

Print And EText Convergence: Creator To Consumer In A Digital Age

Learning element 2.3

Market Analysis:

How can etext be sold?



Bill Cope, Tom Davis and Mary Kalantzis

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www.C-2-CCourse.com

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Framework map

Print And Etext Convergence

	<i>Empirical And Experiential</i>	<i>Conceptual And Critical</i>	<i>Applied And Transferred</i>
Theme 1: Print	<p>1.1</p> <p>History And Structure Of The Print Industry</p> <p><i>How is the current industry a reflection of the past?</i></p>	<p>1.2</p> <p>Markets, Language And Identity</p> <p><i>How does print link business, politics & culture?</i></p>	<p>1.3</p> <p>SWOT Analysis</p> <p><i>How healthy are traditional print & publishing businesses?</i></p>
Theme 2: EText	<p>2.1</p> <p>The Development Of EText</p> <p><i>How has etext grown? Who has pushed it?</i></p>	<p>2.2</p> <p>The Development Of EText</p> <p><i>Why isn't the book dead already?</i></p>	<p>2.3</p> <p>Market Analysis</p> <p><i>How can etext be sold?</i></p>
Theme 3: Convergence	<p>3.1</p> <p>Print In The Digital Age</p> <p><i>To what extent has digitisation altered supply chains?</i></p>	<p>3.2</p> <p>Pluralism v Elitism</p> <p><i>Why do we still have 'bestsellers'?</i></p>	<p>3.3</p> <p>The Future Of Convergence</p> <p><i>What is a viable way forward for digital print & publishing?</i></p>

Aims

Knowledge scope

Market Analysis asks you to assess the available market demand for EText products. It then extends your business strategy skills by setting out the framework for a Market Analysis. This element forces you to consider whether the push for EText is driven by consumer demand. It poses the question as to the existence of genuine business opportunities for producers of EText, as opposed to the wishful thinking of the promoters of technology. These are questions which face all new technologies seeking to be accepted by consumers. In this case, they need to be answered by organisations such as manufacturers of EText and EBook hardware and software; publishers of EText; commercial sellers/distributors of EText. In doing so, consideration has to be given to the way in which the market is to be analysed, the elements which are identified as important to producers, and the measures by which they are assessed.

Knowledge and capability aims

By the completion of this Learning Element you will have the capacity to:

- ⊗ approach the questions related to etext in a way that recognises and understands the role of the market in establishing viable industries;
- ⊗ identify the key market growth and demand issues facing prospective players in the Etext ‘industry’;
- ⊗ identify and describe the market opportunities of a business within that industry; and
- ⊗ better employ primary and secondary source material in beginning to plan business-level responses to the problems facing the publishing/print industry.

Important terminology

The ‘Learning Framework’ is the overall educational endeavour of ‘*Print And Etext Convergence*’. This is comprised of three ‘themes’, presented in the left-hand column of the Framework map. Each theme is divided into three learning ‘processes’, presented in the top row of the Framework map. Altogether this constitutes nine ‘elements’. The Learning Framework is also referred to as the ‘course’.

Learning processes

The primary learning process in this element is to discuss with fellow students the questions set out below. In your discussion you are to make reference to the readings listed underneath the questions. You should also seek out other material, starting from the list of weblinks provided.

You will notice that the information included with each reference indicates the perspective of the reading, whether it tends to be:

Business,
Cultural studies or
Technology oriented.

In your discussions and learning activities you should take account of the different perspectives represented by the readings and acknowledge those in your responses. You may wish to address this theme from a particular perspective, such as technological changes taking place in the industry.

Learning activity: Online/Tutorial Issues

Engage in Online/Tutorial discussion in response to the following questions:

- 1) What are the measurement criteria you will use to assess the potential EText market?**
- 2) What has been the market uptake of EText-related products? Is there a discernible trend?**
- 3) What are the noticeable differences between age groups in their response to the EText technology? Are there any implications for business?**
- 4) Who is producing the analysis of the available figures on the EText market (is it just boosterism from the industry itself)?**
- 5) What can be learnt from previous experiences of putting other technologies on the market?**

Recommended reading:

Sources one and three are useful introductions to the two main aspects of this topic.

Sources

When viewing this online you can click on a learning source title to go to the reading. Each reading in the list is provided with a label titled ‘**Perspective**’. Use this as a guide in determining its relevance to the three categories: Business, Culture or Technology.

Title:	Strategic Market Management (Fourth Edition)
Author(s):	Aaker, David A.
Year:	1995
City:	New York
Publisher:	John Wiley & Sons, Inc
Perspective:	Business
Keywords:	Market Analysis, Strategic Planning, Business Competition, Producer-Consumer Relationship
Abstract:	Ch 5 of Aaker's book sets out the thinking behind market analysis and the practical processes that need to be undertaken to properly conduct one. It emphasises how firms must have a clear vision of the threats and opportunities presented by a market in order to maximise their own internal strengths and competitive advantage. Furthermore, it is not simply a case of analysing a market as it currently is, the potential for future growth and change must also be evaluated.

Title:	Chapter 1, "Market-Driven Strategy" in Strategic Marketing Management Cases
Author(s):	Cravens, David W.; Jr., Charles W. Lamb; Crittenden, Victoria L.
Year:	1999
City:	Boston
Publisher:	Irwin/McGraw-Hill.
Perspective:	Business
Keywords:	Market Analysis, Strategic Planning, Business Competition, Producer-Consumer Relationship
Abstract:	This chapter emphasises the central importance of marketing to business survival and refers to numerous real-life examples in attempting to decipher the best marketing approach in relation to specific business environments.

