

LUISA CAPELLI

ECONOMIA E GESTIONE DELLE IMPRESE EDITORIALI - 2020/21

Lezione 3 secondo semestre

I grandi del mercato digitale dei libri nel mondo

CHI SONO I BIG NEL MERCATO DEGLI EBOOK?

Amazon Kindle



~80%

Rakuten Kobo



~3%

Apple books



~9%

Barnes & Noble Nook



~9%

Google



Smashwords

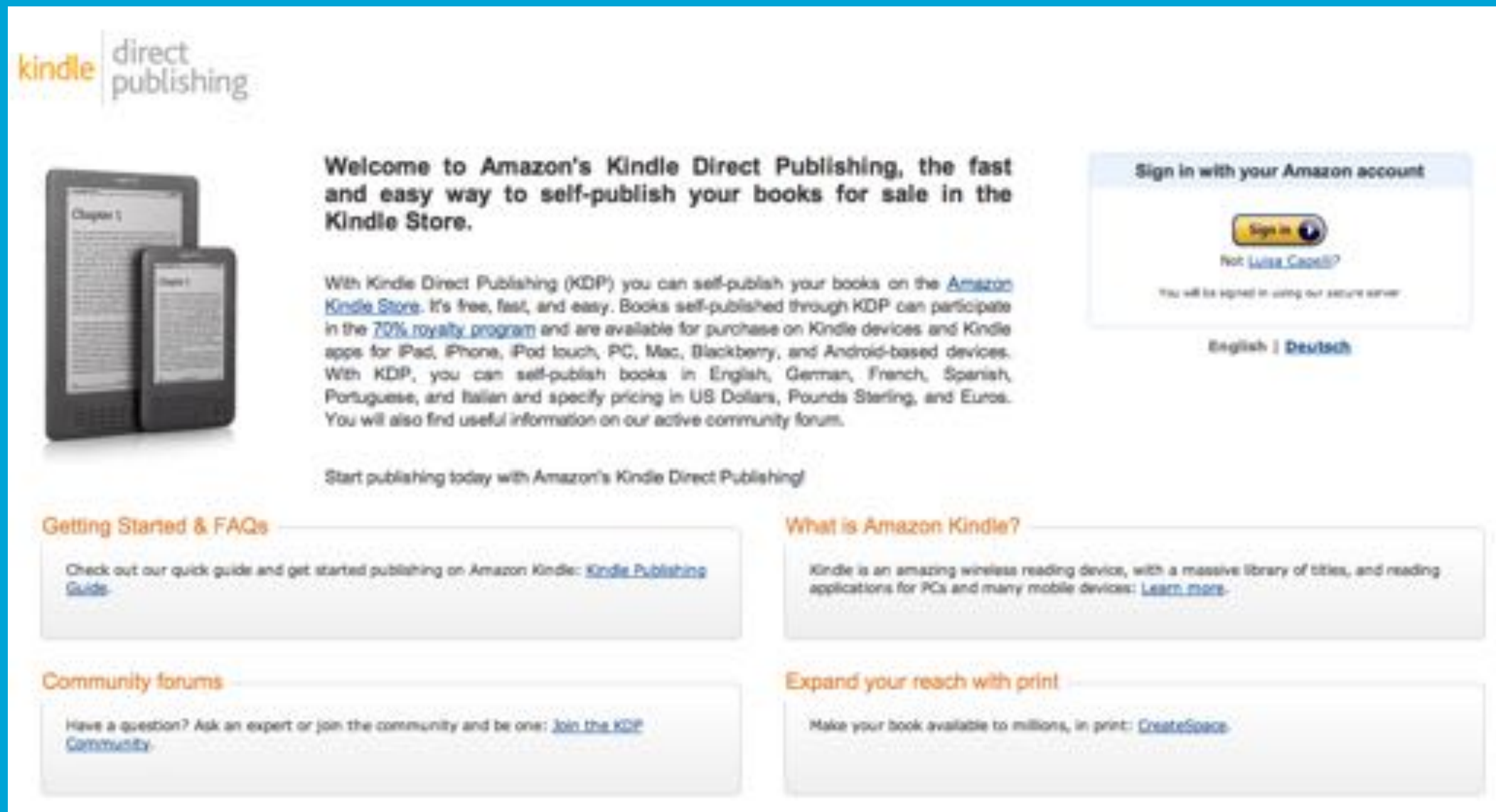


AMAZON - KINDLE

- * primo a produrre e commercializzare ebook
“inventa” il lettore Kindle e “riempie” lo store di ebook (molti in pubblico dominio)



- ✳ stipula contratti ad hoc con editori e autori, incentivando la disintermediazione (punta a rimanere unico mediatore tra autore e lettore)



The screenshot shows the Amazon Kindle Direct Publishing (KDP) homepage. At the top left is the 'kindle direct publishing' logo. Below it is an image of a Kindle tablet and a Kindle smartphone. To the right of the image, the text reads: 'Welcome to Amazon's Kindle Direct Publishing, the fast and easy way to self-publish your books for sale in the Kindle Store.' Below this, a paragraph explains that with KDP, users can self-publish books on the Amazon Kindle Store, participate in the 70% royalty program, and publish in multiple languages and currencies. To the right of the main text is a sign-in section titled 'Sign in with your Amazon account' with a 'Sign in' button and a link for 'Not Luisa_Caselli?'. Below the sign-in section are links for 'English' and 'Deutsch'. At the bottom, there are four sections: 'Getting Started & FAQs' with a link to the 'Kindle Publishing Guide', 'What is Amazon Kindle?' with a link to 'Learn more', 'Community forums' with a link to 'Join the KDP Community', and 'Expand your reach with print' with a link to 'CreateSpace'.

kindle direct publishing

Welcome to Amazon's Kindle Direct Publishing, the fast and easy way to self-publish your books for sale in the Kindle Store.

With Kindle Direct Publishing (KDP) you can self-publish your books on the [Amazon Kindle Store](#). It's free, fast, and easy. Books self-published through KDP can participate in the [70% royalty program](#) and are available for purchase on Kindle devices and Kindle apps for iPad, iPhone, iPod touch, PC, Mac, BlackBerry, and Android-based devices. With KDP, you can self-publish books in English, German, French, Spanish, Portuguese, and Italian and specify pricing in US Dollars, Pounds Sterling, and Euros. You will also find useful information on our active community forum.

