

**LUISA CAPELLI**

# **ECONOMIA E GESTIONE DELLE IMPRESE EDITORIALI - 2023/24**

**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)

The screenshot shows the Amazon.com homepage with the Kindle Store prominently featured. The top navigation bar includes the Amazon logo, user account information for 'Luisa Capelli', and links to 'Today's Deals', 'Gifts & Wish Lists', and 'Gift Cards'. A search bar is set to 'Kindle Store'. Below the navigation bar, a banner for 'Lazarus Rising' by John Howard is displayed. The main content area is divided into three columns. The left column, titled 'Your Country or Region', lists 'Europe' and 'Browse' options like 'Buy a Kindle' and 'Kindle eBooks'. The middle column, titled 'Kindle Store', features a large image of a Kindle device with the text 'Kindle The #1 Bestseller on Amazon' and pricing information: 'Order now: \$139 Wi-Fi | \$189 Free 3G+Wi-Fi'. Below this, it says 'Kindle eBooks: Auto-Delivered Wirelessly in 60 Seconds' and shows three book covers: 'The 4-Hour Body', 'Autobiography of Mark Twain', and 'The Next Decade'. The right column, titled 'Kindle Post', lists 'Kindle Singles: New Arrivals' with titles like 'Shaken, Not Stirred', 'Oxford Girl', 'Animalish', and 'The Enemy', each with a price of \$1.99. At the bottom right, there is a section for 'Pirate Latitudes' with a book cover and the text 'Pirates launch an unthinkable attack on a Spanish stronghold.'

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

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

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**Expand your reach with print**

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## \* “lucchetto” gli ebook (e il sistema) con DRM

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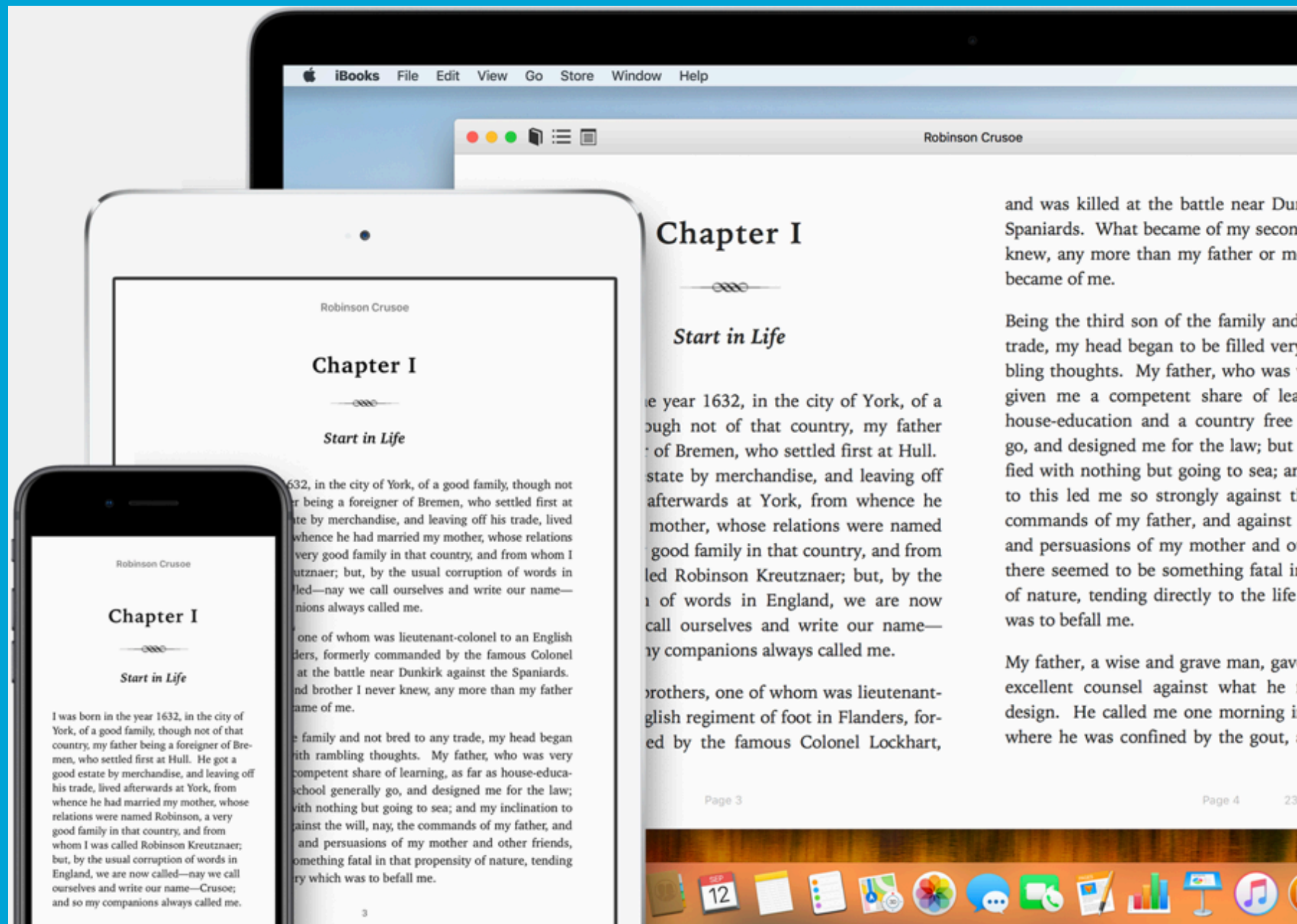
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- \* primo a produrre e commercializzare ebook, “inventa” il suo lettore, Kindle e “riempie” lo store di ebook (molti in pubblico dominio);
- \* stipula contratti ad hoc con editori e autori, incentivando la disintermediazione (punta a rimanere unico 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

