

Available online at [www.sciencedirect.com](http://www.sciencedirect.com)**SciVerse ScienceDirect**

Procedia Computer Science 17 (2013) 282 – 289

**Procedia**  
Computer Science

Information Technology and Quantitative Management (ITQM2013)

# The Challenges Facing E-book Publishing Industry in Taiwan

Chin-Chao Lin<sup>a\*</sup>, Wen-Chih Chiou<sup>b</sup>, Shih-Sin Huang<sup>b</sup><sup>a</sup>*Department of Marketing and Distribution Management, Hsiuping University of Science and Technology,  
11, Gongye Rd, Dali Dist, Taichung City 412, Taiwan*<sup>b</sup>*Department of Business Administration, National Chin-Yi University of Technology, 35, Lane 215, Chung-San Rd Sec 1,  
Taiping City, Taichung County 411, Taiwan*

## Abstract

A successful E-book market needs several members to work together including authors, publishers, online book stores, book distributors, reading device manufactures and so on. Although various participants have actively involved in Taiwan digital publishing, the sales of E-book is still less than 1% of total publishers' revenues in 2011. Compared with North America market share, Taiwan's E-book market share is not meaningful. As a matter of fact, Taiwan readers are facing a dilemma in which there is a lack of E-book title and no proper reading device available. This study examines the current status of Taiwan E-book market from the E-book supply chain members' points of view. We adopted an exploratory approach to provide different perspectives of these members through semi-structured interviews. This study result shows that government regulations, quality content, E-book titles availability, E-book price and reading device price are considered as most challenging factors facing Taiwan E-book publishing industry.

© 2013 The Authors. Published by Elsevier B.V. Open access under [CC BY-NC-ND license](http://creativecommons.org/licenses/by-nc-nd/3.0/).

Selection and peer-review under responsibility of the organizers of the 2013 International Conference on Information Technology and Quantitative Management

*Keywords:* E-book; digital publishing; content provider; service platform; reading device

## 1. Introduction

After thousands of years of written text, the emergence of electronic book (E-book) rocks the book industry. Although E-books have existed for more than 20 years, publishers did not consider that E-book revenue will become meaningful until Amazon released the first version of Kindle in 2007. The Kindle makes a significant improvement on earlier models that failed. The initial release sold out in only five and a half hours [1]. Besides being the most talked about e-reader device, the Kindle is probably the most visible in the general public [2]. Since Amazon successfully integrates reading device (Kindle), content (E-books) and service (Amazon.com), the new business model not only brings revenue growth to the company but also change people's reading behavior.

The sales of E-books have seen an extraordinary growth in the United States. On January 2011, Amazon announced that they had for the first time sold more Kindle e-books than paperback book, at a rate of 115 electronic books for every 100 paperbacks [3]. The annual survey, known as BookStats, reported that E-books surpass hardcover books and paperbacks to become the dominant format for adult fiction in 2011 [4]. Over all, publishers' net revenue from sales of e-books more than doubled in 2011, reaching \$2.07 billion, up from \$869 million in 2010. E-books accounted for 15.5 percent of publishers' revenues.

\* Corresponding author. Tel.: +886-4-24961100; fax: +886-4-24961187  
E-mail address: [kevinlin@mail.hust.edu.tw](mailto:kevinlin@mail.hust.edu.tw)

Compared with the explosive E-book sales in the United States, Taiwan E-book market is not optimistic and has not seen massive growth over the past few years. According to a survey (sample size of 4012) conducted in the latter year of 2011 by the Institute for Information Industry FIND (Taiwan), only 3.5% of respondents paid for E-books and 15.8% of respondents had E-book reading experience with free E-books. In sum, a total of 19.3 % of respondents had E-book reading experience [5]. From the viewpoint of E-book sales, a report from WIRED.tw showed that the E-book sales data of Cite Publishing Limited as the biggest publisher in Taiwan comprises only 2% of its total revenue [6]. As this report pointed out, “Current E-book sale is relative small but still ranked as the top sales within the Taiwan digital publishing industry,” said with a deep sigh the CEO of the Cite Publishing Limited. As a matter of fact, Taiwan book industry releases over 40,000 paper books every year in the last decade. However, the accumulative number of E-book today is only around 50,000 [7]. The number in comparison with Amazon’s Kindle E-books currently over 1,350,000 is comparatively small.

