thead>
<tr>
<th>Reader</th>
<th>Native E-Book Formats</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Amazon Kindle</strong>, Kindle Fire (color), Kindle Touch, Kindle Touch 3G[^69]</td>
<td>AZW, PDF, TXT, non-DRM MOBI, PRC</td>
</tr>
<tr>
<td><strong>Nook Simple Touch[^70]</strong>, Nook Tablet</td>
<td>EPUB, PDF</td>
</tr>
<tr>
<td><strong>Apple iPad[^71]</strong></td>
<td>EPUB, IBA (Multitouch books made via iBooks Author), PDF</td>
</tr>
<tr>
<td><strong>Sony Reader</strong> PRS-350, PRS-650, PRS-950[^69]</td>
<td>EPUB, PDF, TXT, RTF, DOC, BBeB</td>
</tr>
<tr>
<td><strong>Kobo eReader</strong>, Kobo Touch, Kobo Arc[^72][^73]</td>
<td>EPUB, PDF, TXT, RTF, HTML, CBR (comic), CBZ (comic)</td>
</tr>
<tr>
<td><strong>PocketBook Reader</strong>, PocketBook Touch[^74][^75]</td>
<td>EPUB DRM, EPUB, PDF DRM, PDF, FB2, FB2.ZIP, TXT, DJVU, HTM, HTML, DOC, DOCX, RTF, CHM, TCR, PRC (MOBI)</td>
</tr>
</tbody>
</table>
Reading an e-Book on Computer

Web Browser  Kindle App  Adobe Reader

Calibre

Others
Reading an e-Book on iPad

- iBooks
- Kindle App
- Stanza App
- Individual Book Apps
- Others
Reading an e-Book on eBook Reader

Kindle

Nook

Kobo

Sony

Global e-book Readers Shipment in 4Q12

<table>
<thead>
<tr>
<th>Sellers</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kobo</td>
<td>20.0%</td>
</tr>
<tr>
<td>Amazon</td>
<td>55.0%</td>
</tr>
<tr>
<td>Barnes and Noble</td>
<td>10.0%</td>
</tr>
<tr>
<td>Sony</td>
<td>6.0%</td>
</tr>
</tbody>
</table>

Source: wikipedia
How device owners read their e-books

% of owners of each device who read e-books on that device

- On a cell phone*: 29%
- On a desktop or laptop*: 46%
- On an e-reader*: 93%
- On a tablet*: 81%

* = among people who own that device

Source: PewInternet
Ninety-four percent of academic libraries offer e-Books

33% of school libraries
72% of public libraries

# Book Markets

## United States (2010–2011 Book Market)

<table>
<thead>
<tr>
<th>Key Indicators</th>
<th>Values</th>
<th>Sources, comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>New titles per 1 million inhabitants</td>
<td>1,700,000</td>
<td>Amazon claims in early 2013 to have 1,700,000 ebook titles in their catalog, the vast majority of which are in English.</td>
</tr>
<tr>
<td>eBook titles (available from publishers)</td>
<td>1,700,000</td>
<td>AAP/BISG; data for first half 2013.</td>
</tr>
<tr>
<td>Market share of ebooks</td>
<td>ca. 20% of all trade sales</td>
<td>AAP/BISG; data for first half 2013.</td>
</tr>
<tr>
<td>Key market parameters</td>
<td>No price regulation</td>
<td></td>
</tr>
</tbody>
</table>

## United Kingdom

<table>
<thead>
<tr>
<th>Key Indicators</th>
<th>Values</th>
<th>Sources, comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Book market size (p+e, at consumer prices)</td>
<td>£3.1 billion</td>
<td>PA Statistics Yearbook 2011</td>
</tr>
<tr>
<td>Titles published per year (new and successive editions)</td>
<td>149,800</td>
<td>PA Statistics Yearbook 2011</td>
</tr>
<tr>
<td>New titles per 1 million inhabitants</td>
<td>2,424</td>
<td></td>
</tr>
<tr>
<td>eBook titles (available from publishers)</td>
<td>ca. 1,750,000</td>
<td>eBook titles available at Amazon UK, in early 2013, of which the vast majority is in English.</td>
</tr>
<tr>
<td>Market share of ebooks</td>
<td>12.9%</td>
<td>January to June 2012 (PA release; September 18, 2012); eBookmarket estimated at £250 million at the end of 2012 (The Bookseller, January 18, 2013)</td>
</tr>
<tr>
<td>Key market parameters</td>
<td>No price regulation; VAT: 0% for print, 20% for ebooks</td>
<td></td>
</tr>
</tbody>
</table>

Source Global e-Book Report, R. Wischenbart
# Book Markets

## China

<table>
<thead>
<tr>
<th>Key Indicators</th>
<th>Values</th>
<th>Sources, comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Book market size (p.e., at consumer prices)</td>
<td>€14.2 billion</td>
<td>¥118,000 million (General Administration for Press and Publications, GAPP, 2012)</td>
</tr>
<tr>
<td>Titles published per year (new and successive editions)</td>
<td>414,000</td>
<td>GAPP</td>
</tr>
<tr>
<td>New titles per 1 million inhabitants</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electronic publications</td>
<td>11,154</td>
<td>GAPP, 2011; Figures do not include “online literature” titles, which are not comparable, e.g., 6 million (2012, Lisa Zhang, interviewCloudary, for this report).</td>
</tr>
<tr>
<td>Key market parameters</td>
<td>CEB</td>
<td>China Ebook Format, a domestic ebook format, notably promoted by Apabi (of Founders company); fixed prices for ebooks</td>
</tr>
</tbody>
</table>

Source: Global e-Book Report, R. Wischenbart
Global consumer and educational book publishing revenues (US$ mn) and e-books share of the market (%) 2008-2017

Source PwC
www.facebook.com/imcinstutute
Thank you

thanachart@imcinsitute.com
www.imcinsitute.com
www.facebook.com/imcinsitute
www.slideshare.net/imcinsitute