Start publishing today with Amazon's Kindle Direct Publishing!

Sign in with your Amazon account

Sign in

Not [Luisa_Caselli](#)?

You will be signed in using our secure server.

[English](#) | [Deutsch](#)

Getting Started & FAQs

Check out our quick guide and get started publishing on Amazon Kindle: [Kindle Publishing Guide](#)

What is Amazon Kindle?

Kindle is an amazing wireless reading device, with a massive library of titles, and reading applications for PCs and many mobile devices: [Learn more](#)

Community forums

Have a question? Ask an expert or join the community and be one: [Join the KDP Community](#)

Expand your reach with print

Make your book available to millions, in print: [CreateSpace](#)

* “lucchetta” gli ebook (e il sistema) con DRM

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- * store on line di prodotti analogici e digitali leader nella vendita dei libri (con cui ha iniziato);
- * primo a produrre e commercializzare ebook, “inventa” il suo lettore, Kindle e “riempie” lo store di ebook (molti in pubblico dominio);
- * stipula contratti ad hoc con editori e autori, incentivando la disintermediazione (punta a rimanere unico mediatore tra autore e lettore);
- * semplifica acquisti on line (direttamente da Kindle;
- * sul negozio) e integra i servizi sul lettore;
- * “lucchetta” gli ebook (e il sistema) con DRM.

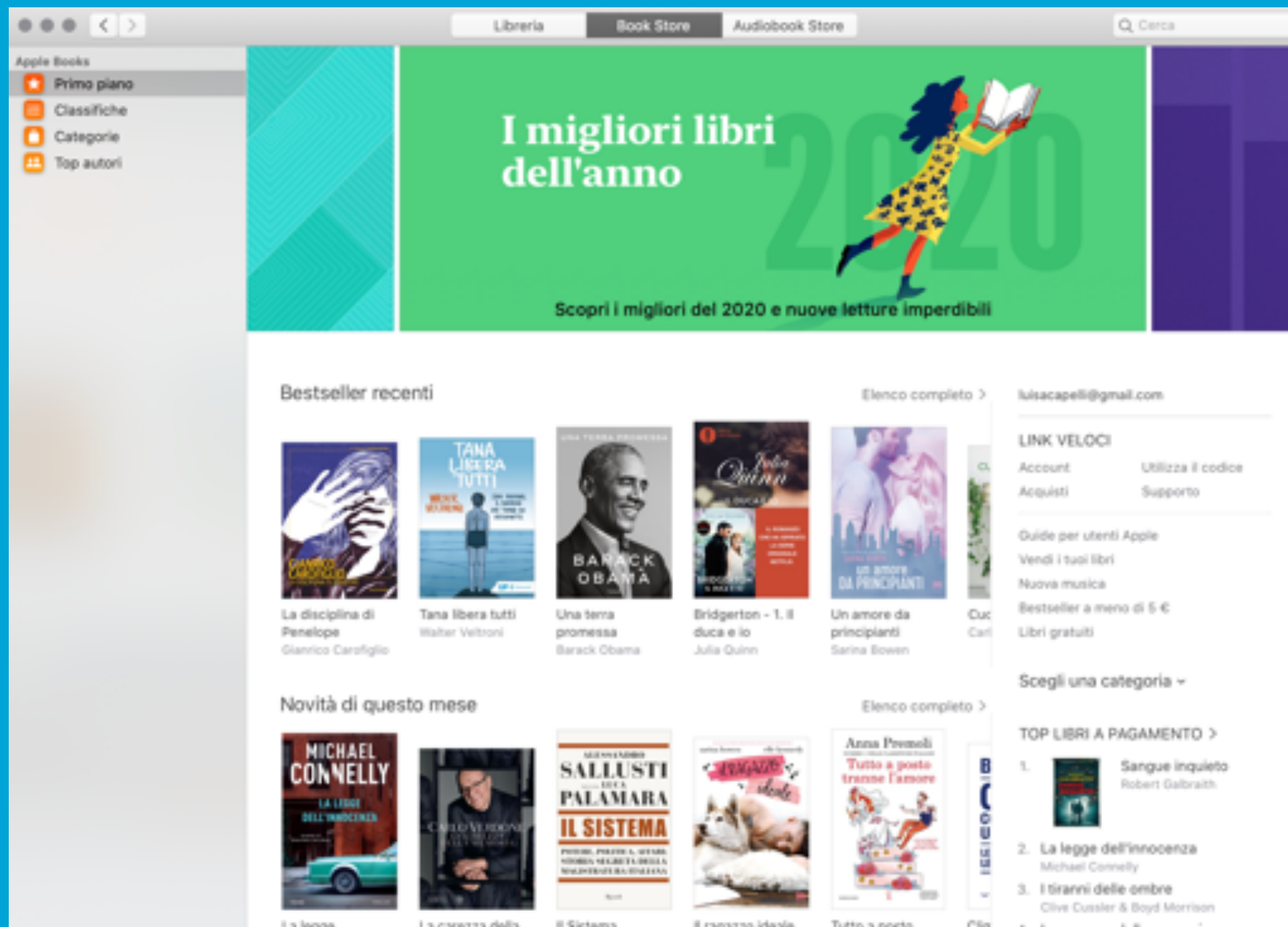
APPLE

- * iPhone e iPad, (smartphone e tablet) device multimediali su cui converge il sistema