The E-book industry development involves author’s authorization, publisher’s agreement, E-book format, digital right management (DRM), pricing, transaction service platform, reading device and program. Based on E-book publishing process, these factors can be classified into one of following three elements: content provider, service platform, and reading device (see Fig.1). At the end, customers use a reading device to download E-books from service platform and read them with reading software. These three elements are considered as radical components of forming a successful E-book industry [7].

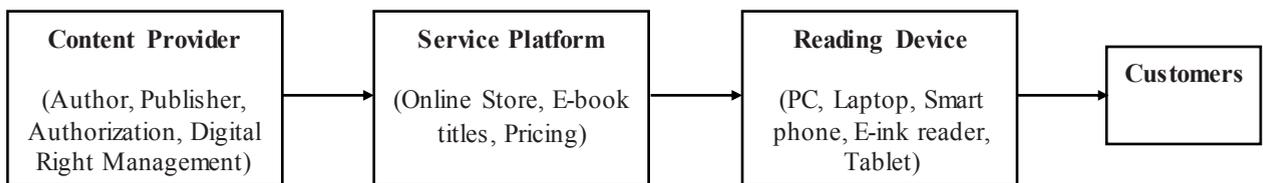


Fig. 1. E-book publishing process

Throughout the years, considerable researches focus on E-book related issues. However, the term E-book is used ambiguously by different studies. Armstrong [8] defines an E-book as “any content that is recognizable ‘book-like’ – regardless of size, origin or composition, but excluding serial publications, made available electronically for reference or reading on any device (handheld or desk-bound) that includes a screen”. Vassiliou and Rowley [9] reviewed all current definitions of E-book and identify the common concepts including digital/electronic, content, book analogy, technologies, accessibility/delivery, and use features. In this study we refer to E-book as digital content and limit the discussion to so-called trade E-books. Trade E-books are intended for the sale to the general public through an ordinary book dealer, as distinguished from educational, professional, and scholarly E-books. The most common genres for trade E-books are fiction, general interest non-fiction, and children literature [10].

To date, much of the current literature has focused on E-book reading within an active context – reading by knowledge workers or students. There is comparatively little work available that focuses on the trade E-books market for people’s leisure reading. This study examines the current status of Taiwan E-book market from the E-book supply chain members’ points of view. We adopted an exploratory approach to explore the hurdles impeding Taiwan’s E-book progress and provide different perspectives of content provider, service platform, and reading device with semi-structured interviews.

## 2. An Overview of Taiwan E-book Industry

### 2.1. Content provider

The success of Amazon’s Kindle is not simply because of its innovative technology but its abundant digital content provided by Amazon.com. The fourth quarter report of Taiwan digital reading behavior of year 2012 shows that E-book reader’s satisfaction score has been dropped from 21.8% to 16.5% and the lack of E-book title availability is considered as the most critical reason [11]. To address this issue, Taiwan Digital Publishing Forum

(TDPF) investigated the number of E-books available out of the top 100 books of the biggest online book store (books.com.tw) in Taiwan [12]. The report shows that only 15 of them can be found in major E-book stores and 4 of them are trail version. There are several factors which cause not enough titles available in E-book format to support a reasonable selection for Taiwan readers today.

