

Le Forme del Libro, le Avventure della Mente: Scenari Digitali di un Mercato Editoriale in Profonda Mutazione

XXV Salone Internazionale del Libro Torino

Tavola rotonda

Vivere in Rete: le Mutazioni Indotte dalle Tecnologie
Digitali

10 maggio 2012

High Tech o High Touch



"All these social media might be making us less social"

Today's kids think they are aware of everything: friends' status, pictures and location. Everything except what's happening right in front of them



“EXPERIENCE”

Tablets: Android 4 e Handwriting



Samsung Galaxy Note 10.1



Kindle Fire



Huawei Mediapad



Panasonic Toughpad



Asus Padphone

Microsoft e Barnes & Noble



Effetti sul Mercato



\$49 million
257 stores



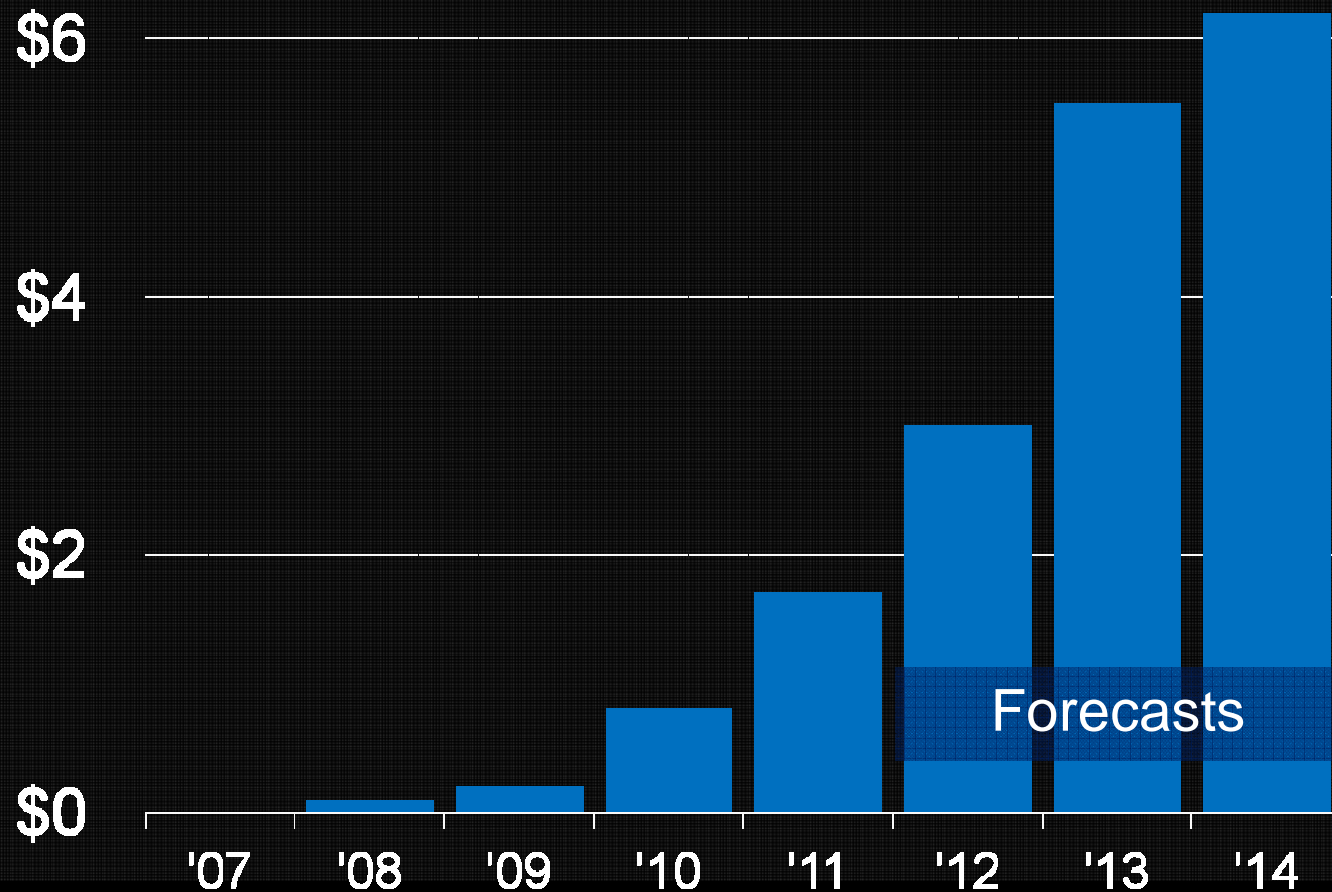
\$1.7 billion
641 stores

Acquisti eBook

Previsioni in USA

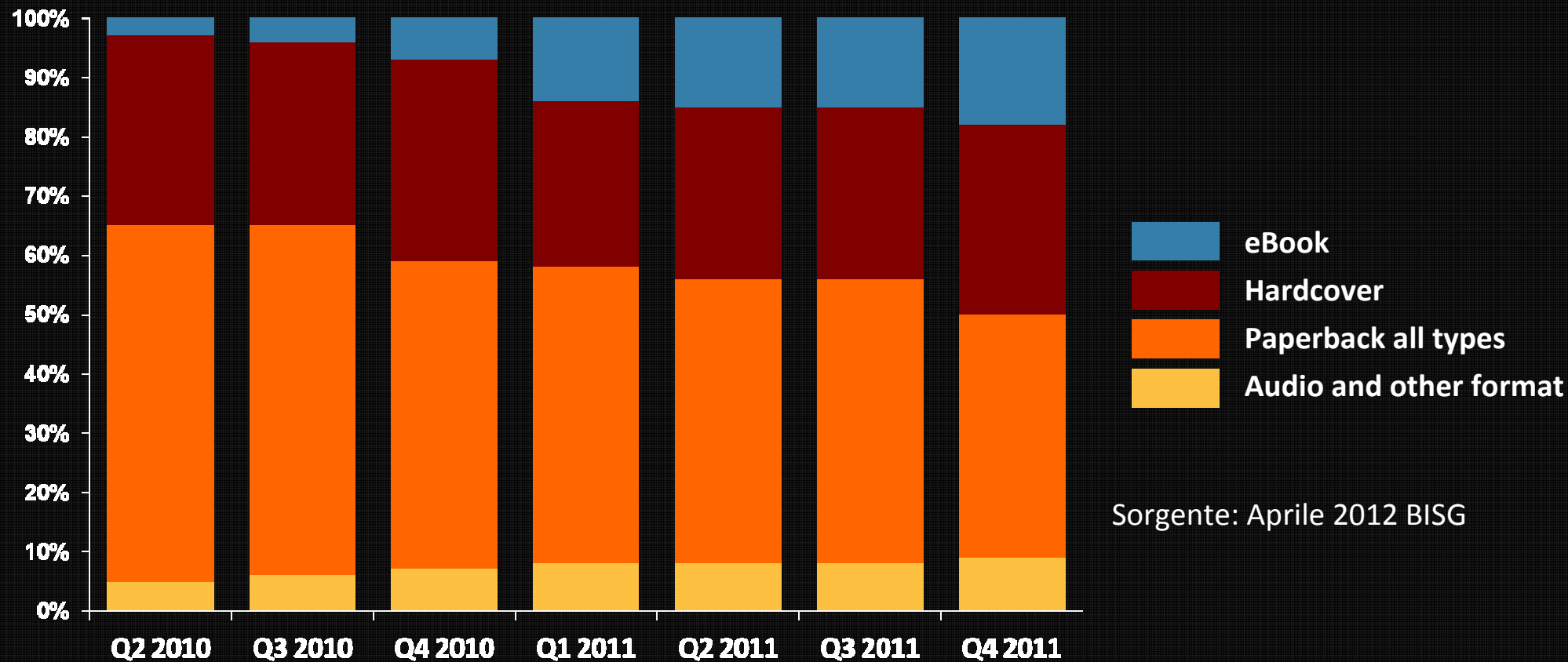
USA eBook Revenues, in Billions

(source: The Wall Street Journal, May 2012)