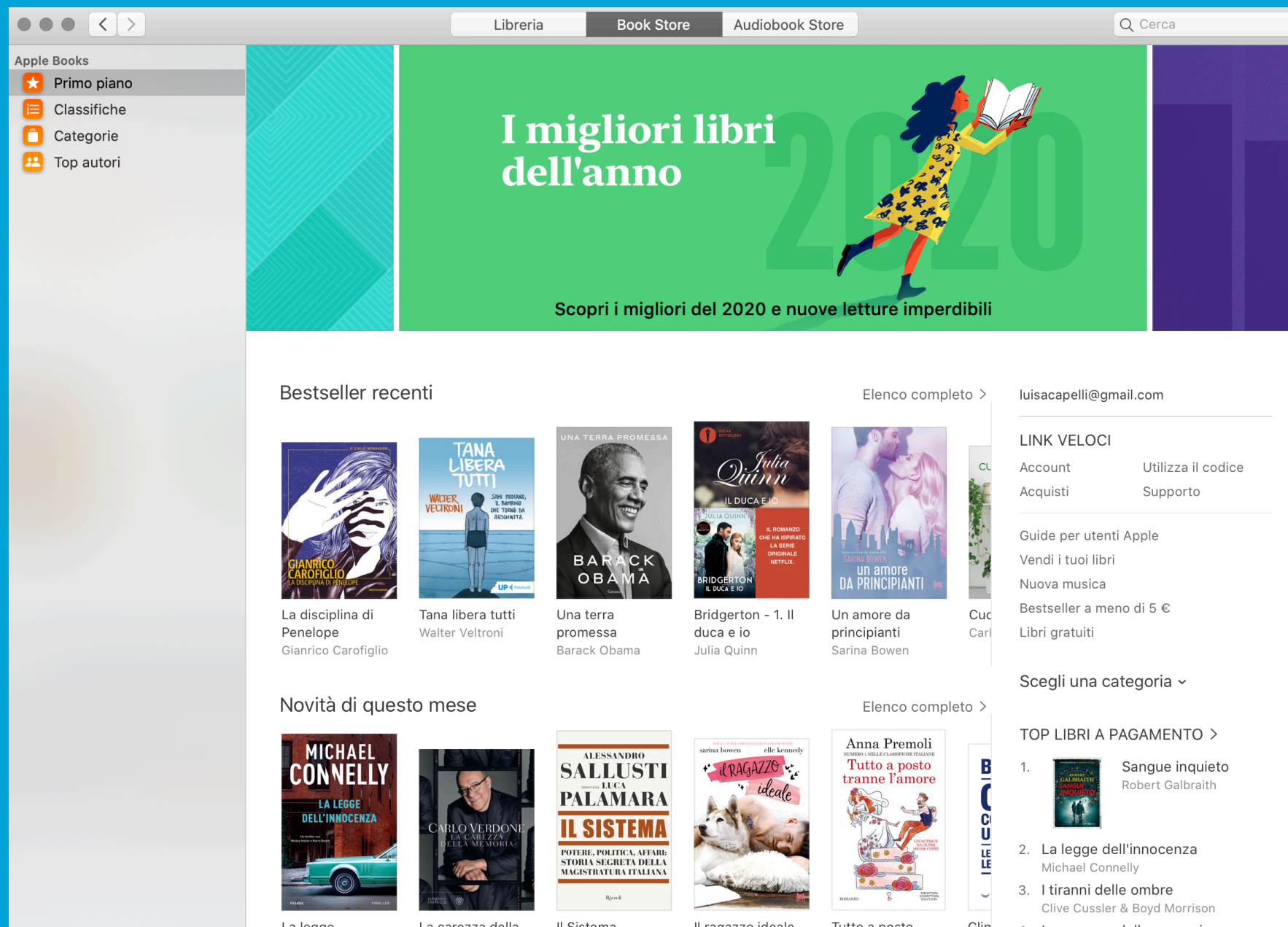
## ✱ iPhone e iPad, (smartphone e tablet) device multimediali su cui converge il sistema






# APPLE

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



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



**Chi Ha Rubato La Luna? - versione gratuita - Libro Interattivo per bambini** 4+

WindyPress

Progettata per iPad

★★★★★ 4,0 • 12 valutazioni

Gratis • Offre acquisti in-app

[Visualizza nel Mac App Store](#)

### Istantanee iPad



ACQUISTA

Getting Started Playing Guitar For Dummies, Enhanced Edition

AA 🔍 📖


✔ **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).