First, E-book publishing compensations are under local authors' expectation. There are the two components of author compensation for traditional print book publishing: advances and royalties. Advances can range from \$1,000 for a first-time author up into the millions. Royalties are paid off of actual book sales against the advance, usually on an escalating scale—for example, 15% for the first 20,000 copies sold in hardcover and 20% thereafter [13]. In recent years, E-books are becoming a significant distribution channel for American publishers and authors. The end result of no physical inventory and transportation cost equals greater returns for publishers and authors, which in turn, also leads to lower prices for readers [14]. In consequence, book revenues and profits are not likely to be what they have been used to. There are various splits in place between individual publishers and Amazon, but a common one is 60% to the publisher, 40% to Amazon. Not everything has to be done through a conventional publisher of course. Authors may want to retain their e-book rights and act as their own publisher. To encourage authors become digital content providers, Amazon.com and Apple iBook store even offer a maximum 70% of royalties from the sale of self-publishing E-books.

Currently, Taiwan E-book market is in awkward position. Over all, the revenue from digital publishing is less than 1% of all publishers' total revenues in 2011. Facing the era of digital publishing, local authors are tempted to have such luring self-publishing royalties of 70% of E-book sales in comparison with 10~15% of printed book sales. However, some local authors aware the royalties of E-book sales are not significant enough to provoke their interests for contracting a digital right with publishers. According to the interviews which were conducted by Taiwan Digital Publishing Forum (TDPF) with 20 local authors, one of these authors claimed that the royalties he received from E-book sales is less than 1% of print book royalties since he has granted publisher the digital right [12]. Although most authors take positive attitude toward authorization of digital right, they still more concern about the royalty income in reality than the piracy issue. From the self-publishing perspective, most authors do not consider act as their own publisher [12], which means you would convert your work into the e-pub file format, for example, then deal directly with online sellers to make it available for sale. Part of the reason for this may be concern over the visibility of their works and how to market and draw attention to it when there are tens of thousands of other titles on the same website.

Second, foreign publishers hesitate to authorize local publishers to sell translated E-books. New release books have been recognized as the biggest revenue share of publishing industry in Taiwan. Typically, translated books have the absolute advantage over new release books in Taiwan book market. For instance, 54% of the top 100 books of the books.com.tw in 2011 are translated books of American and European fictions [12]. Among these top translated books, 3 books have digital content available. That is to say, only 5.5% of top translated books are authorized from foreign publishers to have digital version in Taiwan. Most publishers separate the publishing agreement into digital and print book when they negotiate with local publishers. For decades, Taiwan publishers are mostly authorized to publish translated print book in Hong Kong and Taiwan. In actuality, foreign publishers are very conservative regarding the digital publishing agreements in Taiwan book market which results in limited translated E-book category and title availability. According to the interviews with local publishers, several foreign publishers concern that Taiwan E-book market revenues are still minor and digital publishing makes piracy more possible. Moreover, many of them look forward the emergence new powerful distribution channel such as Amazon or Apple's iBook store because the business scale of existing E-book online stores are relatively small.

Third, local publishers are conservative in publishing E-book. According to the "2010 Taiwan Publisher Survey", 37.5% of domestic publishers have published E-book before [15]. Another survey which is conducted at the end of year 2012 also shows that 37% of domestic publishers have E-books published; namely, 63% of them do not publish E-book. Moreover, 90% of publishers who do not have E-book publishing don't plan to publish E-book in the near future [12]. These two reports confirm that the numbers of publishers who have devoted to E-book publishing still remain the same within these two years. There are two concerns that impede domestic publishers to publish E-books. One concern is from the capability of digital publishing. For most small and medium size domestic publishers, they can't accomplish digitization process by their own employees and nor can they afford to hire additional digital publishing technician [12]. If they have any digital publishing problem, they have to ask for assistance from outsourcing suppliers who are specialized in digitization process.

Another concern is from digital agreement contract. Domestic publishers worry that their E-book will become a free gift to the online book stores once they sign the digital agreement with those online retailers and the 5-year contract with authors expired. A book digitization process cost publisher's money and time to complete the work but there is no dedicated E-book copyright protection law existed in Taiwan [16]. As a matter of fact, a digitization process is not simply a file transformation but also include other value added jobs, such as topic selection, communication with authors, book reviewer's comments, reader's preference, book title selection, marketing and etc. In the past, those value added processes can be secured under the print book publishing as a intelligence property of publishers. However, many domestic publishers still concern E-book publishing can provide same protection as traditional publishing.