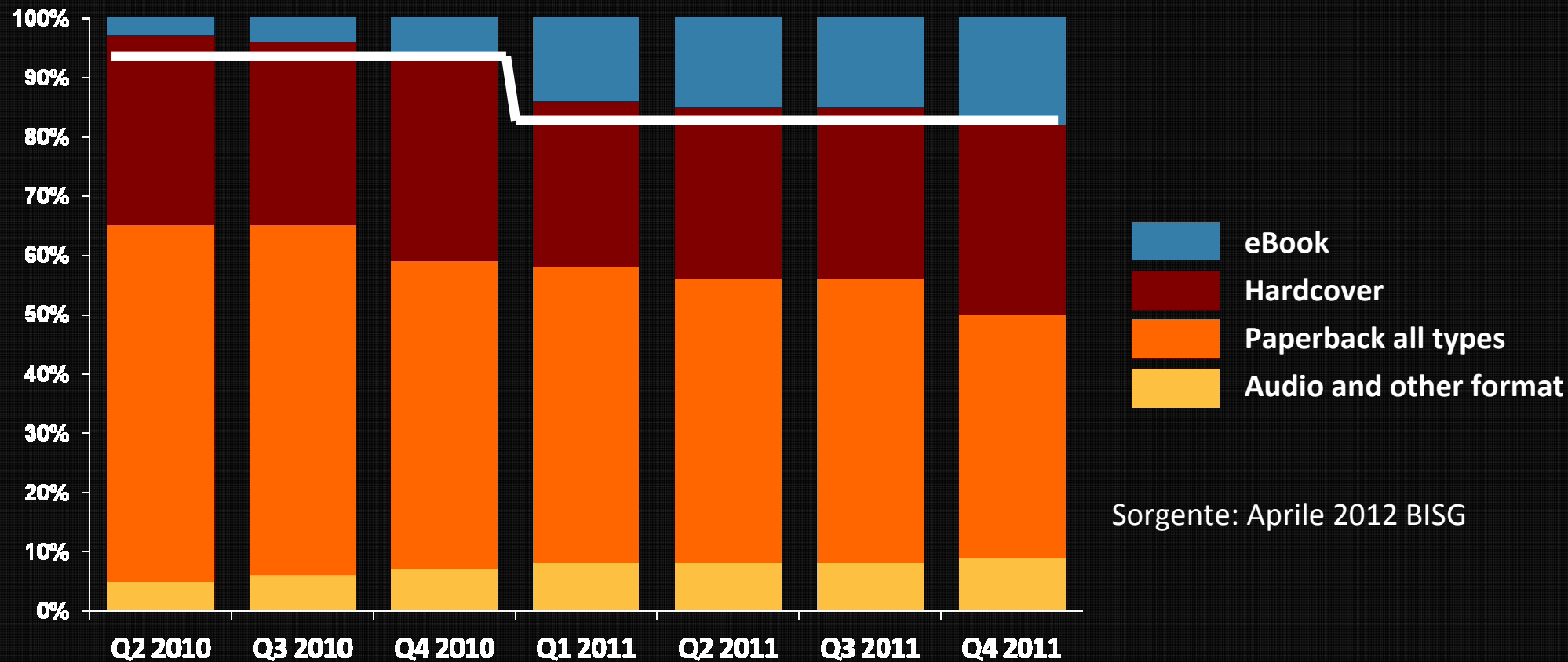
Acquisti per Formato

Principali formati in USA



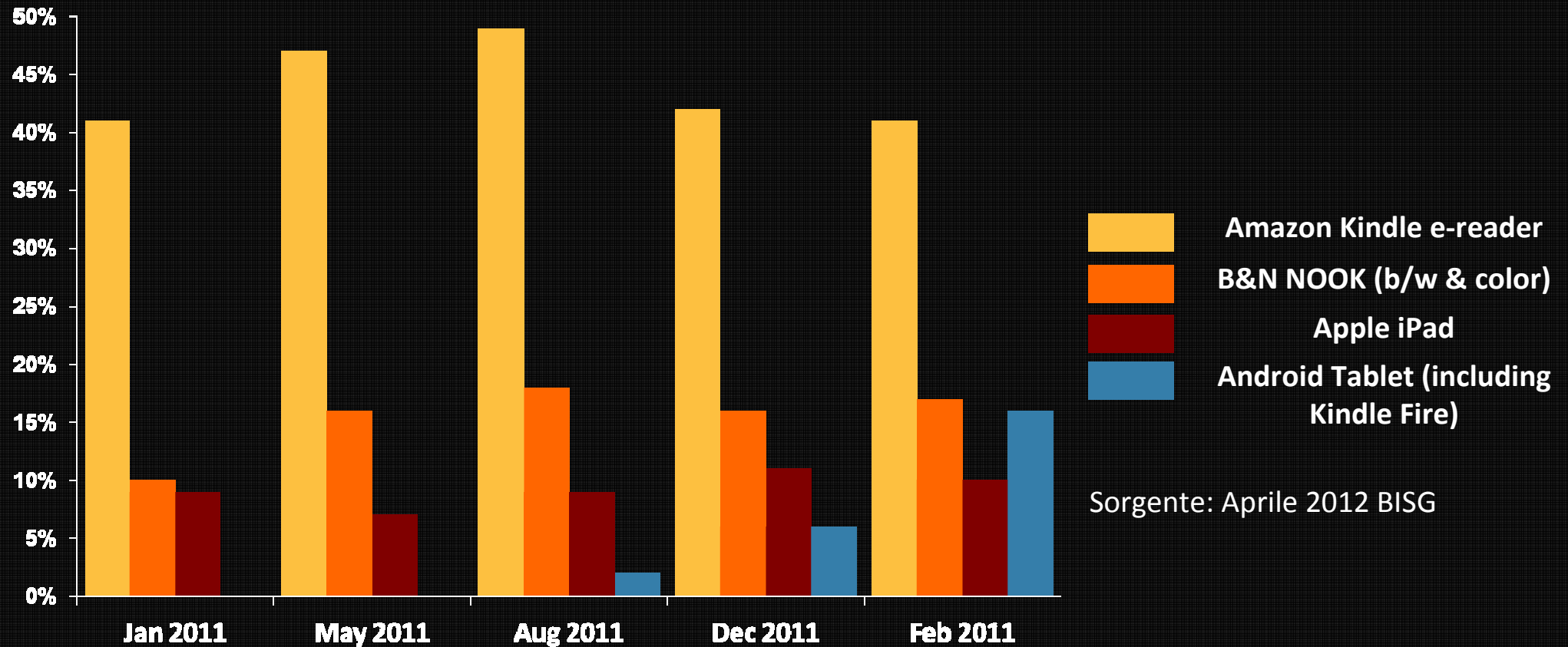
Acquisti per Formato

Principali formati in USA



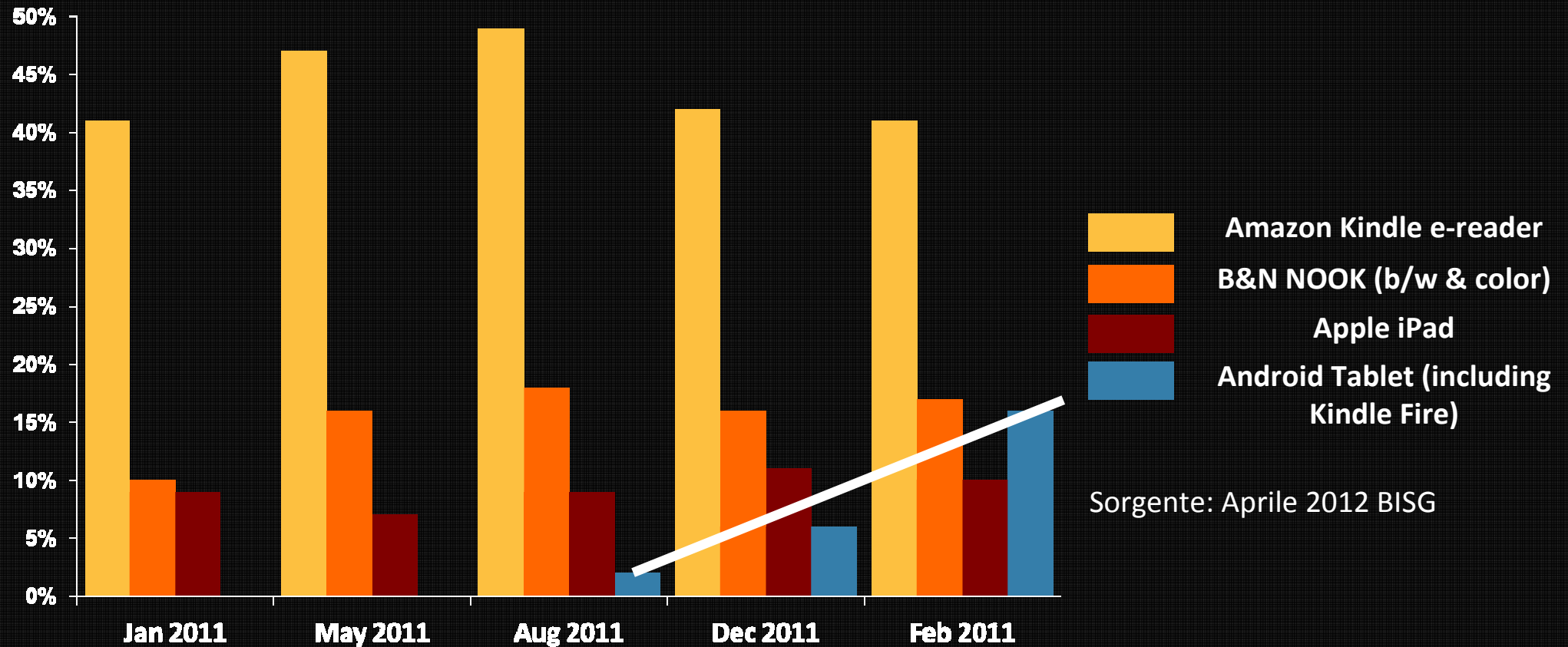