✔ **Look at the music staff as you improve.** To those who would charge that this book doesn’t give you diddley in terms of reading music, we respond: “Not so, Fret Breath!” The music for all the exercises and songs appears above the shortcut methods. So



Video intro (0:11)



Audio intro (0:24)

Torna alla pagina 7

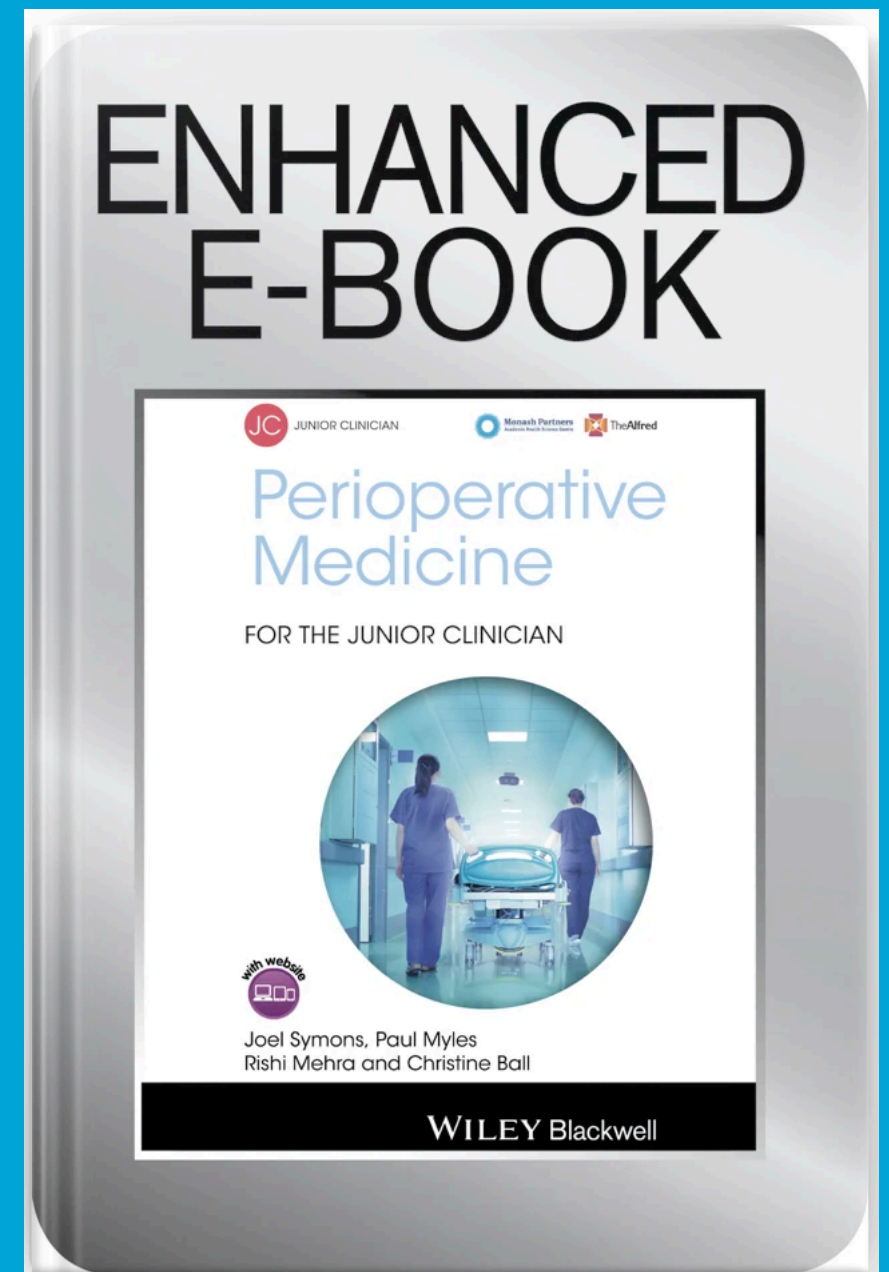
Pagina 21

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

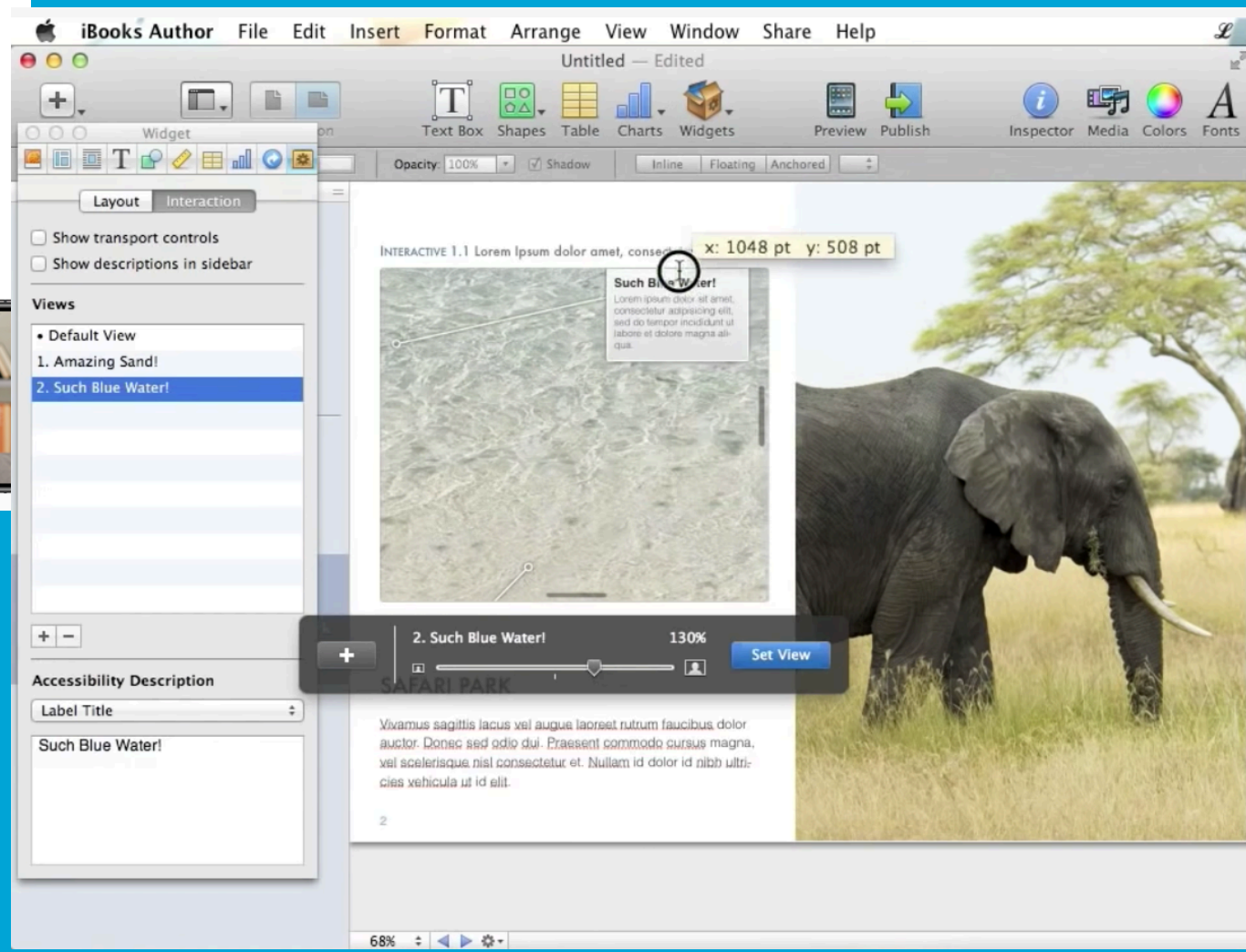
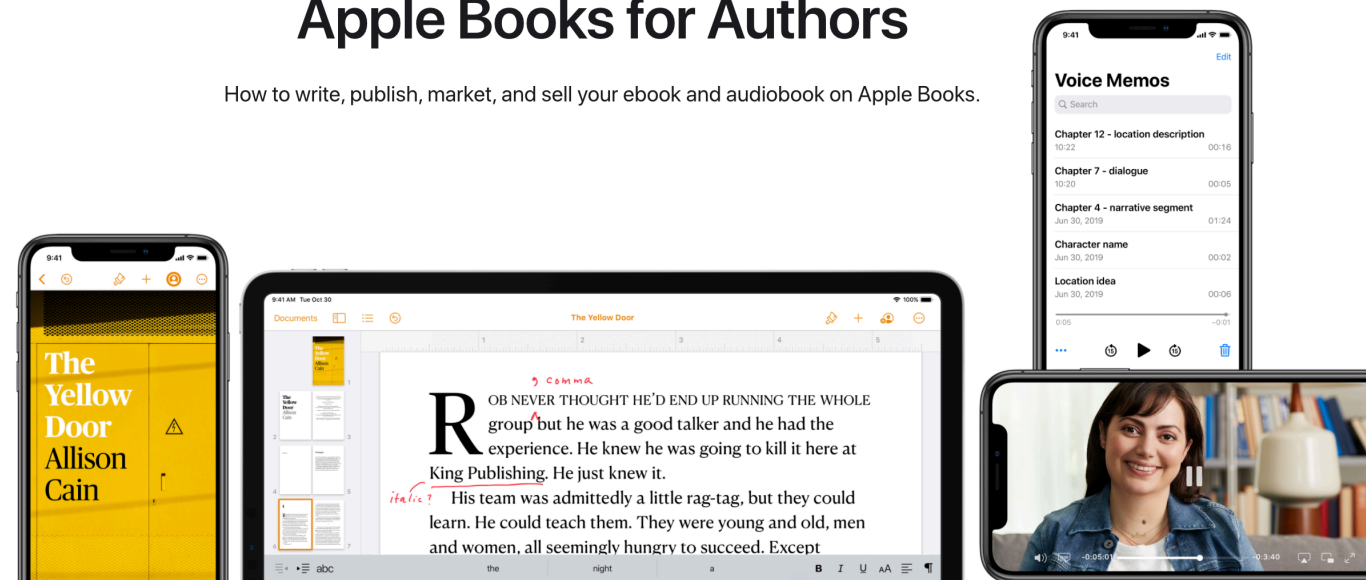
Apple Books for Authors