Piracy is certainly one of the biggest challenges that the publishing industry faces in this digital age [17]. After Harry Potter and the Goblet of Fire was released within twenty-four hours, there was a free, pirated version available on the Internet [17]. Publishers are afraid to publish their books electronically due to the potentials for book piracy and unlimited sharing or copying of electronic books. Many companies are developing methods for the DRM of eBooks on their device [18]. DRM protects the digital content with access control technologies which create restrictions to limit copying, printing, and sharing of electronic books [19]. While DRM proves to be a good and necessary thing for publishers, we should note that it also causes a set of problems for users of e-readers [20]. The most key issue is that "the use of DRM on books being sold means that only approved devices can access said books" [20].

## 2.2. Service platform

A service platform provides online E-book retailing to general public. According to the TDPF's 2012 report, Taiwan E-book retailing stores can be generally classified into 5 different operators: telecommunications corporation, independent E-book producer, reading device manufacturer, publisher and book distributor. Table 1 lists the advantages and representative e-book stores of each operator [12]. Among these E-book stores, PUBU ([www.pubu.com.tw](http://www.pubu.com.tw)) is the biggest C2C transaction platform for providing self-publishing service in 3 easy steps to encourage author's creative writing, as well as potentially greater remuneration to the author. The store breaks the boundary between readers and authors to form an E-book content community platform. Meanwhile, it is noteworthy that the biggest online book store ([books.com.tw](http://books.com.tw)) is not listed in Table 1. Part of the reason for this may be concern the E-book market is still not meaningful.

Table 1. Online E-book stores in Taiwan

E-book store operators	Advantages	Representative E-book stores
Telecommunications corporation	Abundant capital, extensive memberships	<a href="http://www.hamibook.com.tw">www.hamibook.com.tw</a> , <a href="http://www.ebooktown.com.tw">www.ebooktown.com.tw</a> , <a href="http://mybook.catch.net.tw">mybook.catch.net.tw</a>
Independent E-book producer	Master techniques, flexible and adaptable strategy in response to market variations	<a href="http://tw.magv.com">tw.magv.com</a> , <a href="http://www.pubu.com.tw">www.pubu.com.tw</a> , <a href="http://www.hyread.com.tw">www.hyread.com.tw</a> , <a href="http://tw.zinio.com">tw.zinio.com</a>
Reading device manufacturer	Know well heavy reader customers	<a href="http://www.ezread.com.tw">www.ezread.com.tw</a>
General publisher	Possess self-authorized digital content, familiar with publishing process and marketing	<a href="http://www.cite.com.tw/ereadingnow">www.cite.com.tw/ereadingnow</a> , <a href="http://reading.udn.com">reading.udn.com</a> , <a href="http://www.ebook.com.tw">www.ebook.com.tw</a>
Book distributor	Negotiation experience between publishers and readers, brand image	<a href="http://www.sanmin.com.tw">www.sanmin.com.tw</a> , <a href="http://www.taaze.tw">www.taaze.tw</a> , <a href="http://www.airitibooks.com">www.airitibooks.com</a>

Since operators introduce different type of E-book online stores to target their customers, E-book readers are frustrated in searching and buying E-books from various service platforms. Readers list the following suggestions [12] for having better reading experience in the future. First, a dominant E-book online store emerged to cover most available E-book titles and simply order process. Second, the different E-book format provided by various service platforms is another issue that causes readers' inconvenience. A uniform E-book format is required when readers buy E-books from different platforms. Third, E-book's price is too high in general. A reasonable price is one of most important factors that attract more readers to select E-book instead of print book. Lastly, E-book online stores need

to make more titles available to the readers. Currently, the number of book titles and categories for readers to select is limited.