Preferenza di Device

Principali device di lettura e-book in USA



Preferenza di Device

Principali device di lettura e-book in USA

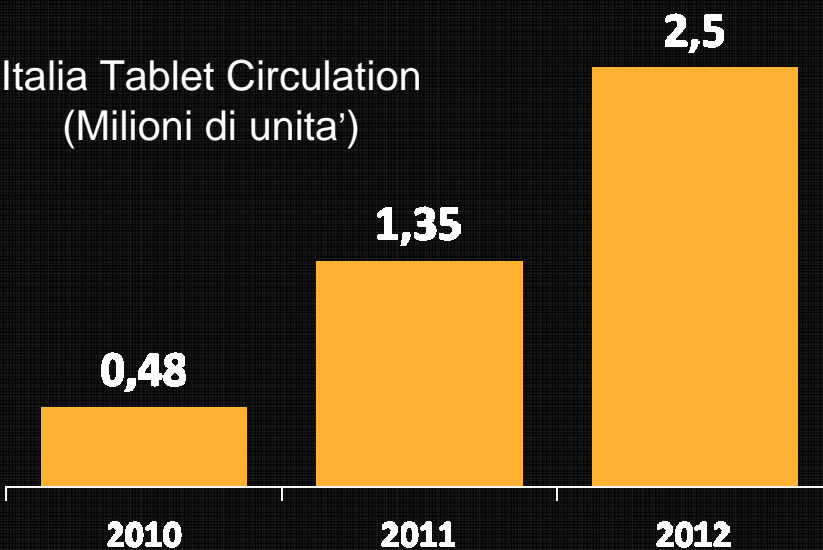


Devices in Numeri