Write Prepare Publish Market Sales and Reporting Audiobooks Resources



## Apple Books for Authors

How to write, publish, market, and sell your ebook and audiobook on Apple Books.



# APPLE REGAP

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- \* 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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Cerca nel più grande indice di testi integrali mai esistito.

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**Le forme elementari della vita religiosa: il sistema totemico in Australia** Di Émile Durkheim, Massimo Rosati

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**meltemi editore**

INDICE 13

479 *Conclusione*

In quale misura i risultati ottenuti possono venire generalizzati

I. La religione si appoggia su un'esperienza ben fondata, ma non privilegiata – Necessità di una scienza per cogliere la realtà che è alla base di questa esperienza – Quale è questa realtà: i gruppi umani – Il senso umano della religione – L'obiezione che contrappone società ideale e società reale. Come si spiegano, in base a questa teoria, l'individualismo e il cosmopolitismo religioso

II. L'aspetto eterno della religione – Il conflitto tra religione e scienza; esso riguarda unicamente la funzione speculativa della religione – Ciò che questa funzione sembra destinata a diventare

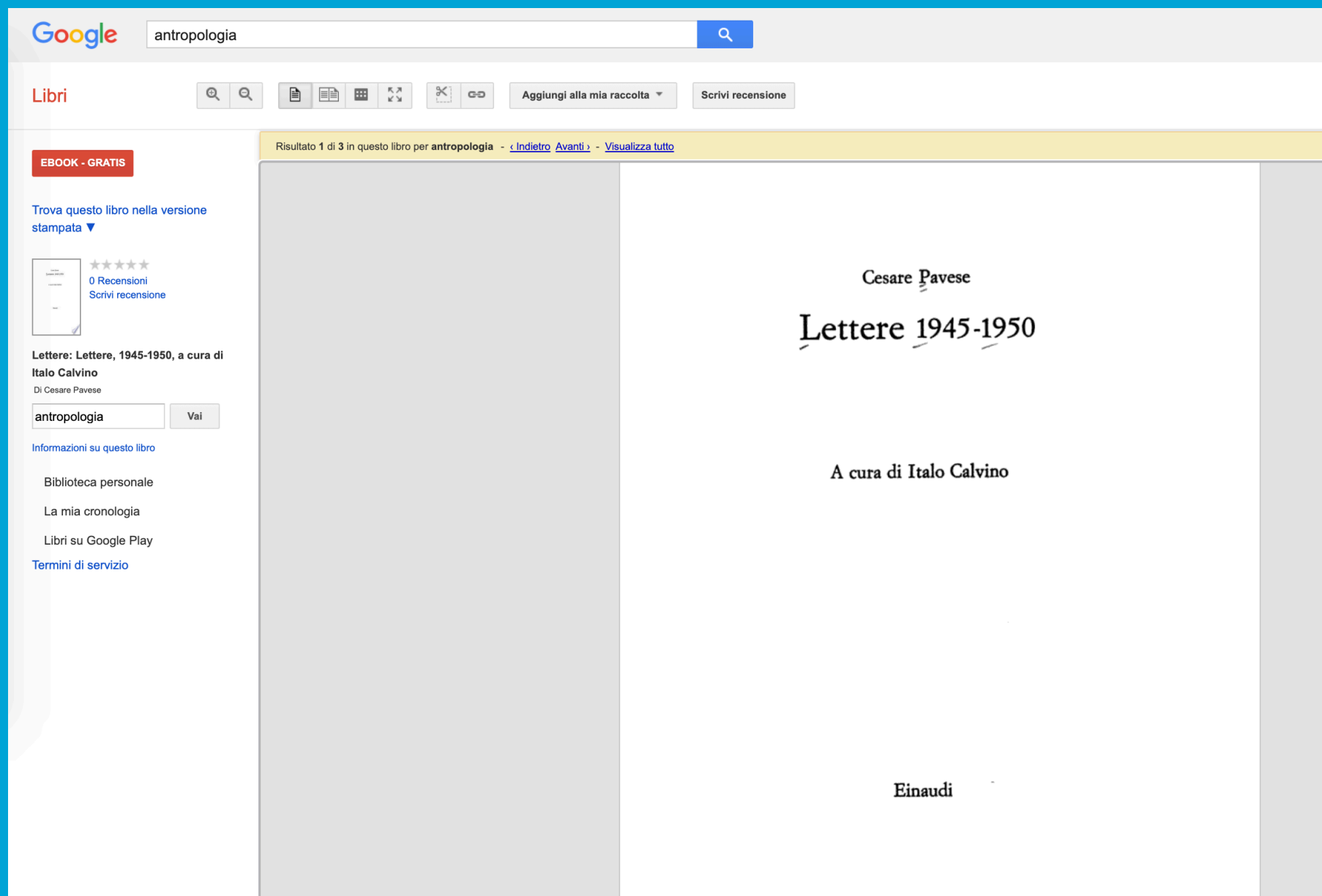
III. In qual modo la società può costituire una fonte di pensiero logico, cioè concettuale? Definizione del concetto; esso non si confonde con l'idea generale; è caratterizzato dalla sua impersonalità e comunicabilità – Esso ha un'origine collettiva – L'analisi del suo contenuto testimonia nello stesso senso – Le rappresentazioni collettive come nozioni-tipo a cui gli individui partecipano – L'obiezione secondo cui esse sarebbero impersonali soltanto a condizione di essere vere – Il pensiero concettuale è coevo all'umanità

