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BOWKER LAUNCHES INTERNATIONAL E-BOOK MONITOR

Comprehensive survey on four continents will track e-book growth and consumer attitudes giving publishing industry hard data on a dynamic new format

New Providence, NJ – For release October 12, 2011 -- Bowker, the leading provider of market research information and business intelligence on book markets in the U.S., through BML Bowker, in the U.K., will launch a major study that will assess and track device adoption, attitudes, and purchasing habits of e-book consumers in Europe, Asia, Australia, and North and South America. The study, commencing in January 2012 and repeating annually, will enable comparisons between e-book markets in countries experiencing different growth patterns and arm the publishing industry with a comprehensive range of qualitative and quantitative data.

“Being able to track the growth rates of e-books on a global level as countries make the shift to digital books is significant,” said Kelly Gallagher, vice-president of publishing services for Bowker. “This landmark effort will provide the international publishing industry with key metrics in understanding digital opportunities as they emerge.”

The project will map the current state of e-book use and acceptance around the world, creating a benchmark from which to track trends during subsequent studies. The research will target representative samples from the U.K., U.S., Germany, France, Spain, India, Australia, Brazil, South Korea and Japan. Consumers from these countries will be surveyed on their purchases of digital content versus traditional formats in multiple settings and contexts. The study will also explore the use and ownership of devices, from dedicated e-book readers to tablets.

The e-book monitor will be supported by key international publishing industry participants, who will have a unique opportunity to collaborate on the creation of the survey instrument and provide expertise in the interpretation of the results.

“We are delighted that the key organizations we identified to work with us on this project are on board, representing as they do different perspectives on the industry and offering a wealth of experience that will help provide valuable context for this study”, said Jo Henry, Managing Director of BML Bowker.

The list includes A.T. Kearney, the Book Industry Study Group (BISG), Pearson and Tata Consultancy Services.

Bowker and BML will release an executive summary and white paper of findings in March 2012, with detailed analysis revealed annually at key international and digital book conferences.

For more information please contact Jo Henry at BML Bowker (jo@bookmarketing.co.uk) or Kelly Gallagher at Bowker (kelly.gallagher@bowker.com)

Among the International e-Book Monitor participants are...

A.T. Kearney

A.T. Kearney is a global management consulting firm that uses strategic insight, tailored solutions and a collaborative working style to help clients achieve sustainable results. Since 1926, it has been a trusted advisor on CEO-agenda issues to the world's leading corporations across all major industries. A.T. Kearney's offices are located in major business centers in 38 countries.

Book Industry Study Group, Inc.

The Book Industry Study Group, Inc. (BISG) is the U.S. book industry's leading trade association for policy, standards and research. The mission of BISG is to create a more informed, empowered and efficient book industry supply chain for both physical and digital products. Membership consists of publishers, manufacturers, suppliers, wholesalers, retailers, librarians and others engaged in the business of print and electronic media. For more than 30 years, BISG has provided a forum for all industry professionals to come together and efficiently address issues and concerns to advance the book community. Learn more about BISG at www.bisg.org.

Pearson

Pearson is the world's leading learning company, providing educational materials and services, business information through the Financial Times Group, and consumer publishing through the Penguin brand. Pearson serves learners of all ages around the globe, employing 36,000 people in more than 70 countries, and is listed on the London and New York stock exchanges. For more information, visit www.pearson.com.

About Bowker

Bowker is the world's leading provider of publishing industry research on book consumers. The company is focused on providing services to publishers that help them better understand and meet the interests of readers worldwide. Bowker is a member of the ProQuest family of companies and is headquartered in New Providence, N.J., with additional operations in England and Australia. For more information, please visit www.bowker.com.