Italia Smartphone Circulation
(Milioni di unita')



Italia Tablet Circulation
(Milioni di unita')



1/3

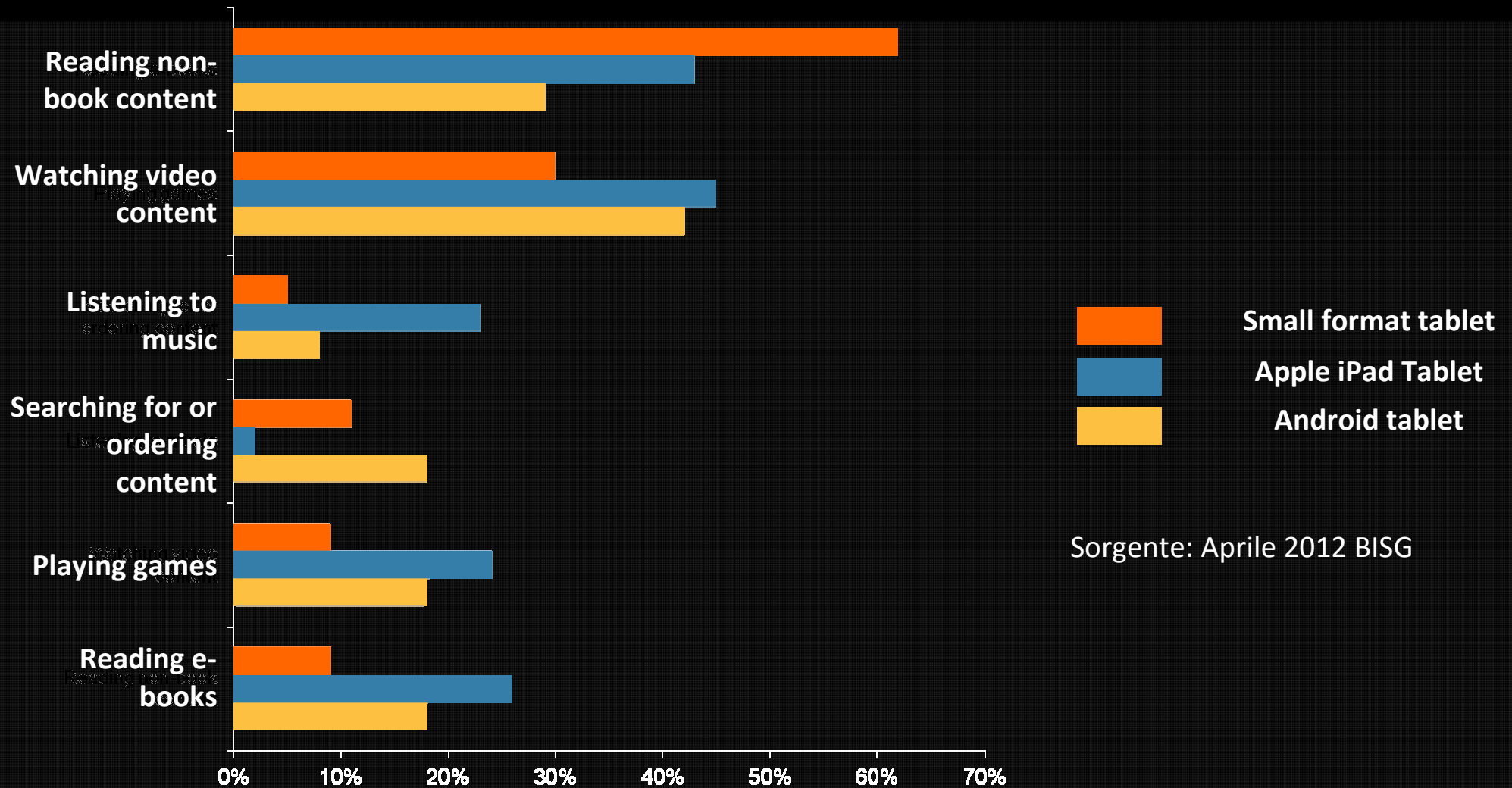
della popolazione US
ed Europea
possiederanno un
tablet nel 2016

