

# CAL Digital Publishing Trends Survey

May 2011

**Objective:**

To assess our members' views and experiences with digital publishing.

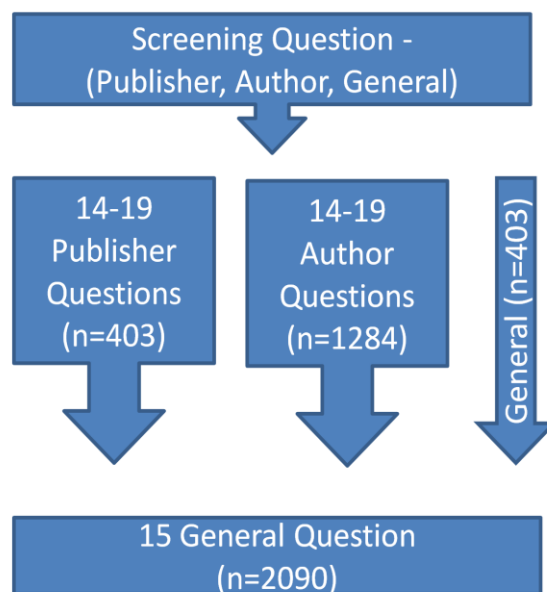
**Response rate:**

2,090 CAL members.

# Survey Design

The survey began with a general screening question which categorised respondents as publishers, authors, or general CAL members. Authors and publishers answered 14-19 specific questions (depending on routing), and then all respondents answered another 15 general questions.

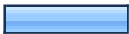
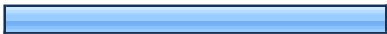

## Survey Design



Note: A maximum of 34 questions

# General Screening Question







## 1. Which of the following best describes you? (Choose one)

		Response Percent	Response Count
Publisher - A publisher of books, journals, magazines, etc (either print or digital)		19.3%	403
<b>Author - An author who makes an income, or partial income, from their writing (either print or digital)</b>		<b>61.4%</b>	<b>1,284</b>
General - Any other CAL member who has views or experiences with digital publishing		19.3%	403
		<b>answered question</b>	<b>2,090</b>
		<b>skipped question</b>	<b>0</b>

# Publisher Questions

14-19 questions depending on route taken

## 2. How would you best describe your publishing business? (Choose one)

		Response Percent	Response Count
<b>Small independent publisher (not-for-profit, or turnover less than \$10m)</b>		78.1%	306
Medium independent publisher (turnover \$10m to \$30m)		4.8%	19
Medium international publisher (turnover \$10m to \$30m)		1.3%	5
Large independent publisher (turnover \$30m plus)		0.8%	3
Large international publisher (turnover \$30m plus)		4.3%	17
None of these descriptions apply to me		10.7%	42
		<b>answered question</b>	<b>392</b>
		<b>skipped question</b>	<b>1,698</b>


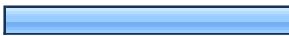
### 3. What types of titles do you publish? (Tick all that apply)

		Response Percent	Response Count
General fiction		10.2%	40
General non-fiction		19.9%	78
Education – Primary		18.1%	71
Education – Secondary		20.4%	80
Education - Tertiary/Academic		19.6%	77
<b>Journals</b>		<b>25.3%</b>	<b>99</b>
Magazines		18.9%	74
Newspapers		7.4%	29
Professional/Reference		24.5%	96
Poetry/Plays/Screenplays		5.6%	22
Blackline Masters		3.6%	14
Other (please specify)		19.1%	75
		<b>answered question</b>	<b>392</b>
		<b>skipped question</b>	<b>1,698</b>






### 4. Are you a member of the Australian Publishers Association (APA)? (Choose one)

		Response Percent	Response Count
Yes		19.6%	77
<b>No</b>		<b>67.9%</b>	<b>266</b>
Not sure		12.5%	49
		<b>answered question</b>	<b>392</b>
		<b>skipped question</b>	<b>1,698</b>








**5. Do you currently publish any ebooks or other digital products? Remember, we are only talking about standalone digital products, not print/digital hybrid products. (Choose one)**

		Response Percent	Response Count
Yes		54.0%	208
No		46.0%	177
<b>answered question</b>			<b>385</b>
<b>skipped question</b>			<b>1,705</b>








**6. Roughly what contribution does digital publishing make to your overall revenue? Remember, we are only talking about standalone digital products, not print/digital hybrid products. (Choose one)**

		Response Percent	Response Count
Less than 5%		58.9%	119
5% to 15%		14.9%	30
16% to 30%		6.9%	14
31% to 50%		5.4%	11
Greater than 51%		13.9%	28
<b>answered question</b>			<b>202</b>
<b>skipped question</b>			<b>1,888</b>

**7. When do you think that your revenue from digital publishing will overtake your revenue from print publishing? (Choose one)**