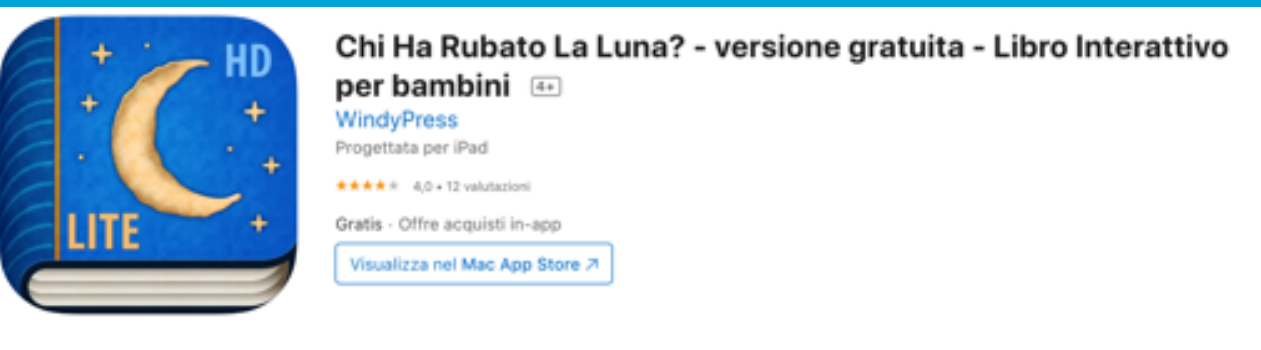


APPLE

- * semplifica acquisti on line (direttamente da iPad/iPhone) e integra i servizi (tra device Apple)



* gli ebook diventano app e sono interattivi, “enhanced”



istantanee iPad



Look at the photos. Fingerings you need to know appear in photos in the book. Just form your hands the way we show you in the photos. Simple.

Read guitar tablature. Guitar *tablature* is a guitar-specific shorthand for reading music that actually shows you what strings to strike and what frets to hold down on the guitar for creating the sound that's called for. *Tab* (as it's known to its friends and admirers) goes a long way toward enabling you to *play* music without *reading* music. Don't try this stuff on the piano!

Listen to the audio clips. You can listen to all the songs included in the book, which is important for a couple of reasons: You can figure out the rhythm of the song as well as how long to hold notes by listening instead of reading.

Watch the video clips. The videos show an actual guitarist actually playing chords, licks, and what-have-you. Watch and imitate (we'll be flattered).

Video intro (0:11)

Audio intro (0:24)