### 2.3. Reading device

E-book reading devices include personal desktop computers, laptop computers, smart phone, tablet, and E-ink readers. User selects different screen size devices to read digital content based on individual preference and context. For publishers, E-book publishing has to take prevalent reading devices into consideration for a better chance to make profit. During the early year of E-book emergence, personal desktop computers and laptop computers are the most popular device to find and open electronic books, from the Internet for example, and with different software available almost any types of electronic books can be opened. However the bright computer screen is far from ideal for reading large amounts of texts and computers certainly are not very portable for leisure reading.

Current-generation smart phones are very portable as many carry a smart phone most of the time. They can also perform plenty of other tasks including reading digital content. However, the most serious problem in reading is the small screen sizes, with most smart phone screen being approximately 3-4 inches, which can only fit a small amount of text at a time [21]. Other problems are the backlight, refreshing screen similar to computers and tablet computers and short battery lives. Accordingly, smart phone does not act as key reading device of digital publishing. As the smart phone has rapidly grown in popularity, more and more people use smart phone to read digital content while they have a short period of free time, such as taking bus or metro system. Despite this, E-book presentation on smart phone screen is limited to pocket-size content, such as flash fiction or comic, in return for a comfortable reading. As the 5-inch smart phone introduced in 2012, such as HTC Butterfly, Samsung Galaxy Note or Sharp SH930W, readers actually adapting to reading on their smart phones are expected to be increased. There are definitely different reading patterns and behaviors. The publishers have to know their readers and know what they do and do not want to consume on these devices. They will have to be thinking about how they design their content to fit those patterns or behaviors [22].

E-ink readers are specifically designed for electronic book reading and have been around for several years but gained critical mass in late 2007, when Amazon introduced the Kindle. The E-ink display technology does not use any sort of backlight and the screen only refreshes once a page is turned. This makes the screen very easy on the eyes and the pages of the electronic books look very similar to those of printed books. The screen also produces no glare, even in direct sunlight or other illuminated spots [23]. Another advantage of E-ink reader is its low-power consumption, meaning that the device needs only to be charged approximately once per month. Other advantages include affordable price, light weight and easy to carry. Most E-ink reader screens are 6 inches wide, which is thought to be ideal for reading and portability. Following the success of E-ink reader in North America market, Taiwan E-ink manufactures introduced several dedicated reading devices such as Jin Young, Eee Note, GreenBook and iRex readers between 2009 and 2010. Unfortunately, none of these readers is successful in market share because the key success factor of E-book reader is not the device itself but the E-book title availability. To date, there is no such crossing publishing business company (like Amazon.com) existed in Taiwan, which can integrate content, hardware, service and sales.

Compared with dedicated E-book reader, Tablets can perform many other tasks in addition to reading, such as web surfing, audio and video playback, email, games, calendar and so on. Since the Apple iPad started the first sale in April 2010, it always attracts media's attention and makes a big consumer impression in each country. It being currently the most popular tablet device in the world, over 100 million sold by October 2012 [24]. From a reading perspective, iPad (9.7-inch) screen is the best full-size reading tablet which provides greater reading area. In order to offer its current e-reader users an option that keeps them from shifting to the iPad, Amazon (2011) rolled out its Kindle Fire, the first Kindle designed as a full media device. Although there are several drawbacks of tablet such as backlight and short battery lasting, tablets gain on dedicated e-reader after a long-running debate. According to the BISG's Consumer Attitudes toward E-Book Reading report [25], E-book consumers are decidedly shifting to multi-function tablets and away from dedicated e-readers. This survey shows that tablets have risen by about 25 percent over the past year as the first choice for respondents' e-reading device, while dedicated e-readers have fallen by the same amount.

Device ownership is an important factor in predicting the future. TDPF [26] conducted a device ownership survey of 3,209 E-book readers in 2012. Fig. 2(a) shows that only 5.5% of respondents own E-ink readers and

47.6% of respondents own tablets. To further investigate what device is the most used for reading, Fig. 2(b) shows tablet is the most popular device for E-book reading and PC is ranked as the second order. It is worth to note that smart phone is ranked as the third order. Equally, 23.4% of respondents frequently use smart phone as reading device which is very different to North American E-book reading habit but similar to Japanese readers. The reason behind it can be the taking mass transportation systems as the part of life for most Asian readers.