IV. Come le categorie esprimono cose sociali – La categoria per eccellenza è il concetto di totalità che non può che essere suggerito dalla società – Perché le relazioni espresse dalle categorie non potevano diventare coscienti che nella società – La società non è un essere alogico – In qual modo le categorie tendono a svincolarsi dai gruppi geograficamente determinati.

Unità della scienza, da un lato, e della morale e della religione dall'altro – In quale maniera la società rende conto di questa unità –


# 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."<sup>[1]</sup> The [U.S. Supreme Court](#) subsequently denied a petition to hear the case.<sup>[2]</sup>

### Authors Guild, Inc. v. Google, Inc.



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



# GOOGLE RECAP

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- ✱ 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.**

# RAKUTEN - KOBO

## \* store di ebook collegato a e-reader Kobo

The screenshot displays the Rakuten Kobo website. At the top left is the 'Rakuten kobo' logo. Next to it is a search bar with the placeholder text 'Cerca per titolo, autore, collana o ISBN' and a magnifying glass icon. To the right of the search bar are icons for 'Wishlist' (a heart) and 'Carrello' (a shopping cart), followed by a red button labeled 'Crea account'. Below these is a link that says 'Hai un account? **Accedi**'. A navigation bar below the search bar contains links for 'eBOOK', 'APP e eREADER', and 'SUPER POINTS', each with a dropdown arrow. Below this bar are three tabs: 'Le offerte del giorno' (with a flag icon), 'Scopri i nostri suggerimenti', and 'Scopri nuovi talenti'. The main content area features a large banner with a colorful geometric background. The banner text reads 'Scopri le nostre migliori offerte eBook' and 'Controlla ogni giorno per trovare qualcosa di nuovo', with a white button labeled 'Acquista ora'. To the right of the banner is a section titled 'Scopri l'eReader Kobo ideale per te >' featuring an image of a Kobo e-reader. Below this is another section titled 'Segui tutti gli aggiornamenti con il Blog Kobo >' featuring an image of a woman reading on a tablet. At the bottom, there is a section titled 'eBook' with the subtitle 'I più venduti del momento'. To the right of this section is a link that says 'Visualizza tutti'. Below the subtitle are several book covers, including 'Grazia Verasani', 'LA COLLINA' by Roberto Carboni, and 'La pietra lunare' by Sujata Massey.