		Response Percent	Response Count
It already has		17.3%	35
In the next year		5.9%	12
In the next 2-3 years		10.9%	22
In the next 4-5 years		12.4%	25
In the next 6-10 years		6.4%	13
<b>I don't know, it's too hard to predict</b>		<b>33.2%</b>	<b>67</b>
Never		13.9%	28
<b>answered question</b>			<b>202</b>
<b>skipped question</b>			<b>1,888</b>

**8. If you publish ebooks in particular, how do you distribute them? (Tick all that apply)**

		Response Percent	Response Count
<b>Directly via our website</b>		<b>61.4%</b>	<b>124</b>
Amazon (Kindle)		16.3%	33
Apple (iBookstore)		15.3%	31
Google ebooks		8.4%	17
Kobo		12.4%	25
Overdrive		5.0%	10
Other (please specify)		40.6%	82
<b>answered question</b>			<b>202</b>
<b>skipped question</b>			<b>1,888</b>

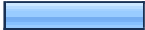
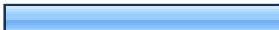



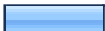
**9. When you publish digitally, do you make available free samples or ‘teaser’ content to the general public? (Choose one)**

		Response Percent	Response Count
Yes, most of the time		51.0%	103
Yes, sometimes		21.3%	43
Yes, but rarely		7.4%	15
No		20.3%	41
answered question			202
skipped question			1,888




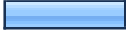






**10. When publishing digitally, how much of your content do you make available to the public as free samples or ‘teaser’ content? (Choose one)**

		Response Percent	Response Count
A few pages		33.8%	54
One chapter/article		23.1%	37
A few chapters/articles		3.8%	6
A combination of the above		9.4%	15
Other (please specify)		30.0%	48
answered question			160
skipped question			1,930

## 11. When publishing digitally, in what form do you make available free samples or 'teaser' content? (Tick all that apply)

		Response Percent	Response Count
Limited preview chapters/pages via ebook aggregators such as Apple, Amazon, Google, etc		21.9%	35
<b>PDFs sample chapters/pages available on our website</b>		<b>44.4%</b>	<b>71</b>
Ebook sample chapters/pages available on our website		17.5%	28
Free web content on our website (either supplementary material or sample chapters)		42.5%	68
Time limited access to online subscription services		10.6%	17
Other (please specify)		15.6%	25
		<b>answered question</b>	<b>160</b>
		<b>skipped question</b>	<b>1,930</b>

## 12. Why don't you publish ebooks or other digital products? (Tick all that apply)

		Response Percent	Response Count
There is no customer demand		15.6%	28
We lack the technical knowledge		29.6%	53
Producing digital content is too expensive		6.1%	11
We don't have the money to invest		19.0%	34
It is not profitable		10.1%	18
It would cannibalise our print book sales		14.5%	26
<b>It's not a priority for us</b>		<b>35.2%</b>	<b>63</b>
Fear of piracy		8.4%	15
Market uncertainty		15.1%	27
Other (please specify)		26.3%	47
		<b>answered question</b>	<b>179</b>
		<b>skipped question</b>	<b>1,911</b>









**13. Which of the following best describes your views on online piracy as it currently affects the overall revenue of your business? (Choose one)**

		Response Percent	Response Count
It's not having any discernable impact		56.9%	201
We have seen pirated versions of our titles online, but no evidence it affects our sales		11.0%	39
Online piracy is having a small effect on our sales		7.1%	25
Online piracy has a significant effect on the profitability of our business		5.4%	19
None of the above		19.5%	69
		<b>answered question</b>	<b>353</b>
		<b>skipped question</b>	<b>1,737</b>








**14. Some commentators argue there is currently a paradigm shift in publishing towards ebooks and other digital products. Which of the following best describes how you view this trend? (Choose one)**

		Response Percent	Response Count
It's a huge opportunity to reinvent and grow our business		23.8%	84
It's a significant opportunity		51.0%	180
We won't be affected by it		11.0%	39
It's a significant threat		3.7%	13
It could undermine our entire business model		2.5%	9
None of the above		7.9%	28
		<b>answered question</b>	<b>353</b>
		<b>skipped question</b>	<b>1,737</b>







**15. Assuming there is a shift towards ebooks and digital publishing, which of the following factors concerns you about this trend? (Tick all that apply)**

		Response Percent	Response Count
The low price of ebooks affecting our profitability		26.6%	94
Piracy (illegal peer-to-peer file sharing, etc)		36.0%	127
<b>Our lack of technical expertise and/or need for training</b>		<b>42.5%</b>	<b>150</b>
Our ability to compete internationally		13.6%	48
Our lack of digital marketing skills		36.5%	129
Authors bypassing traditional publishers and selling direct		10.8%	38
The market domination of large multinational distributors such as Apple, Amazon and Google		36.8%	130
Other (please specify)		19.8%	70
		<b>answered question</b>	<b>353</b>
		<b>skipped question</b>	<b>1,737</b>