Source: Forrester Research
March, 5 2012

Source: Assinform, Osservatorio Politecnico, DigiTimes, Netconsulting, comScore

Attività Preferita

Principali comportamenti di utilizzo in USA



Nuove Sfide per l'Editoria

Games



Social Networks



e-mails



Videos



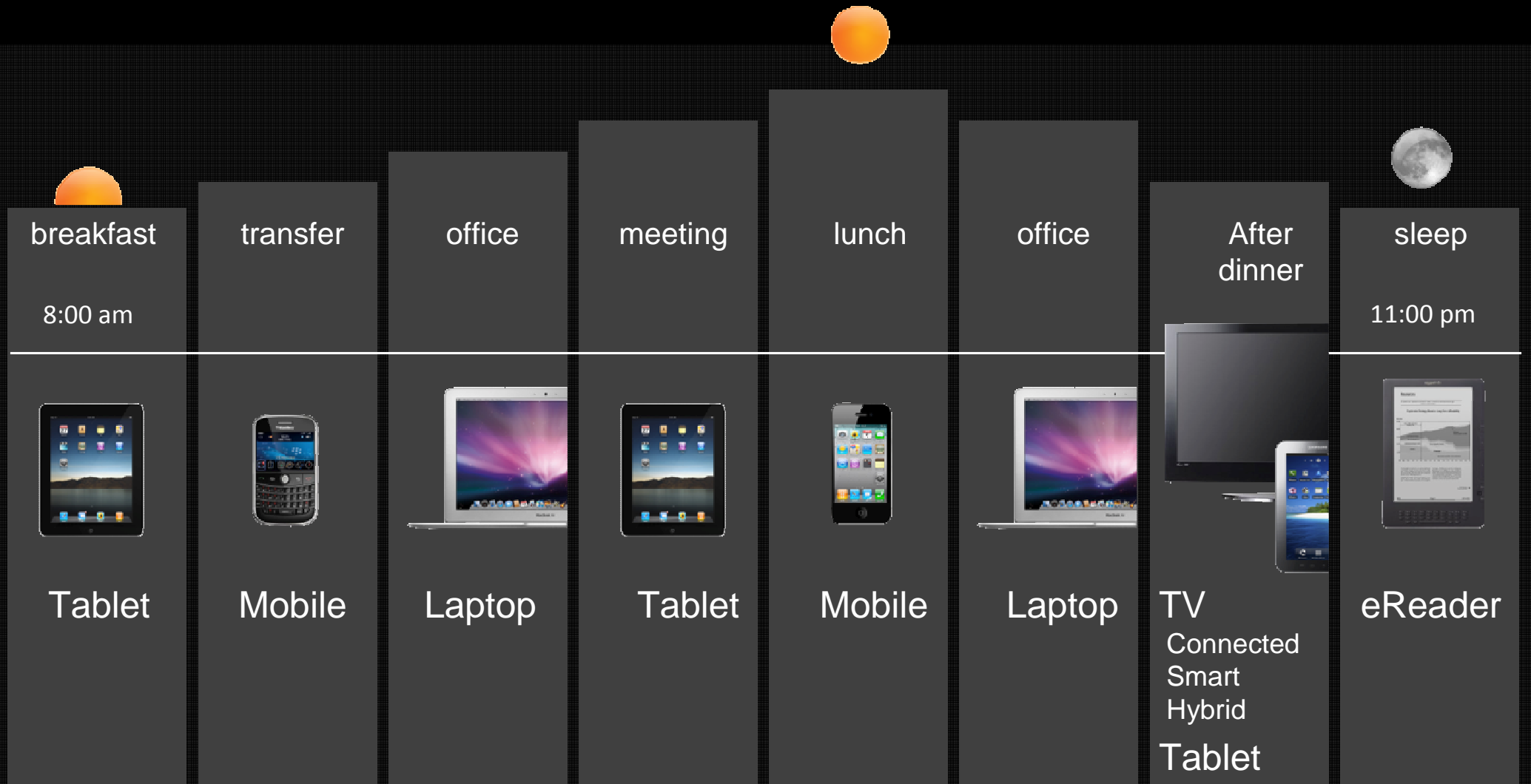
Notifications



Music

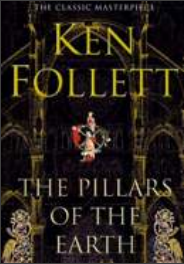



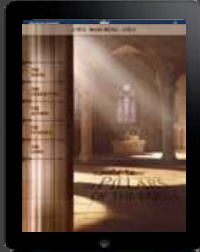

Continuum dell'Esperienza Digitale

Dispositivi



Continuum dell'Esperienza Digitale

Contenuto Liquido

paper	ePaper	web	mobile	tablet	Smart TV – Social TV
					
reliable	always available	updated social service oriented	instantaneous short localized	interactive	rich