Title:	Creating a Viable E-Text Market
Author(s):	Bellamy, Craig; Burrows, Peter; Coburn, Michael; Loi, Daria; Wilkins, Linda
Year:	2001
Book Title:	C-2-C: Creator to Consumer in a Digital Age
Editor:	Cope, Bill; Mason, Dean
City:	Altona
Publisher:	Common Ground Publishing
Pages:	123-149
Perspective:	Business, Culture
Keywords:	Reader Markets, Technological Change, Cultural Change, Industry Role In Market Change, Market Analysis
Abstract:	This chapter assesses the current market support of etext and ebooks and the changes necessary for market acceptance to grow. It emphasises how the etext technology has to be more market-driven and better recognise some of the basic likes and dislikes of readers. It has been only partly successful in responding to reader demands thus far.

Title:	New Knowledge – New Markets
Author(s):	Smith, Helen
Year:	2001
Book Title:	C-2-C Creator to Consumer in a Digital Age: Book Production in Transition
Editor:	Cope, Bill; Mason, Dean
City:	Altona
Publisher:	Common Ground Publishing
Volume:	C-2-C Project: Book 1 Chap. 11
Pages:	251-279
Perspective:	Business, Technology
Keywords:	Technological Change, Business
Abstract:	This is a report on the feasibility of a piece of software called the "C-2-C Integrated Book Production Tool" for the publishing industry.

Title:	The Need for a New Mindset: Books and Text as Part of a Product-Service System
Author(s):	Loi, Daria; Burrows, Peter; Coburn, Michael; Wilkins, Linda
Year:	2001
Book Title:	Print and Electronic Text Convergence
Editor:	Cope, Bill; Kalantzis, Diana
City:	Altona
Publisher:	Common Ground Publishing
Pages:	17-57
Perspective:	Business, Culture
Keywords:	Reader Markets, Technological Change, Cultural Change, Industry Role In Market Change, Market Analysis
Abstract:	This chapter considers the cultural and market changes brought about, and necessitated by, the development of electronic text products.

Web sources:
Stock market information
www.asx.com.au
www.nyse.com
www.londonstockexchange.com
Open E-Book Forum
www.openebook.org

Assessment Task A option

You may wish to draw on the issues raised in this element, **Market Analysis**, for your Assessment Task A (worth 25% of your overall grade).

To complete Assessment Task A you must write a proposal (of approximately, but not exceeding, 1,500 words) for the larger work that will constitute Assessment Task B. In choosing the format of this proposal refer to the range of assessment formats provided in the framework level description of this course. If applicable, you can draw on experience from your own workplace to provide examples of how these issues impact on the business, communication and/or technology sectors.

The aim of Task A is to:

- (i) help you begin to format the structure of Task B; and
- (ii) help you begin to build the content for Task B.

You also need to consider how you will later integrate the final work you produce for Task A into Task B.

Note: You are required to do only one Assessment Task A throughout the course.

Choosing issues from **Market Analysis** as the springboard for your Assessment Task A does not necessarily lock you into pursuing them for Task B. For example, on completion of this task, you may decide to pursue a different theme for Task B.

Even if you choose not to base your Assessment Task on the issues raised in this element, the knowledge and capabilities you have gained here can be fed into the topic you eventually use as the basis for your Assessment Task A.

Note: Assessment Task A must be submitted by the end of week four.

Learning pathways

Transition from Learning Element 2.3

On completion of the learning process of this element (with or without completing the Assessment Task A option), you must decide which element to undertake next.

Possible transitions from this element are presented below, however it is recommended that you work out your own pathway in consultation with your teacher.

Pathway options

By the completion of this element, **Market Analysis**, you should have an improved capability to apply to real world situations your knowledge of the issues in this theme as analysed from the perspectives of Business, Cultural Studies or Technology.

You may now wish to engage with a new theme by undertaking an **Empirical And Experiential** learning element and pursue more practical issues regarding the relationship between the theme you have just completed and elements of other themes such as **Print In The Digital Age**.

Example pathways

	<i>Empirical And Experiential</i>	<i>Conceptual And Critical</i>	<i>Applied And Transferred</i>
<i>Theme 1: Print</i>	1.1 History And Structure Of The Print Industry	1.2 Markets, Language And Identity	1.3 SWOT Analysis
<i>Theme 2: EText</i>	2.1 The Development Of EText	2.2 Artefacts v Availability	2.3 Market Analysis
<i>Theme 3: Convergence</i>	3.1 Print In The Digital Age	3.2 Pluralism v Elitism	3.3 The Future Of Convergence

About this Learning Element

Market Analysis asks you to assess the available market demand for EText products. It then extends your business strategy skills by setting out the framework for a Market Analysis. This element forces you to consider whether the push for EText is driven by consumer demand. It poses the question as to the existence of genuine business opportunities for producers of EText, as opposed to the wishful thinking of the promoters of technology. These are questions which face all new technologies seeking to be accepted by consumers. In this case, they need to be answered by organisations such as manufacturers of EText and EBook hardware and software; publishers of EText; commercial sellers/distributors of EText. In doing so, consideration has to be given to the way in which the market is to be analysed, the elements which are identified as important to producers, and the measures by which they are assessed.

Keywords

Consumers
Digitisation
Distribution
Internet
Marketing
Print Industry
Production Costs
Production Processes
Publishers
Strategic Management