**16. Assuming there is a shift towards ebooks and digital publishing, which of the following factors do you see as the biggest opportunities arising from this trend? (Tick all that apply)**

		Response Percent	Response Count
Access to more customers and international markets		63.5%	224
<b>Lower cost base (printing costs, warehousing, returns, etc)</b>		<b>71.1%</b>	<b>251</b>
Speed at which books can be developed and brought to market		39.4%	139
Ability to learn more about our customers (buying patterns, preferences, etc)		32.0%	113
Ability to develop new and innovative products		61.5%	217
Reduction of the second-hand/rental book market		5.7%	20
Other (please specify)		9.1%	32
		<b>answered question</b>	<b>353</b>
		<b>skipped question</b>	<b>1,737</b>

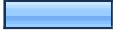
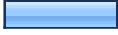





**17. Many publishers report that they have struggled in developing a clear, unique and profitable digital strategy to make the transition to ebooks and other digital products. Which of the following best describes your digital strategy? (Choose one)**

		Response Percent	Response Count
We have a clearly defined digital strategy that differentiates us from our competitors		15.3%	54
We have a digital strategy, but it is probably the same as our competitors		13.6%	48
<b>We are currently in the process of developing our digital strategy</b>		<b>32.6%</b>	<b>115</b>
We react to digital developments in the marketplace		8.5%	30
We don't have a digital strategy		26.3%	93
None of the above		3.7%	13
<b>answered question</b>			<b>353</b>
<b>skipped question</b>			<b>1,737</b>

**18. How important a role does social media (Twitter, Facebook, blogging, etc) play in your activities as a publisher? (Rank)**

	Not important at all	Not very important	Somewhat important	Very important	Rating Average	Response Count
Social Media	24.4% (86)	21.8% (77)	<b>35.4% (125)</b>	18.4% (65)	2.48	353
<b>answered question</b>						<b>353</b>
<b>skipped question</b>						<b>1,737</b>






## 19. What do you think the author royalty for ebooks should be? (Choose one)

		Response Percent	Response Count
10% or less of net receipts		16.7%	59
11% to 20% of net receipts		17.8%	63
21% to 30% of net receipts		13.0%	46
31% to 40% of net receipts		3.1%	11
41% to 50% of net receipts		4.0%	14
Greater than 51% of net receipts		6.5%	23
<b>No opinion</b>		<b>38.8%</b>	<b>137</b>
<b>answered question</b>			<b>353</b>
<b>skipped question</b>			<b>1,737</b>

## 20. Publishers offer many benefits and services to their authors. If ebooks become the dominant distribution method for delivering content in the future, how important do you think each of these benefits will continue to be? (Rank all)

	Not important at all	Not very important	Somewhat important	Very important	Rating Average	Response Count
Editorial and design	2.5% (9)	7.6% (27)	34.6% (122)	<b>55.2% (195)</b>	3.42	353
Sales, marketing and distribution	3.1% (11)	5.9% (21)	31.2% (110)	<b>59.8% (211)</b>	3.48	353
Mentoring and development of authors	4.8% (17)	15.3% (54)	<b>45.0% (159)</b>	34.8% (123)	3.10	353
Advances and royalties	6.8% (24)	15.9% (56)	<b>43.6% (154)</b>	33.7% (119)	3.04	353
Status and cachet	7.1% (25)	19.8% (70)	<b>46.2% (163)</b>	26.9% (95)	2.93	353
Product development	3.1% (11)	7.1% (25)	38.2% (135)	<b>51.6% (182)</b>	3.38	353
<b>answered question</b>						<b>353</b>
<b>skipped question</b>						<b>1,737</b>


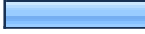


**21. Some authors have seen digital publishing as an opportunity to sell directly online and bypass traditional publishers and sales channels. What do you think is the future of this trend? (Choose one)**

		Response Percent	Response Count
This will continue to become a major trend		43.1%	152
This will continue to happen, but only for established authors		11.6%	41
This will continue to happen, but only for niche authors		25.8%	91
This will not become a major trend		7.9%	28
No opinion		11.6%	41
		<b>answered question</b>	<b>353</b>
		<b>skipped question</b>	<b>1,737</b>













# Author Questions

14-19 questions depending on route taken



## 22. How would you best describe the income you make as a writer? (Choose one)

		Response Percent	Response Count
I make a full time living as a writer		21.9%	279
I make a part time living as a writer		22.6%	288
<b>I have made some money from my writing, but not much</b>		<b>52.9%</b>	<b>673</b>
I would prefer not to answer this question		2.6%	33
		<b>answered question</b>	<b>1,273</b>
		<b>skipped question</b>	<b>817</b>


