

Faster Wireless Standard Making Mark in Home Networking

In-Stat

E-Book Consumers want Longer Battery Life, Internet Connectivity and Email

The electronic book (e-book) segment, having firmly established itself in the US market, has plenty of room for growth that will be bolstered by new features such as e-mail and Web connectivity, reports In-Stat <http://www.in-stat.com> [1]. An e-book is a handheld consumer electronics (CE) device capable of accessing and storing a wide array of digitized books for portable use. Examples are the Amazon Kindle DX and the recently introduced Sony E-Reader Daily Edition.

According to In-Stat's most recent consumer survey, current e-book owners desire email capability in the next e-book they purchase. Longer battery life and Internet connectivity are the top two desired features among respondents who don't currently own an e-book but plan to buy one in the next year.

Recent research by In-Stat found the following:

- Amazon is the leading brand of e-book owned.
- The largest percentage of e-book owners (45.5%) is spending between \$9 and \$20 a month on e-book content.
- Eleven percent of total survey respondents said they planned to purchase an e-book over the next 12 months.

This Market Alert is drawn from the In-Stat research, [Electronic Book Survey: US Consumers' Attitudes and Behaviors Toward the Burgeoning E-Book Market \[2\]](#) (#IN0904571ID), which covers the US market for e-books with results from a US consumer survey. It includes:

- Examination of consumer attitudes towards e-books.
- Preferences of current and potential users.
- Data on how much consumers are willing to spend on e-book devices.
- Habits of current e-book users including monthly spending estimates.

For a free sample of the report and more information, please contact a sales representative: <http://www.instat.com/sales.asp> [3]

To purchase it online, please visit:

<http://www.instat.com/catalog/wcatalogue.asp?id=27> [4]

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Published on Electronic Component News (<http://www.ecnmag.com>)

The price is \$1,495 (US).

This research is part of In-Stat's Portable Entertainment Devices service. It provides comprehensive analysis of the market for the hottest portable consumer electronic devices, such as portable media players, handheld gaming consoles, and personal navigation devices, and coverage of emerging devices, such as electronic books, digital radio, and electronic edutainment toys. The service also provides insight into the technologies, consumer requirements, and business models driving current and future demand.

Related In-Stat research:

[Wireless Delivery of Digital Content Propels E-Book Adoption](#) [5]

[Mobile Processor Review: The Battle for the Next Generation Consumer Devices](#) [6]

[Worldwide PMP/MP3 Player Shipments Plateau as Market Succumbs to Competition From Emerging Connected Device Segments](#) [7]

[Wi-Fi Represents Strongest Opportunity in Global Connected Digital Photo Frame Market](#) [8]

More Information on this Research

- **Title:** Electronic Book Survey: US Consumers' Attitudes and Behaviors Toward the Burgeoning E-Book Market
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- **Members Only:** Full text [HTML](#) [11], [PDF](#) [12]
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