Torna alla pagina 7

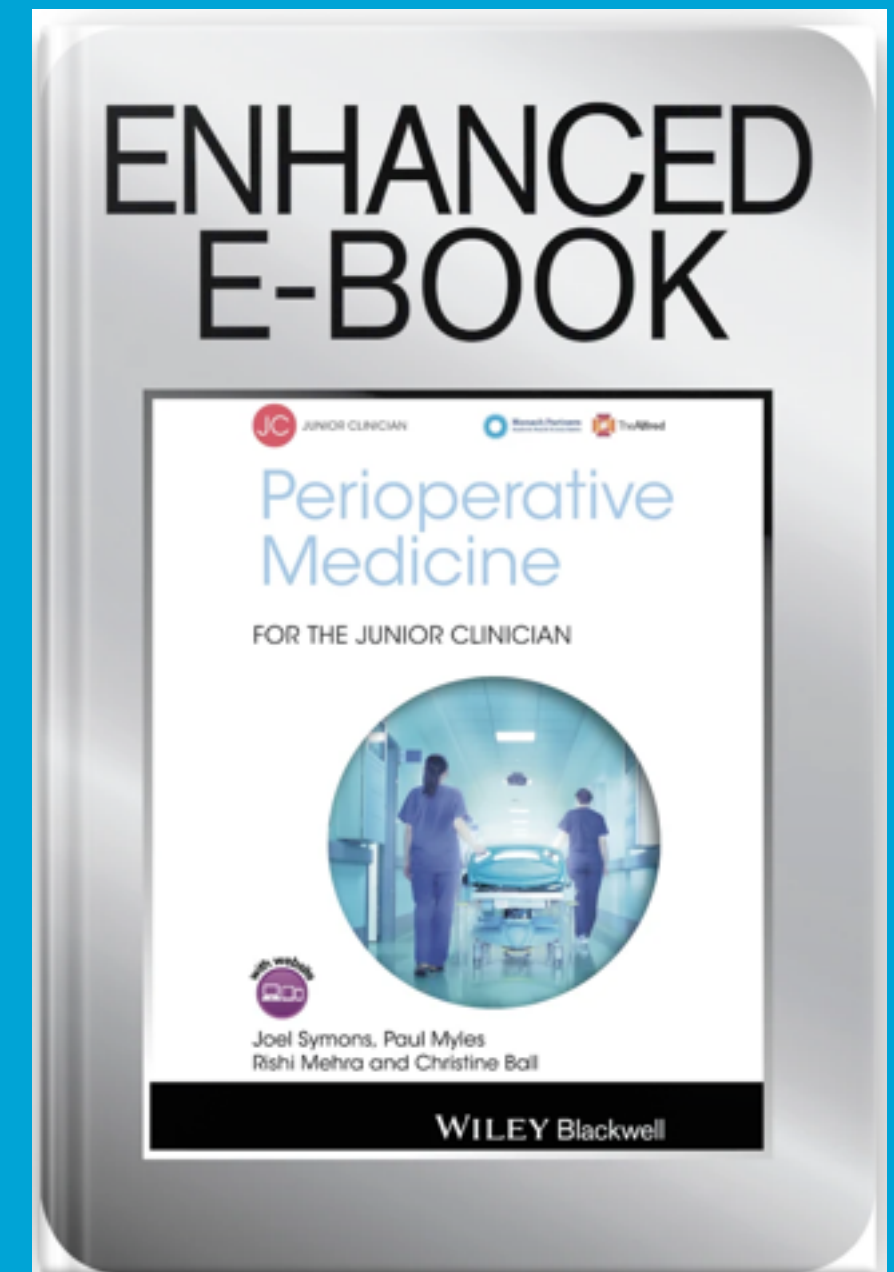
Pagina 21

Pagina 22

2 pagine rimanenti nel capitolo

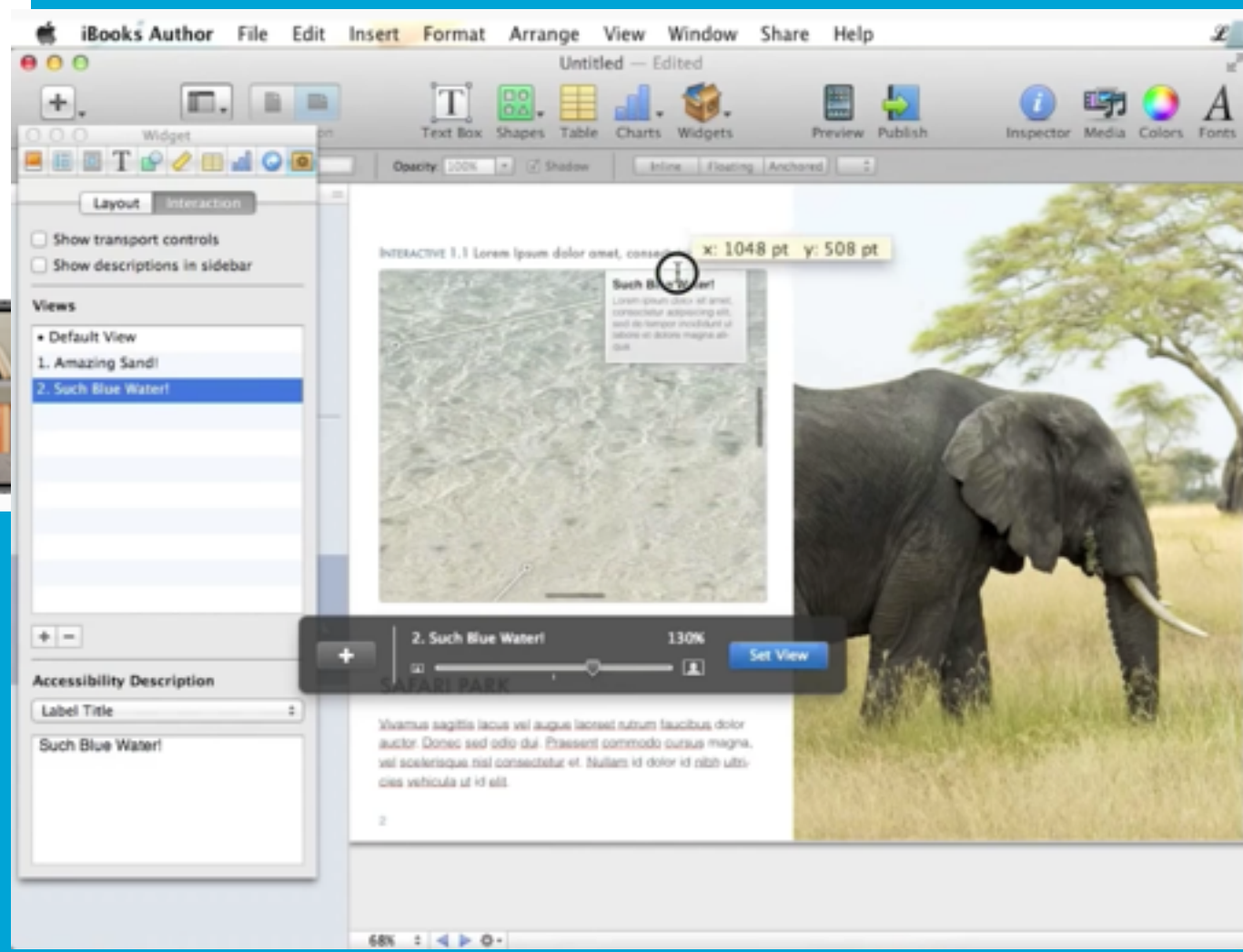
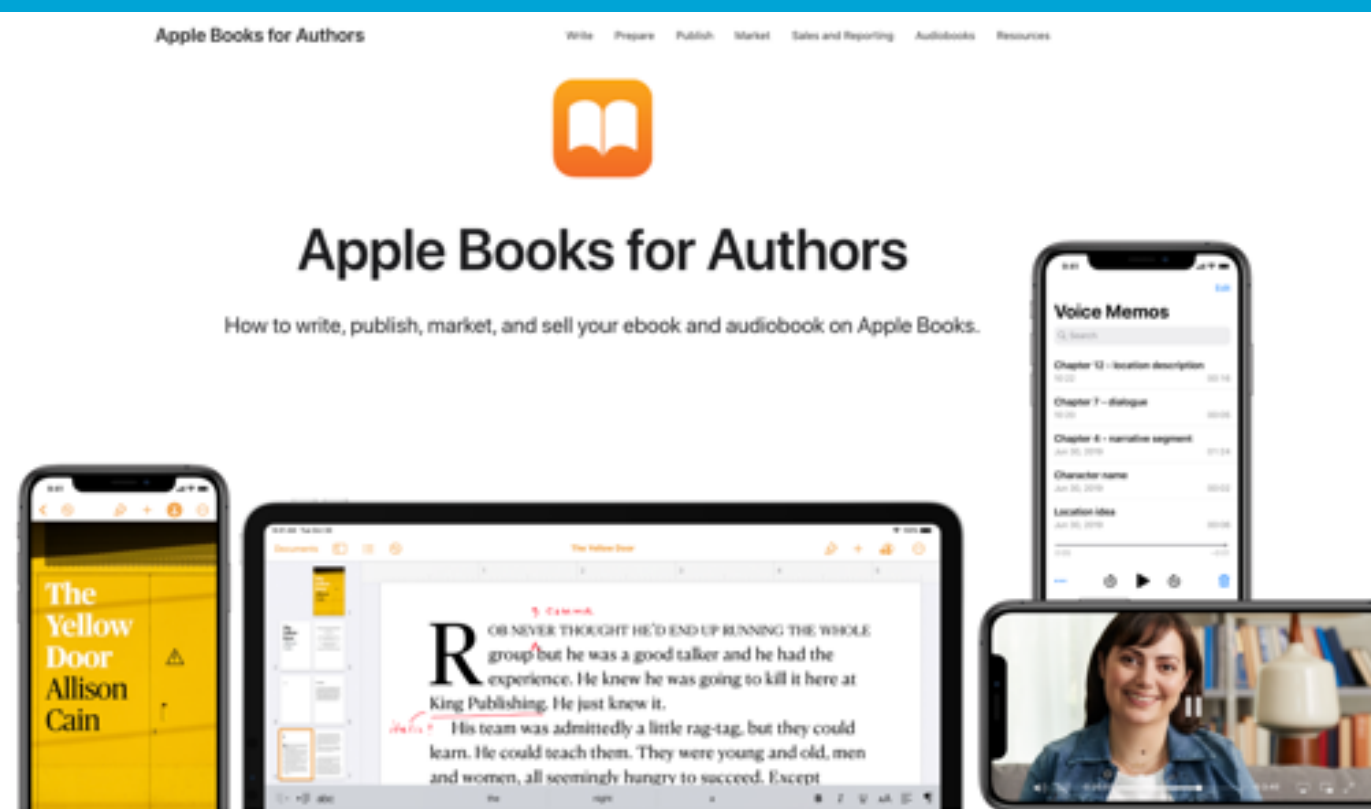
APPLE