I Temi del Digitale

Cloud

Convenient

On demand Elastic



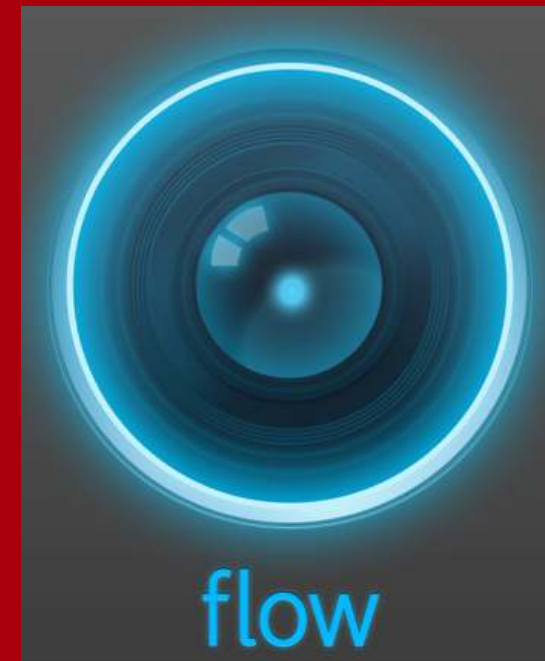
Rapidly provisioned

Minimal management

DRM



Digital-Physical



Quali Opzioni per la Diffusione

The Next Big Thing is the Old Big Thing: Dropping the hard-DRM

Difficile analisi costi-benefici

Sensazione i primi sorpassino i secondi

Light DRM



- ▶ Launch on 27 march 2012
- ▶ More than £1m of Potter e-books had been sold in the first three days
- ▶ £3m-worth the first month

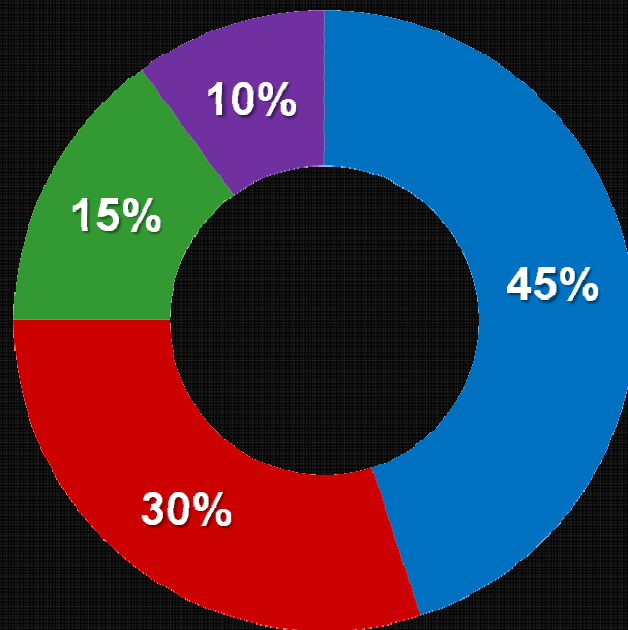
"Though there had been an increase in piracy immediately after launch, the community had rejected these illegal versions because of how the e-books were brought to market. We have demonstrated that if you make these books available in the way that people want them, and on a platform that is accessible to them, and at a price they are happy with, then generally people will chose to buy them."

Charlie Redmayne, Pottermore CEO,

Previsioni a Condizioni Costanti

Quota di mercato per canale ITALIA 2015

(elaborazioni: CEFRIEL, maggio 2012)

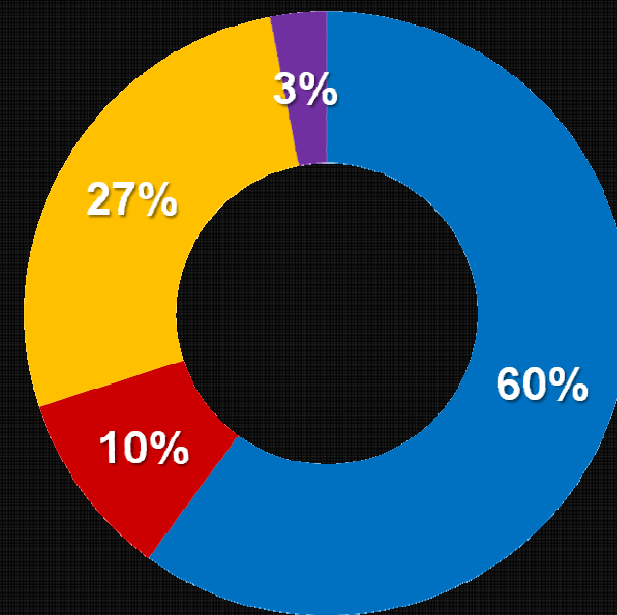


- Amazon
- Apple
- Altri e-Retailer con distribuzione propria
- e-Retailer connessi alle piattaforme italiane

