

E-publishing in Japan

Tohru Sampei

Dr., Engineering

Secretary General

Japan Electronic Publishing Association

Advent of e-Publishing in Japan

Start of Japan's e-publishing (1986)
= CD-ROM

***NEC Digital Book* (1993)**
= 1st digital reading device in the world

***SONY LIBLIe* (2004)**
= Model for Amazon's Kindle

Setbacks
= lack of contents, core of e-publishing

CD-ROM Dictionary (1986)



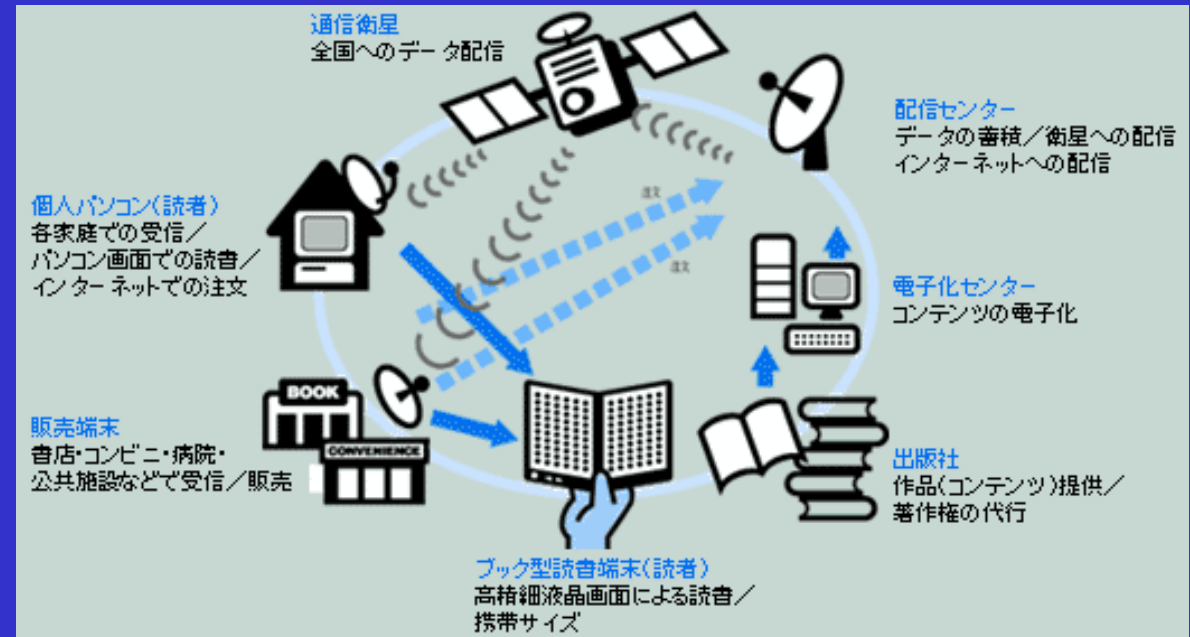
Sony “Data Discman” (1990~) IC Dictionary (2000~)



NEC Digital Book (1993)