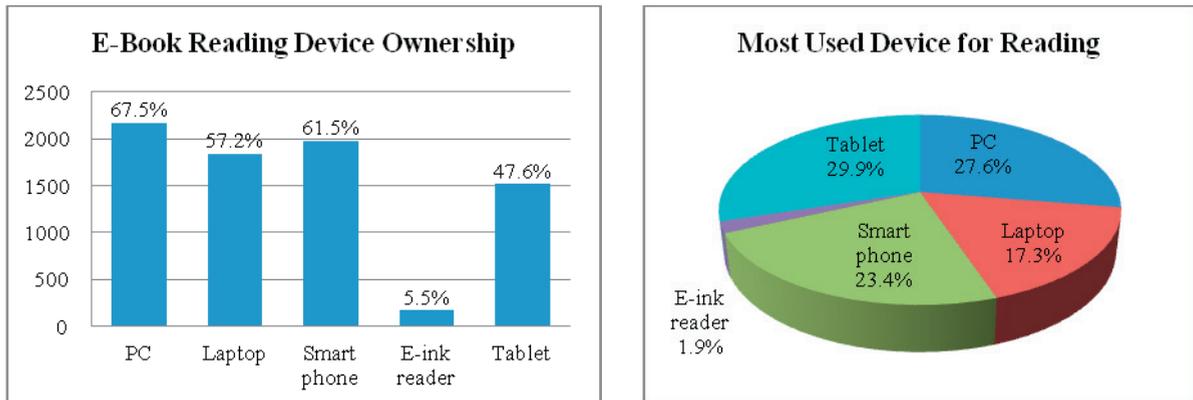


Fig. 2. (a) E-book reading device ownership; (b) Most used device for reading

### 3. Interviews with E-book Industry Members

In order to explore the hurdles impeding Taiwan's E-book progress, this study conducted semi-structured interviews with different E-book members in 2012. We selected three members from each of our targeted E-book industry sectors: content provider, service platform and reading device. The participants were chosen from the member list of Taiwan digital publishing forum, E-book stores and reading device suppliers according to business scale and availability. To focus an interview on this study's topics, three different interview guides and questionnaires were prepared for each E-book industry sector. During the interview session, a participant was asked to fill out the questionnaires first and a semi-structured interview was followed. The questionnaire items are organized according to the literature reviews and classified into one of three E-book industry sectors. These items measure the importance of E-book market success factor using a 5-point Likert scale ranging from 1 (least important) to 5 (most important). A semi-structured interview attempts to further explore the reason for giving different weight of each measure item and any other important factors which are missed on the list. In the following section, we summarize the survey and interview results.

From the content provider's perspective, we selected three publishers as interviewees for investigating the factors which impacting E-book market growth. Based on the survey result, two factors out of 13 are ranked as same weight as the most important factors. One is the government regulation of E-book authorization between publishers and transaction service platforms. Today, there is no exclusive regulation for protect publishers' E-book royalties. Current regulation confuses the distinctive between the service platform and digital content scope. Hence, some publishers are still conservative in digital publishing. Another factor is the digital content quality. Many of existing available E-book titles are free-downloading without any copyright issue. These free E-books are mostly classical literatures and over hundred years old works. Publishers need more E-book titles which are popular in print book market. The third important factor is the author's attitude toward digital publishing. Although some authors concern the piracy issue after the digital publishing granted, many of them more concern about the royalty which will be realized in respect to current relatively small market share.

From a service platform standpoint, three E-book online store operators are selected as interviewees. One is the biggest telecommunication corporation in Taiwan and another two are the top three E-book sales online stores. The survey result shows that selling E-book at lower price is considered as the first important factor out of 13 to attain more sales. Currently, E-book is selling at 50%~70% of paper book price; however, readers are very sensitive to book price and consider a lower price (50%) as essential to adopt digital reading. Another two important factors are providing various operating systems to support different reading devices and providing cloud E-book storage

solution. As technology advances, new reading devices and updated operating system are introduced continuously after a period of time. Service platform are trying to response these changes and but it takes time and money to make sure that E-books are fit well on each new device and operating system.