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Ellie Clivens

Grazia Verasani

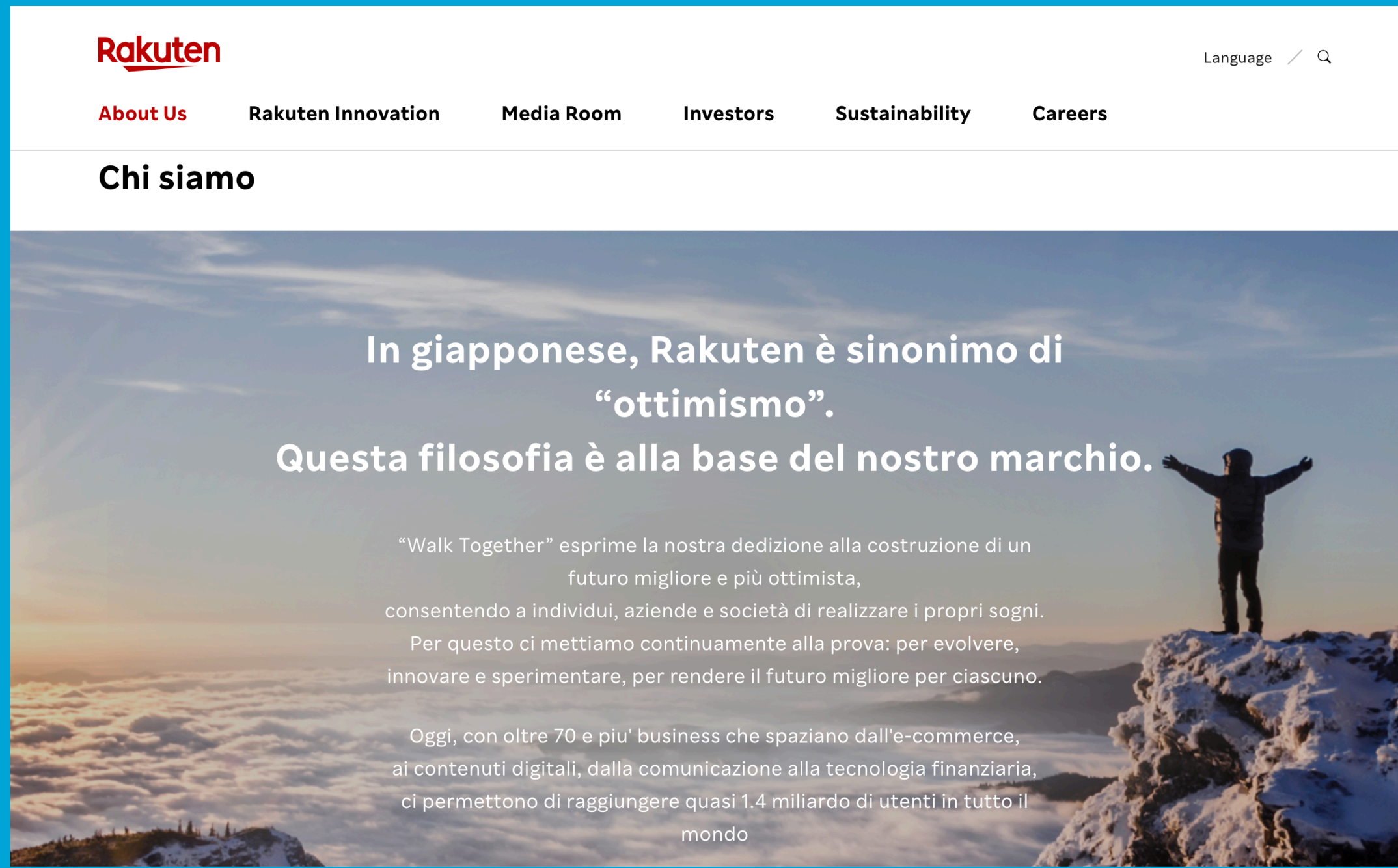
ROBERTO CARBONI LA COLLINA

SUJATA MASSEY La pietra lunare

MICHAEL CONNELLY

# RAKUTEN - KOBO

✳️ ma Rakuten è, oltre a contenuti digitali, servizi finanziari, e-commerce, tv, sport, comunicazione...

The image shows a screenshot of the Rakuten website. The header is white with the Rakuten logo in red on the left. On the right, there is a 'Language' dropdown menu and a search icon. Below the header is a navigation bar with links: 'About Us' (in red), 'Rakuten Innovation', 'Media Room', 'Investors', 'Sustainability', and 'Careers'. Below the navigation bar is a white section with the heading 'Chi siamo'. The main content area has a background image of a person standing on a snowy mountain peak with arms raised, looking out over a vast landscape. The text is overlaid on this image.

**Rakuten**

Language / 🔍

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## Chi siamo

In giapponese, Rakuten è sinonimo di  
“ottimismo”.

Questa filosofia è alla base del nostro marchio.

“Walk Together” esprime la nostra dedizione alla costruzione di un futuro migliore e più ottimista, consentendo a individui, aziende e società di realizzare i propri sogni. Per questo ci mettiamo continuamente alla prova: per evolvere, innovare e sperimentare, per rendere il futuro migliore per ciascuno.