- ✱ stipula contratti ad hoc con editori: mediatore tra editori e clienti



APPLE

- ✳️ incentiva creazione app (e ne offre molte gratuite) da proporre per l'inserimento nello store



APPLE REGAP

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- * iPhone e iPad, (smartphone e tablet) device multimediali su cui converge il sistema;
- * semplifica acquisti on line (direttamente da iPad/iPhone) e integra i servizi (tra device Apple);
- * gli ebook diventano app: enhanced books;
- * stipula contratti ad hoc con editori;
- * incentiva creazione app da proporre per l'inserimento nello store;
- * “lucchetto” gli ebook (e il sistema) con DRM.

GOOGLE

- * Google Libri: i contenuti come asset per mantenimento leadership nei motori di ricerca



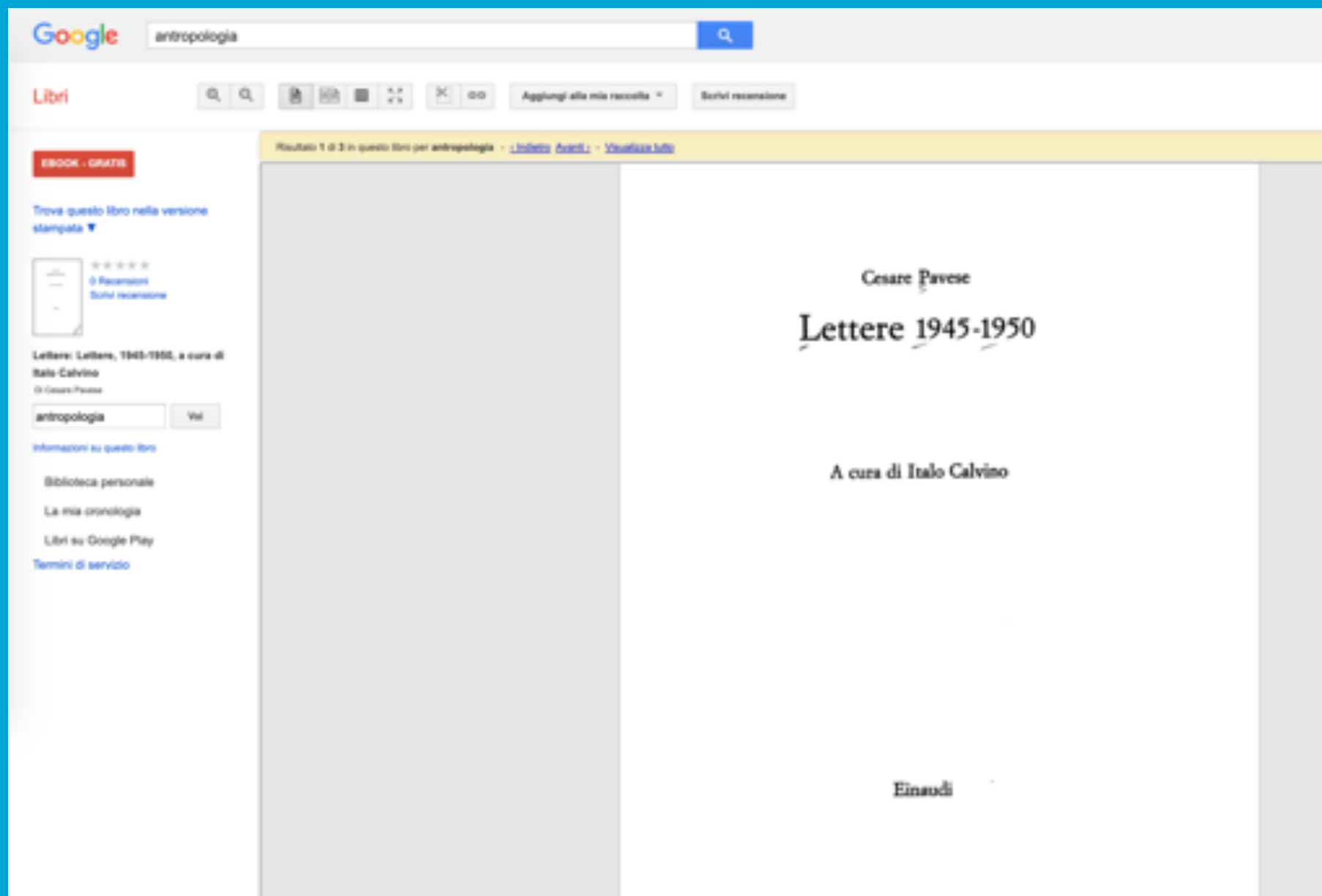
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GOOGLE

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- ✳ imponente digitalizzazione di biblioteche, soprattutto titoli in pubblico dominio (contenzioso Authors Guild vs Google)



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Authors Guild, Inc. v. Google, Inc.

From Wikipedia, the free encyclopedia

Authors Guild v. Google was a [copyright](#) case heard in the [United States District Court for the Southern District of New York](#), and on appeal to the [United States Court of Appeals for the Second Circuit](#) between 2005 and 2015. The case concerned [fair use](#) in copyright law and the [transformation](#) of printed copyrighted books into an online searchable database through scanning and digitization. The case centered on the legality of the [Google Book Search](#) (originally named as Google Print) Library Partner project that had been launched in 2003.