From the reading device supply chain members' viewpoints, we selected one device software supplier and two device direct sales managers as our interviewees. Based on the survey result, reading device price is ranked as the most important factor when users consider joining E-book reading. Although the local E-ink readers are selling around \$100 in Taiwan market, which is considered as reasonable price, but the E-book titles are not adequate to attract reader's attention. Moreover, Taiwanese users are less interested in the single function (reading) device with black and white screen. Another popular reading device "Tablet" is selling around \$500 in general, which is too expensive for digital reading. Once there is a affordable tablet available in market, more users will like to enjoy reading E-book. According In addition to price issue, there are three factors which are ranked as same weight as the second order. The three factors are long battery lasting, supporting different E-book format and Wi-Fi accessibility.

#### 4. Conclusion

A successful E-book market depends on the integration between content providers, service platform and reading device. Currently, a plentiful E-book titles availability is the most critical issue that needs to be overcome. To address on this issue, more publishers need to be involved in digital publishing but technician availability and copy right subjects have to be solved first. Another solution to raise E-book titles is the grants of digital right from authors by providing a guaranteed royalty or sales contract. Regarding the translation E-books, most foreign publishers are conservative in authorizing publication in Taiwan. Many influential foreign publishers have contracted with Amazon book store or Apple's iBook in U.S. market. The publishers concern these two giant online bookstores will open Taiwan market soon or later; therefore, they prefer to hold until a powerful E-book online store emerged. E-book price is another important factor for user to adopt E-book. Readers expect the price should be lower than 50% of regular print book price. It is noteworthy that readers also consider paying a fixed amount for reading a number of E-books within a month from service platform is a good plan to enhance reader's interesting in E-book reading. Lastly, the reading device is too expensive and the most acceptable reading device price is less than \$200 (FIND, 2011).

This study explores the challenges of E-book publishing industry from supply chain members' viewpoints. A number of important factors are discovered based on literature reviews and semi-structured interviews with E-book supply chain members. To compare this study's findings with consumer's viewpoints, we expect a user survey in the future to discover the key success factors of accepting E-book reading.

#### Acknowledgements

This research is supported by the National Science Council of the Republic of China under Grant No. NSC 101-2221-E-164-021.

#### References

1. D.T. Clark, S.P. Goodwin, T. Samuelson and C. Coker, A Qualitative Assessment of the Kindle E-book Reader: Results from Initial Focus Groups. *Perform Measure Metrics*. 9(2) (2008) 118–29.
2. E. Carreiro, Electronic Books: How Digital Devices and Supplementary New Technologies are Changing the Face of the Publishing Industry. *Pub. Res. Q.* 26 (2010) 219–235.
3. M. J. Perenson, Amazon Kindle Book Sales Soar. (01/27/2011) Accessed November 10 2012, [http://www.pcworld.com/article/218039/amazon\\_kindle\\_book\\_sales\\_soar.html](http://www.pcworld.com/article/218039/amazon_kindle_book_sales_soar.html)
4. J. Bosman, Survey Shows Growing Strength of E-Books. (07/18/2012) Accessed November 10 2012, <http://mediadecoder.blogs.nytimes.com/tag/association-of-american-publishers/>
5. Institute for Information Industry FIND, "Digital Knowledge + Consumers' Digital Reading Behavior in the latter half year of 2011, Institute for Information Industry, Taipei, 2012.