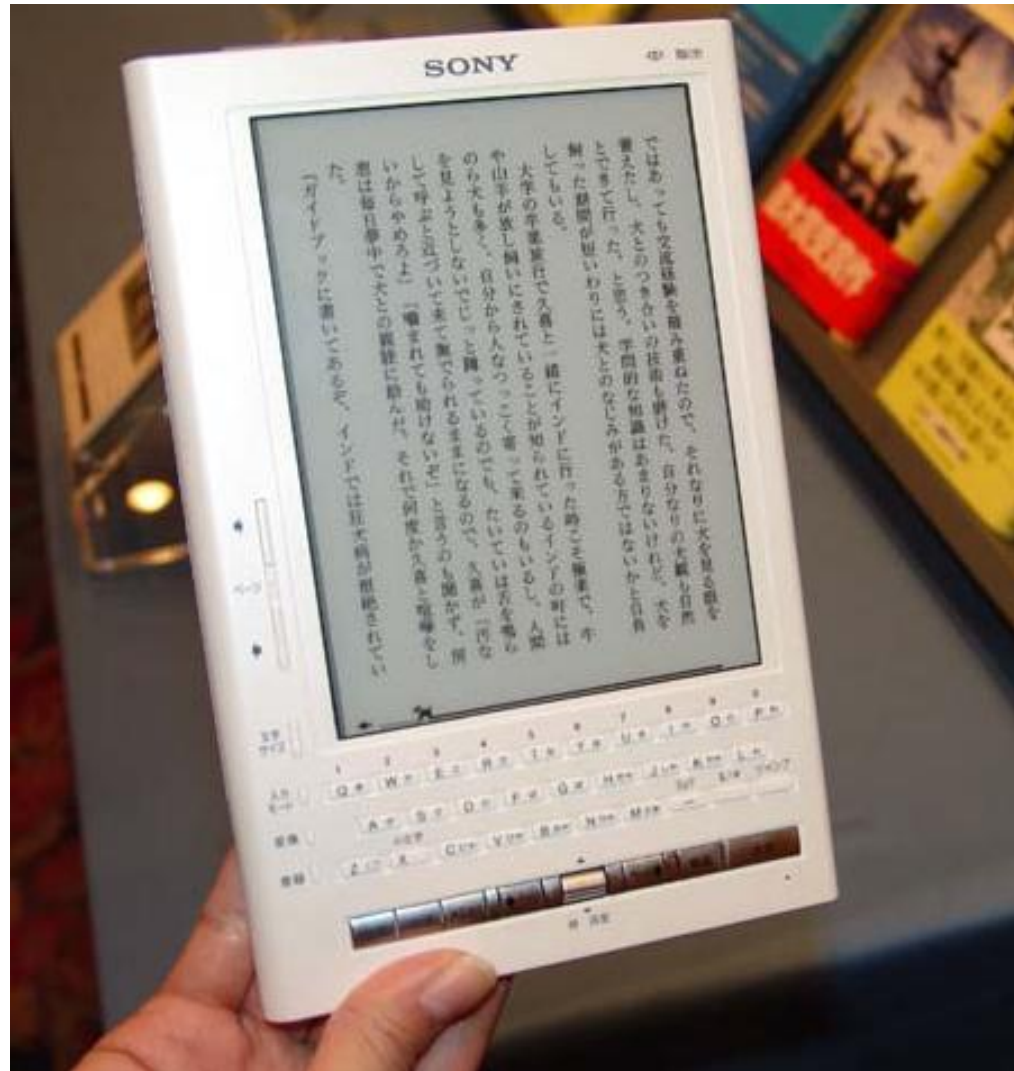
Test trial by e-Book Consortium (1999)