Though there was general agreement that Google's attempt to digitize books through scanning and computer-aided recognition for searching online was seen as a transformative step for libraries, many authors and publishers had expressed concern that Google had not sought their permission to make scans of the books still under copyright and offered them to users. Two separate lawsuits, including one from three authors represented by the [Authors Guild](#) and another by [Association of American Publishers](#), were filed in 2005 charging Google with copyright infringement. Google worked with the litigants in both suits to develop a settlement agreement (the Google Book Search Settlement Agreement) that would have allowed it to continue the program though paying out for works it had previously scanned, creating a revenue program for future books that were part of the search engine, and allowing authors and publishers to opt-out. The settlement received much criticism as it also applied to all books worldwide, included works that may have been out of print but still under copyright, and may have violated antitrust aspects given Google's dominant position within the Internet industry. A reworked proposal to address some of these concerns was met with similar criticism, and ultimately the settlement was rejected by 2011, allowing the two lawsuits to be joined for a combined trial.

In late 2013, after the class action status was challenged, the District Court granted [summary judgement](#) in favor of Google, dismissing the lawsuit and affirming the Google Books project met all legal requirements for [fair use](#). The Second Circuit Court of Appeal upheld the District Court's summary judgement in October 2015, ruling Google's "project provides a public service without violating intellectual property law."^[1] The [U.S. Supreme Court](#) subsequently denied a petition to hear the case.^[2]

Authors Guild, Inc. v. Google, Inc.



Court	United States District Court for the Southern District of New York, United States Court of Appeals for the Second Circuit
Full case name	The Authors Guild Inc., et al. v. Google, Inc.
Decided	October 16, 2015 (2d Ciruit); November 14, 2013 (SDNY)
Court membership	
Judge(s) sitting	Denny Chin (SDNY); Pierre N. Leval, José A. Cabranes, Barrington Daniels Parker, Jr. (2d Cir.)
Keywords	

GOOGLE RECAP

- ✱ Google Libri: i contenuti come asset per mantenimento leadership nei motori di ricerca;
- ✱ ebook in vari formati disponibili on line, nella cloud e/o in download (alcuni gratuiti o acquistabili c/o partner indicati nelle pagine di G.;
- ✱ imponente digitalizzazione di biblioteche, soprattutto titoli in pubblico dominio (contenzioso Authors Guild vs Google).

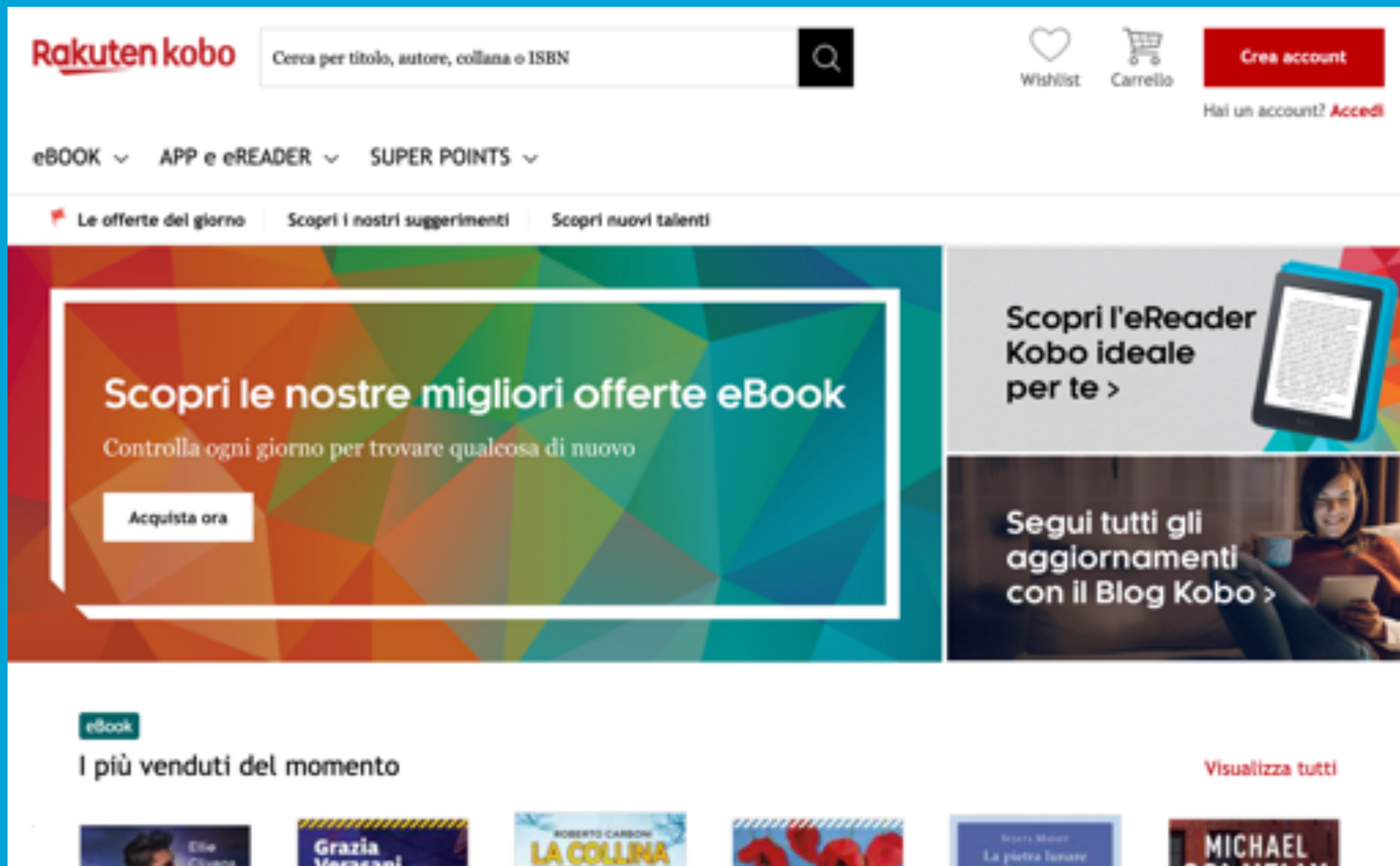
E POI CI SONO GLI ALTRI

attori che hanno individuato un proprio spazio, nonostante la posizione dominante dei primi tre:

- * per possibilità di competere nel mercato dei supporti di lettura (e-reader);**
- * per capacità di riconversione del proprio business;**
- * per scelta di indirizzarsi ad autori selfpublisher.**

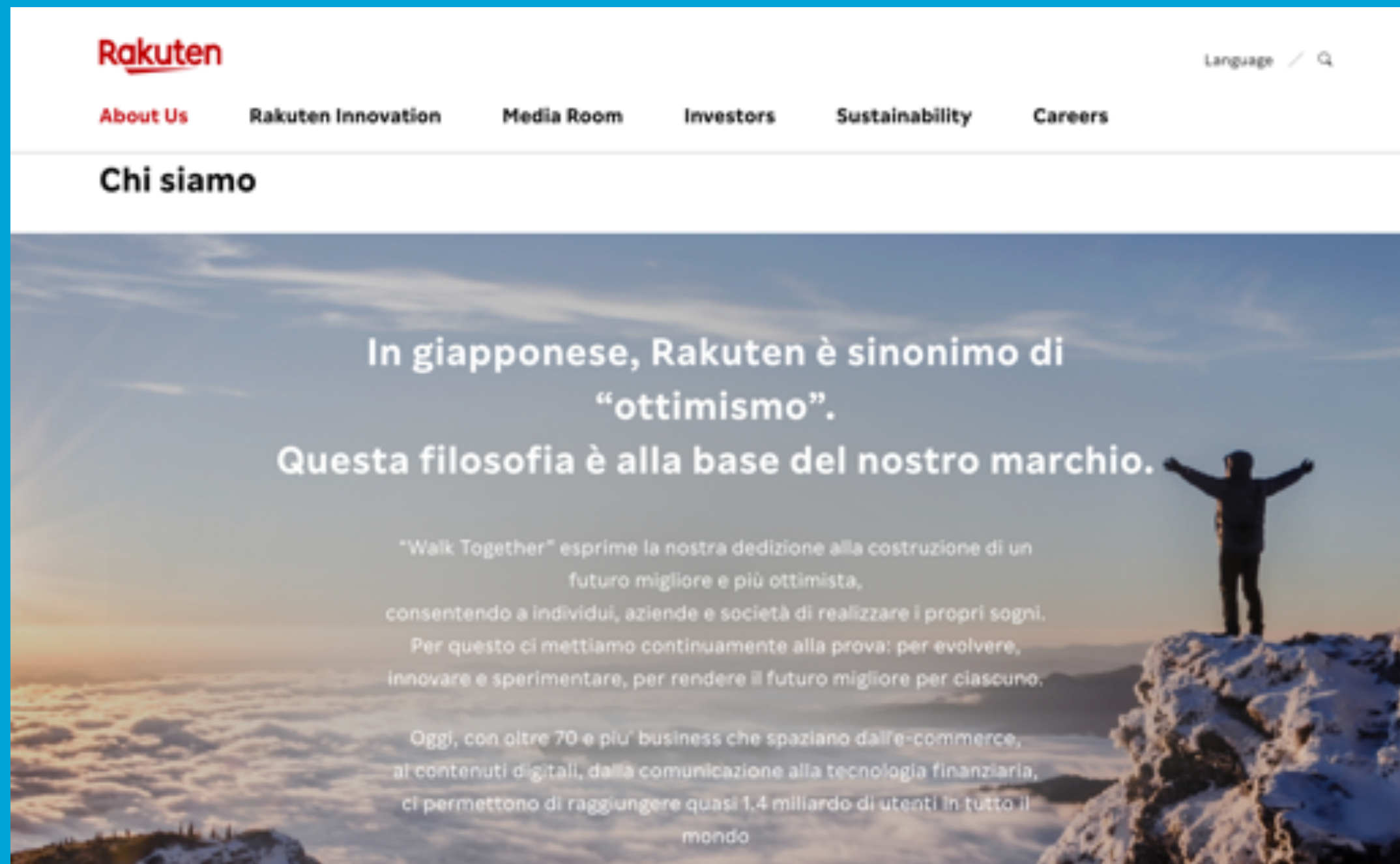
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BARNES & NOBLE - NOOK

✳ store di ebook collegato a e-reader Nook

The screenshot shows the Barnes & Noble Nook website. At the top, there's a navigation bar with links: STORES & EVENTS, COVID SAFETY, MEMBERSHIP, COUPONS & DEALS, BESTSELLERS, MY ACCOUNT, and WISHLIST. Below this is the Barnes & Noble logo, a search bar with a dropdown menu set to 'All', and a shopping cart icon with a '0' badge. A horizontal menu lists various categories: Books, eBooks, NOOK, Teens & YA, Kids, Toys, Games & Collectibles, Stationery & Gifts, Movies & TV, and Music.

A large banner features a book cover for 'DAUGHTER OF THE DEEP' by Rick Riordan, with the text 'B&N is Excited to Announce' and 'New From Rick Riordan!'. A 'COMING UP FOR AIR 10.5.21' badge is on the left, and a 'PRE-ORDER' button is on the right.