6. J.Y. Zou, The Dispirited Taiwan E-book Market Will Be Turnaround in Year 2016? (02/03/2012) Accessed December 10 2012, <http://wired.tw/2012/02/03/ebook-3/index.html#>
7. H.C. Chan, Taiwan's Digital Publishing Is Fallen Behind. (09/27/2012) Accessed December 10 2012, <http://news.chinatimes.com/reading/11051306/112012092700503.html>
8. C. Armstrong, Books in a Virtual World: The Evolution of the E-book and its Lexicon, *Journal of Librarianship and Information Science*, 40(3) (2008) 193-206.
9. M. Vasileiou and J. Rowley, Progressing the Definition of "e-book." *Library Hi Tech*. 26(3) (2008) 355–68.
10. C. Loebbecke, The Emergence of eBooks: Just Another Media Industry Joining the Converging Digital World? An Explorative Study on User Preferences and Industry Structure Changes. 38th Research Conference on Communication, Information and Internet Policy (Telecommunications Policy Research Conference), Washington, DC, USA, October 2010.
11. Y.C. Chen, Ho Fei Peng: Taiwan E-book Price Is Too High. (12/14/2012) Accessed December 16 2012, <http://udn.com/NEWS/READING/REA8/7565652.shtml>
12. T DPF, 2012 Taiwan Digital Publishing Market Report, Taiwan Digital Publishing Forum, Taipei, 2012.
13. N. D. Kho, E-Readers and Publishing's Bottomline: The Opportunities and Challenges Presented by the Explosion of the E-Reader Market, *EContent* 33(3) (2010) 30-35
14. J. Epstein, The End of the Gutenberg Era. *Library Trends*, 57(1) (2008) 8–16.
15. C.J. Cheng, 2010 Taiwan Publishers Survey, Government Information Office, Taipei, 2011.
16. Y.C. Chen, Why Are There Few E-book Available on the Market. (02/07/2010) Accessed December 20, 2012, <http://www.contnt.net/2010/02/why-so-few-ebook-titles.html>
17. E. Carreiro, Electronic Books: How Digital Devices and Supplementary New Technologies are Changing the Face of the Publishing, *Industry Publishing Research Quarterly*, 26(4) (2010) 219-235
18. K.-H. Lee, N. Guttenberg and V. McCrary, Standardization Aspects of eBook Content Formats, *Computer Standards & Interfaces*. 24 (2002) 227–239
19. C. C. Marshall, *Reading and Writing the Electronic Book*. Morgan & Claypool Publishers, California, 2010.
20. J. Griffey, Electronic Book Readers. *Library Technol. Rep.* 46(3) (2010) 7–19.
21. O. Kharif, Move Over Kindle; E-Books Hit Cell Phones. (12/30/2008) Accessed November 21 2012. [http://www.businessweek.com/technology/content/dec2008/tc20081229\\_937226.htm](http://www.businessweek.com/technology/content/dec2008/tc20081229_937226.htm)
22. M. Pilkington, Smartphone Reading on the Rise. (11/30/2012) Accessed December 27 2012, <http://goodereader.com/blog/electronic-readers/smartphone-reading-on-the-rise/>
23. J. Falcone, Kindle vs. Nook vs. iPad: Which e-book reader should you buy? (12/17/2012) Accessed December 22 2012. [http://news.cnet.com/8301-17938\\_105-20009738-1/kindle-vs-nook-vs-ipad-which-e-book-reader-should-you-buy/](http://news.cnet.com/8301-17938_105-20009738-1/kindle-vs-nook-vs-ipad-which-e-book-reader-should-you-buy/)
24. J. Fox, Apple Reveals Impressive Sales and Usage Statistics (10/23/2012) Accessed December 26, 2012, <http://www.ign.com/articles/2012/10/23/apple-reveals-impressive-sales-and-usage-statistics>
25. S. Paxhia and J. Parsons, Consumer Attitudes Toward E-Book Reading-A comprehensive study of U.S. e-book consumer behavior and preferences (Vol. 3, Report 3 of 4). The Book Industry Study Group, New York, 2012.
26. T DPF, 2012 Taiwan Digital Reading Behavior Research - The 4th Quarter Survey Report, Taiwan Digital Publishing Forum, Taipei, 2012.
27. FIND, *Beyond Reading: A Comprehensive Study of ebook*, Institute for Information Industry, Taipei, 2011.