Oggi, con oltre 70 e più business che spaziano dall'e-commerce, ai contenuti digitali, dalla comunicazione alla tecnologia finanziaria, ci permettono di raggiungere quasi 1.4 miliardo di utenti in tutto il mondo




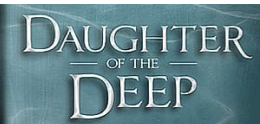
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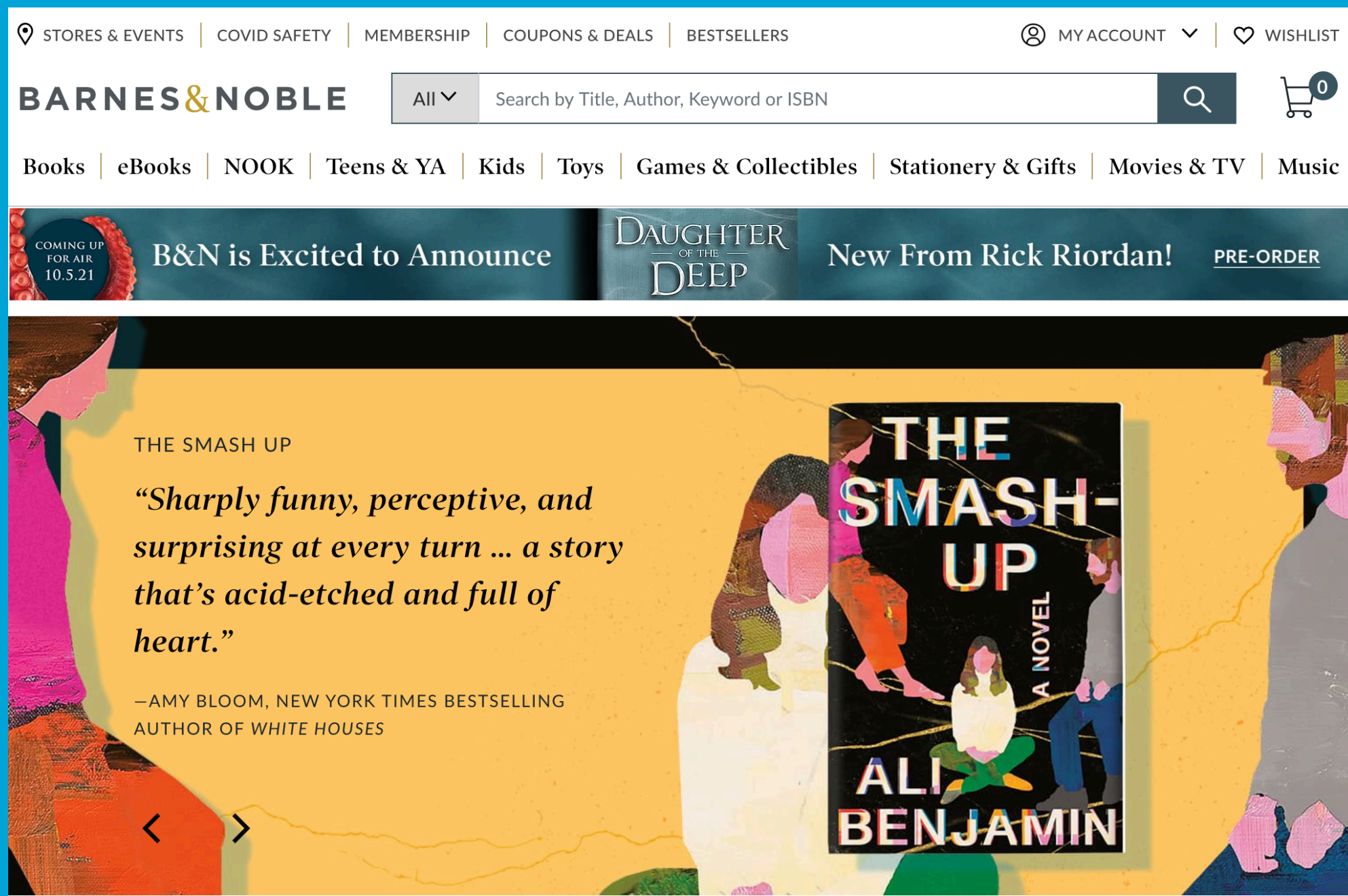
**NOOK**

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### Designed With You In Mind

# BARNES & NOBLE - NOOK


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








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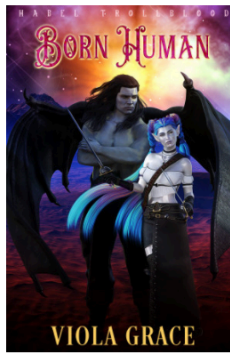


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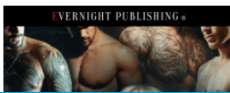

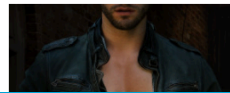

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- ✱ ma soprattutto un luogo dedicato agli autori indipendenti per creare e vendere ebook

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