



Confessions of an eReadaholic

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Malle Vallik

www.twitter.com/mallevallik

Who are eBook Readers

- Harlequin
 - Women
 - Match the American demographic
 - Readers (avid readers)
- Industry
 - Kindle is for old people (Robin Raskin blog)

Why are they reading eBooks

- Benefits
 - Immediate
 - Portable
 - Storage
 - Backlist
 - **Font** Size

What are they reading?

- What sells in print sells in eBook
- Romance (avid readers)
- Backlist
 - Readers expect all the titles to be available
- Intrigued by enriched
- All formats
 - Lots of reading onscreen
 - Blog discussions much more sophisticated about their requirements


Will they only come if it's free?

- Free
 - Need strategy
- Willing to pay a reasonable price
 - Undefined

What do eBook Readers Want?

- Interoperability
 - “It’s my book”
 - I want to read it on multiple devices
 - Most readers have no idea that they cannot
- Larger selection of titles
 - Lots of backlist. Everything
- More font sizes!
 - Aging audience
 - Key selling feature

What do eBook Readers Want?

- Attractive design
- Back cover blurbs
-  Notes (fiction)

True Confessions



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