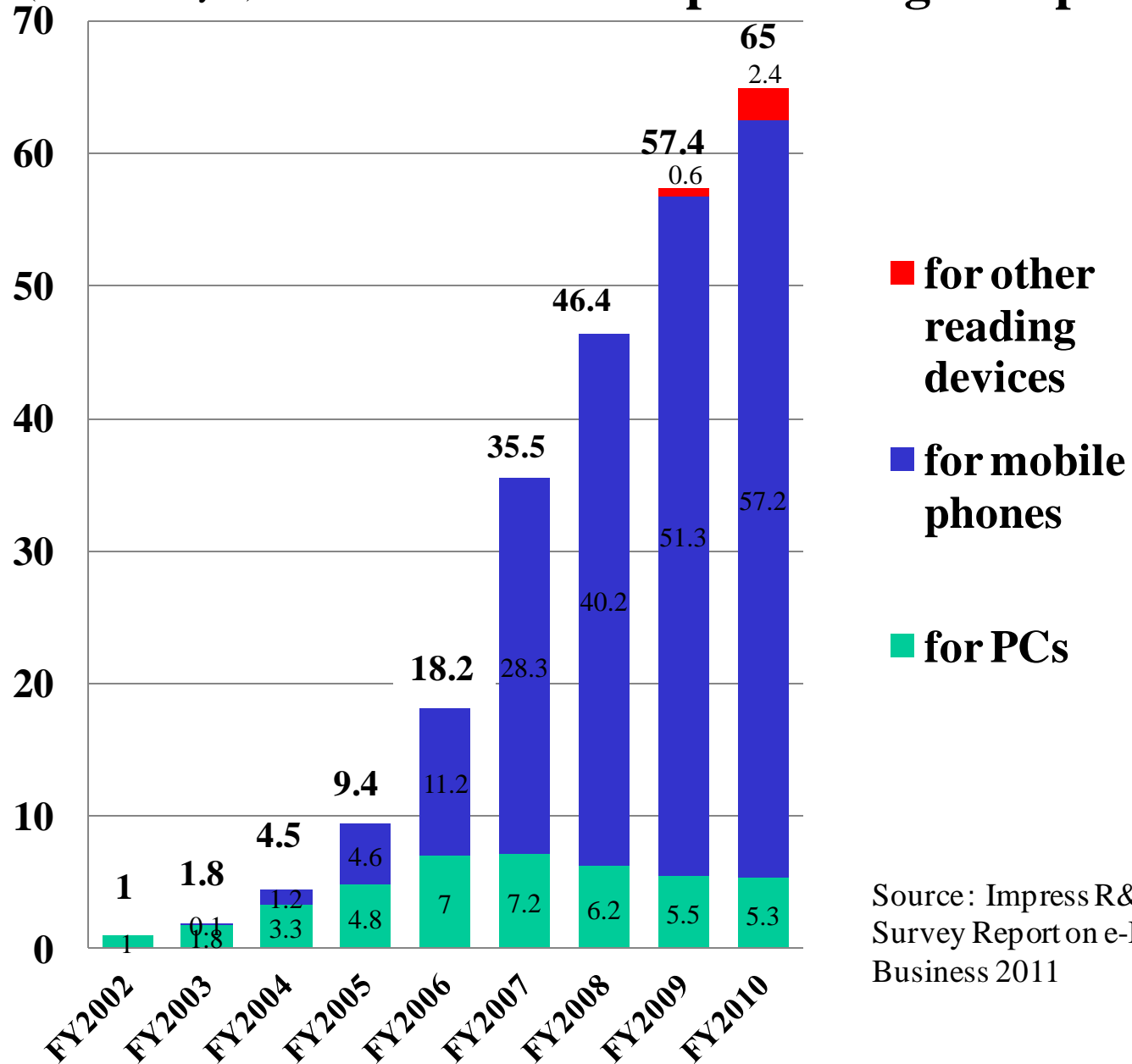
Panasonic Σbook (2004)



Sony (2004)



(Unit: billion yen) **Sales volume of e-publishing in Japan**



Source: Impress R&D
Survey Report on e-Book
Business 2011

Japan's 2nd Challenge

Frontier = **Comics & love romances for mobile phones (A)**

Rapid expansion of market for (A) = JPY **65 billion** in 2010

Constant market for **dictionaries** = JPY **35 billion**

Market share of e-books:

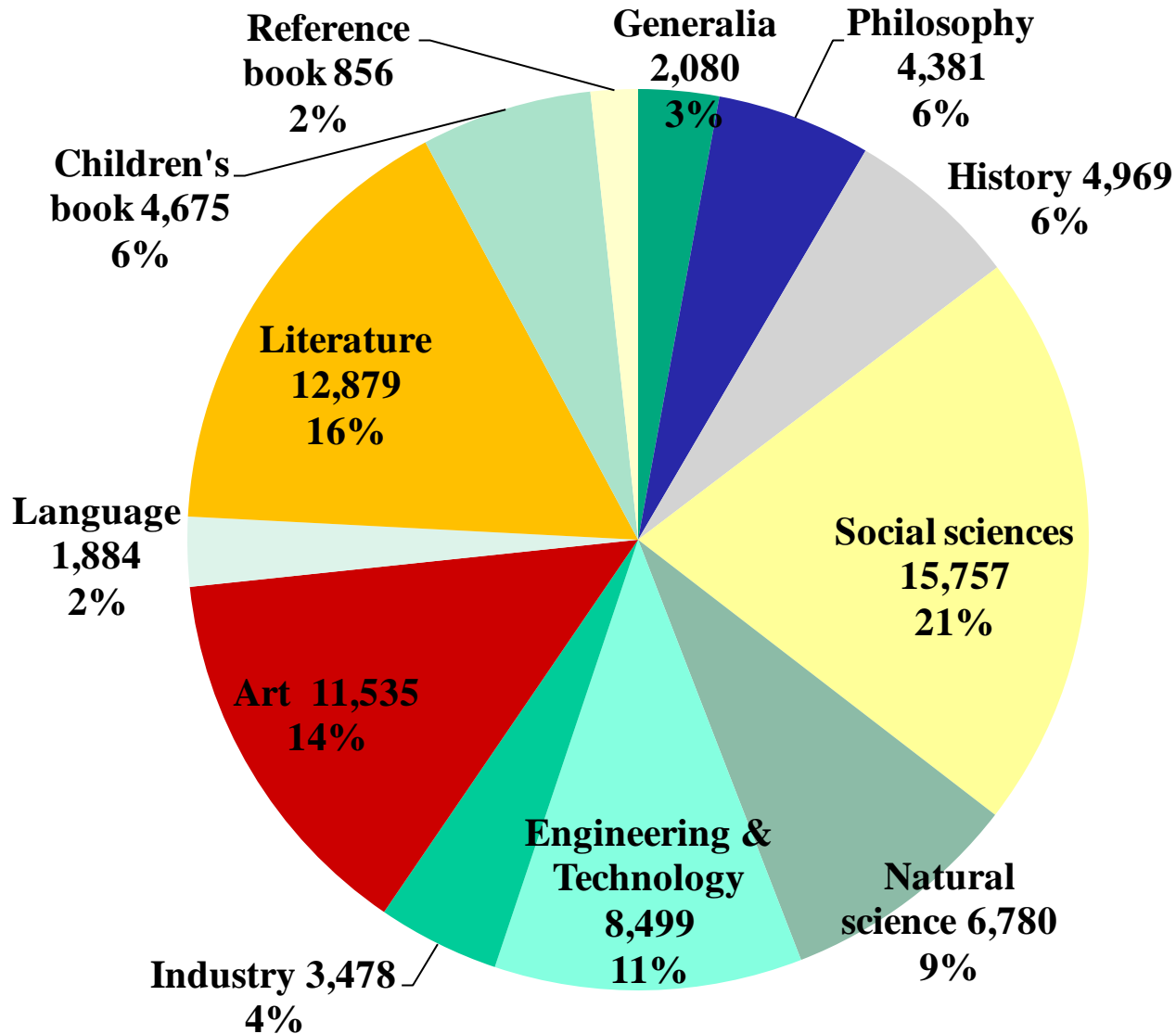
90 percent = for mobile = **80 percent for comics**

10 percent = for PC

No clear business model yet for:

- * **magazines (weekly & monthly)**
- * **how-tos**
- * **fictions**

Breakdown by Category (total 77,773 titles)



Only a few are digitalized from among about 78,000 new titles being published a year.

It is so rare that it made a news when a novel was brought out to the market both in paper and digital.

e-Publishing: Slow Growth in Japan

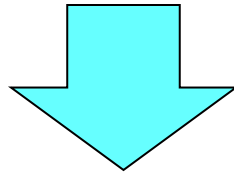
Japan = 1/25 of the size of the U.S.

15,000 bookshops in Japan = Same number in the US

Resale system = One price for one title in Japan

Average US\$8.00 for a paperback in Japan

Less bulky & smaller than U.S. paperbacks



Less incentives for e-books

Facts about Libraries in Japan

Japanese University Libraries

(in 2009)

Category	Number of libraries	Books in thousand
National	293	
Japanese		59,616
non-Japanese		37,170
Public	124	
Japanese		14,049
non-Japanese		5,457
Private	979	
Japanese		129,482
non-Japanese		52,417
Total	1,396	
Japanese		203,147
non-Japanese		94,044

Source: Japan Library Association

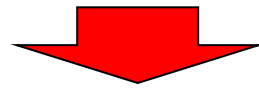
Academic Books in Japan

Search Needs > Availability

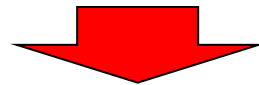
- ◆ **Case studies for law schools**
- ◆ **Thesis & reports for medical journals**