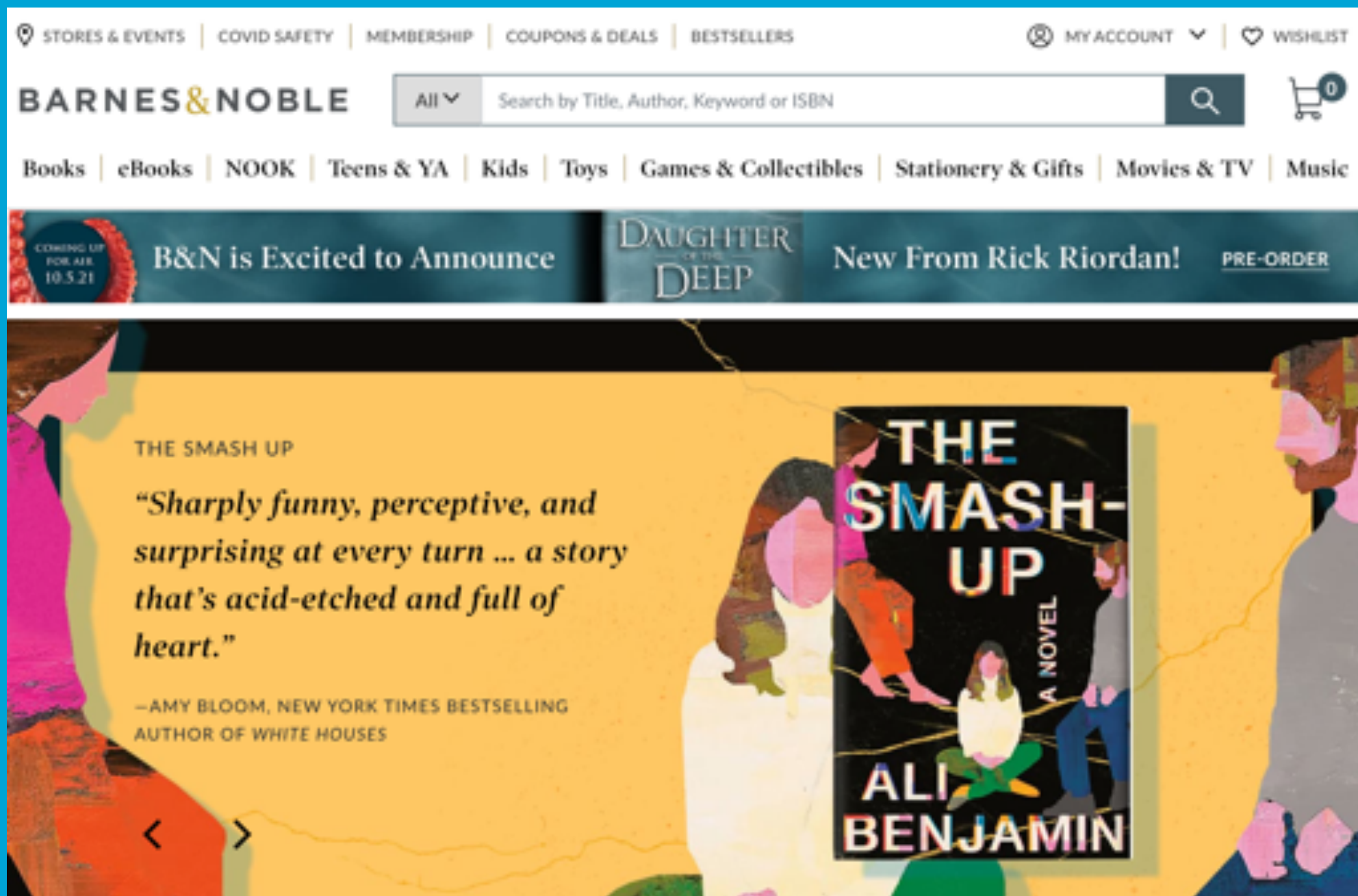
The main section is titled 'NOOK'. On the left, a sidebar lists 'EREADERS & TABLETS' (NOOK GlowLight Plus, NOOK GlowLight 3, Refurbished NOOK GlowLight 3, NOOK Tablet 10.1", Refurbished NOOK Tablet 10.1") and 'APPS' (NOOK Reading App, NOOK Audiobooks App, Barnes & Noble App). At the bottom of the sidebar is 'MORE FROM NOOK' with a link to 'NOOK Accessories'.

The main content area has a heading 'Read Easy, Everywhere' with a 'Learn More' link. Below this is a featured product: the 'NOOK GlowLight Plus' by Barnes & Noble. It includes an image of the e-reader and a description: 'Our largest eink display makes reading easy. Now with the waterproof NOOK GlowLight Plus, you can read worry-free in more places. Use the Night Mode feature for seamless day-to-night reading, plus page-turning buttons for a faster reading experience. Start reading on this versatile eReader today!'. The price is listed as 'NOOK \$199.99'.

At the bottom, another heading reads 'Designed With You In Mind'.

BARNES & NOBLE - NOOK

- * perno sul business tradizionale (libreria) che ha saputo innovarsi



SMASHWORDS

✳️ uno store di vendita per ebook

The screenshot displays the Smashwords website interface. At the top, the logo "Smashwords™" is accompanied by the tagline "your ebook, your way." A search bar prompts users to "Search for books, authors, or series." Navigation links include Home, About, How to Publish on Smashwords, FAQ, Sign Up, and a Filtering option. A "Welcome Guest!" section encourages registration for a free account. A statistics box shows: Words Published: 19,851,702,758; Books Published: 561,481; Free Books: 86,592; Books on Sale: 7,196. A "Read an Ebook Week" promotion is active from March 7 to March 13. The "Featured New Releases" section lists five books with their covers, titles, authors, and prices:

Book Title	Author	Price	Action
The Bookworm's Guide to Flirting (T...	Emma Hart	\$3.99	Add to Cart
Monsters' Gift	Sam Crescent	\$4.99	Add to Cart
Born Human	Viola Grace	\$4.99	Add to Cart
Coral Cafe	Jan Moran	\$4.99	Add to Cart
The Captain's Oath	Rick Griffin	\$7.95	Add to Cart

The "Trending Now" section is partially visible at the bottom, showing the beginning of a book list.

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- **FREE** consolidated sales reporting simplifies year-end tax reporting
- **FREE** centralized metadata management
- **FREE** exclusive marketing and selling tools such as our Smashwords Coupon Manager, [Special Deals](#), [Smashwords Alerts](#), [Smashwords Series Manager](#) and [Smashwords Interviews!](#)
- We **DON'T** employ sales people. We'll **NEVER** try to upsell you on ebook publishing services or packages (because we only sell books!) Since we only earn income on commission, we're 100% focused on helping our authors, publishers and literary agents reach more readers and sell more books
- Named "One of America's Most Promising Companies" by Forbes Magazine two years in a row ([2014](#), [2013](#))
- Named the #1 self-publishing service in 2014 by [ALLi](#) (The Alliance of Independent Authors)