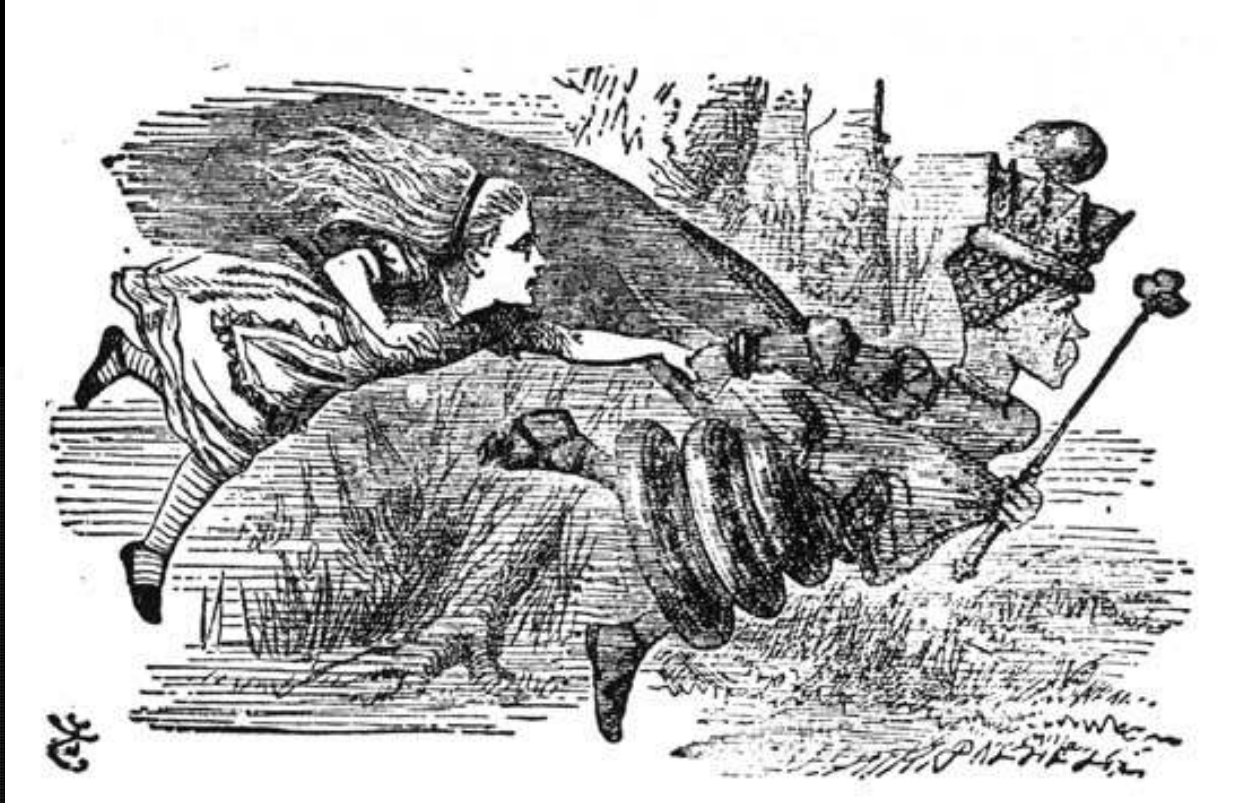
Quota di mercato per canale USA 2012

\$ 3 Billion (projected)

(source: The Wall Street Journal, May 2012)



- Amazon
- Apple
- Barnes & Noble
- Others



Scene with the Red Queen and Alice. Alice is constantly running but remaining in the same spot

"Well, in our country," said Alice, still panting a little, "you'd generally get to somewhere else — if you run very fast for a long time, as we've been doing."

"A slow sort of country!" said the Queen. **"Now, here, you see, it takes all the running you can do, to keep in the same place. If you want to get somewhere else, you must run at least twice as fast as that!"**

Idea Farm

**Coltivare Buone Idde e Aiutarle a Crescere con
Successo**

Idea Farm

Quali Previsioni

*Dovra' pur uscire un libro
che mi spieghi in che modo
cio' potra' succedere*

Sinibaldi: Direttore di Rai Radio 3

E non mi importa in che formato e
su quale dispositivo lo leggerò'

Russi: Direttore Generale di CEFRIEL