University Libraries = 200 million books

- ◆ **Text books written in Japanese**
- ◆ **Classes offered in Japanese (mother tongue)**
- ◆ **Scarce digitalized academic books**



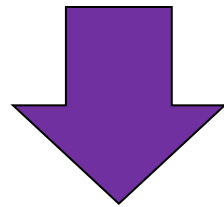
- **Unable to respond to growing needs for access**



- **Needs to accelerate digitalization of lecture/specialized books**

What needs to be done NOW

To **restore**
Japan's competitiveness

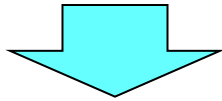


This is Key

**Digitalization of
University Libraries!!**

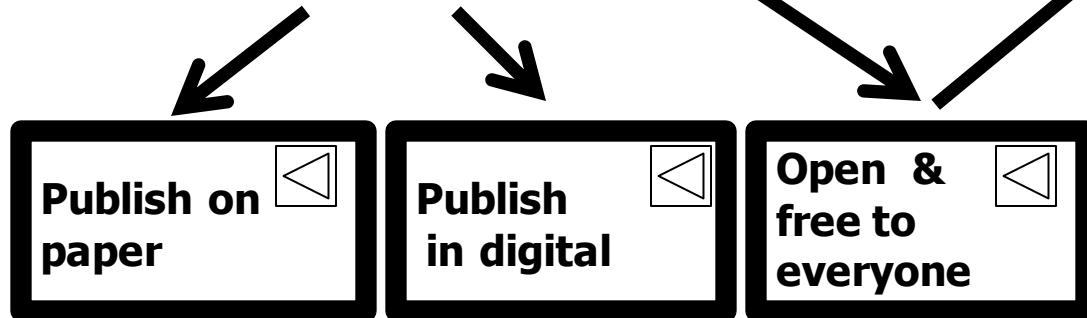
Digitalization Idea by JEPA & Univ. Libraries

Frequently-read/popular books to be identified by univ. libraries by the number of readers for each book



Publishers/authors/vendors may wish to handle commercially. (*)

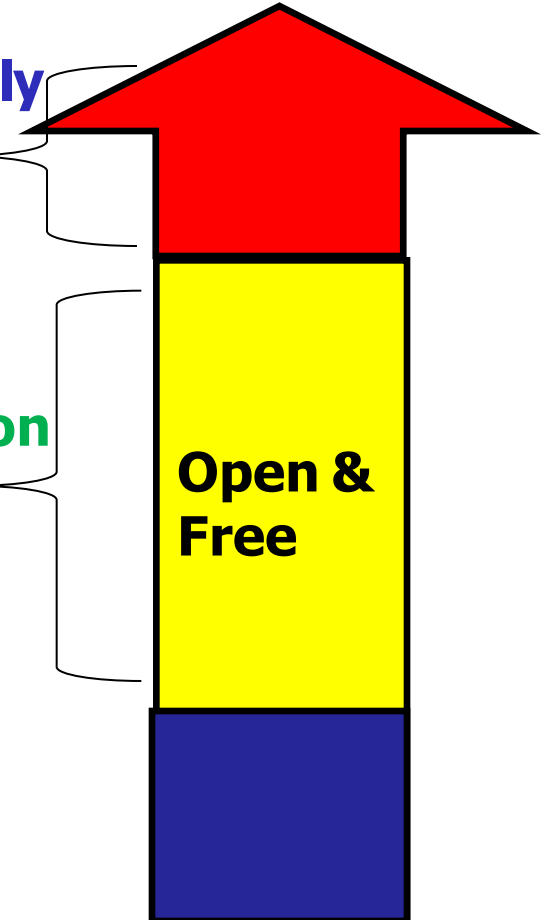
(*) Publishers and authors express wishes by pushing an icon as to whether to keep their rights for publishing.



Commercially viable = handled by vendors

Digitalization = by us

High priority



Low priority¹⁶

**Thank you very
much.**