Scholarly Publishing and the Amazon Kindle

David Naggar – VP Kindle Content
STM Frankfurt Meeting

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Agenda

- Overall Kindle Vision
- Kindle Life to Date
- Scholarly Publishers and the Amazon Kindle
- Kindle College Pilots
- What next?
First, there was the Kindle Vision:

Every book...

ever printed...

in any language...

all available to buy...

in 60 seconds.

Where are we now?....
Kindle Life to Date

2007
- 19 November Kindle launch
- 90,000 books
- Device sells out.

2008
- 9 February Kindle 2 launch
- 250,000 books
- Oprah loves Kindle
- Kindle sells out (again).

2009
- 6 May Kindle DX launch
- Larger, rotating screen
- October 2009: Kindle with International Wireless launches

4 March
- Kindle for iPhone
  - “Either genius or stupid.”
Kindle and the scholarly reader

- Switch easily between titles
- Carry up to 3,500 books
- Make notes, highlight and bookmark
- Search individual titles or across the Kindle for easy reference and location of key data
- Send your own documents to your Kindle and carry them with you.
Kindle and the scholarly publisher

- The Amazon Kindle catalogue makes titles easy to find

- With Kindle with International Wireless scholarly publishers can reach 100+ countries

- Scholarly publishers with titles available in the Kindle store include...

  ..the University Presses of Chicago, Cambridge, Stanford, Harvard and Yale...

Scholarly Publishers and the Amazon Kindle

- Kindle selection already includes thousands of scholarly titles but we are constantly being asked for more content by our customers

- Sales of scholarly titles through Amazon are increasing year on year and Kindle sales are following the same pattern

Working with publishers to improve the reader experience

- Working with publishers to optimise reading on Kindle including breaking pictures into sections, facilitating zoom features, tables and graphs

- Developing tools, guidelines and support for conversion of complicated reference materials

29/10/09
Kindle College Pilot

In August Amazon kicked off our first Kindle college pilot

Our Goal: To better understand the student Kindle user and how we can enhance devices and the offering to meet the needs of students and faculty
Which colleges have joined the pilot?

Overall about 600 students are participating in the pilot from the following schools:

- University of Virginia’s Darden School of Business
- Case Western Reserve University
- Arizona State University
- University of Washington
- Princeton University
The pilot classes cover a range of disciplines including biology, business, chemistry, computer science, English literature, French, humanities, nursing, political science, and public policy.
What Content is included?

The pilot classes feature approximately 70 textbooks from over 30 imprints as well as over 100 case studies.
What Have We Heard So Far?

• ‘...my students are enthusiastic beyond describing at participating in the Kindle Pilot. ... The texts are reading beautifully on the DX. I am quite amazed at the amount of very high quality material available in the format.’

• ‘Students love having all the texts together. They enjoy the reading experience.’

• ‘The voice function in The Iliad and Odyssey reads the line numbers.’

• ‘The grayscale images would probably look better if they were dithered, rather than directly quantized to 4-bit grayscale.’

• ‘There is still way too much stuff that is unavailable on the Kindle.’

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Longer term we foresee the Kindle adding value to the classroom for students, faculty, authors and publishers in a variety of ways including:

- Timely information
- Ease of use, portability, selection
- Ability to leverage community of students, faculty, researchers etc.
- Publishers producing e-reader specific texts
- Access to relevant unassigned texts, articles, essays via search
- Reduced environmental impact
What next for Kindle?
Contact:

Kindle-signup@amazon.com

Thank You