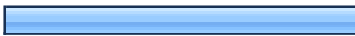
### 23. Have you written content for any of the categories below? (Tick all that apply)

		Response Percent	Response Count
General fiction		21.4%	273
General non-fiction		30.3%	386
Education – Primary		18.9%	241
Education – Secondary		20.8%	265
Education - Tertiary/Academic		34.4%	438
Journals		42.0%	535
Magazines		47.0%	598
<b>Newspapers</b>		<b>47.4%</b>	<b>603</b>
Professional/Reference		26.5%	337
Poetry/Plays/Screenplays		14.4%	183
Blackline Masters		4.9%	63
Other (please specify)		12.5%	159
		<b>answered question</b>	<b>1,273</b>
		<b>skipped question</b>	<b>817</b>






### 24. Are you a member of the Australian Society of Authors (ASA)? (Choose one)

		Response Percent	Response Count
Yes		19.1%	243
<b>No</b>		<b>80.9%</b>	<b>1,030</b>
		<b>answered question</b>	<b>1,273</b>
		<b>skipped question</b>	<b>817</b>






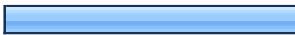

**25. Have you written anything that has been published as an ebook or other digital products? Remember, we are only talking about standalone digital products, not print/digital hybrid products. (Choose one)**

		Response Percent	Response Count
Yes		43.5%	552
No		56.5%	717
answered question			1,269
skipped question			821








**26. Roughly what contribution does digital publishing make to your overall income as a writer? Remember, we are only talking about standalone digital products, not print/digital hybrid products. (Choose one)**

		Response Percent	Response Count
Less than 5%		69.1%	372
5% to 15%		13.9%	75
16% to 30%		4.3%	23
31% to 50%		2.2%	12
Greater than 51%		10.4%	56
answered question			538
skipped question			1,552





**27. When do you think that your income from digital publishing will overtake your income from print publishing? Remember, we are only talking about standalone digital products, not print/digital hybrid products. (Choose one)**

		Response Percent	Response Count
It already has		10.2%	55
In the next year		3.7%	20
In the next 2-3 years		9.9%	53
In the next 4-5 years		8.9%	48
In the next 6-10 years		5.6%	30
<b>I don't know, it's too hard to predict</b>		<b>47.4%</b>	<b>255</b>
Never		14.3%	77
<b>answered question</b>			<b>538</b>
<b>skipped question</b>			<b>1,552</b>






**28. If you have written ebooks in particular, how are they distributed? (Tick all that apply)**

		Response Percent	Response Count
Directly via my website		26.8%	144
Amazon (Kindle)		21.2%	114
Apple (iBookstore)		5.6%	30
Google ebooks		8.9%	48
Kobo		3.5%	19
Overdrive		1.1%	6
<b>Other (please specify)</b>		<b>59.9%</b>	<b>322</b>
<b>answered question</b>			<b>538</b>
<b>skipped question</b>			<b>1,552</b>







**29. When you have been published digitally, do you or your publisher make available free samples or 'teaser' content to the general public? (Choose one)**

		Response Percent	Response Count
Yes, most of the time		40.1%	216
Yes, sometimes		16.7%	90
Yes, but rarely		4.5%	24
No		38.7%	208
<b>answered question</b>			<b>538</b>
<b>skipped question</b>			<b>1,552</b>













**30. When you have been published digitally, how much of your content do you or your publisher make available to the public as free samples or 'teaser' content? (Choose one)**

		Response Percent	Response Count
A few pages		30.8%	100
One chapter/article		16.6%	54
A few chapters/articles		8.3%	27
A combination of the above		14.2%	46
Other (please specify)		30.2%	98
<b>answered question</b>			<b>325</b>
<b>skipped question</b>			<b>1,765</b>





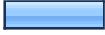
**31. When you have been published digitally, in what form do you or your publisher make available free samples or 'teaser' content? (Tick all that apply)**

		Response Percent	Response Count
Limited preview chapters/pages via ebook aggregators such as Apple, Amazon, Google, etc		18.2%	59
PDFs sample chapters/pages available on a website		37.5%	122
Ebook sample chapters/pages available on a website		19.1%	62
<b>Free web content on a website (either supplementary material or sample chapters)</b>		<b>52.0%</b>	<b>169</b>
Time limited access to online subscription services		5.2%	17
Other (please specify)		11.1%	36
		<b>answered question</b>	<b>325</b>
		<b>skipped question</b>	<b>1,765</b>







### 32. Why haven't you written an ebook or other digital product? (Tick all that apply)

		Response Percent	Response Count
There is no customer demand		5.3%	38
I lack the technical knowledge		30.1%	215
Producing digital content is too expensive		3.1%	22
I don't have the money to invest		11.7%	84
It is not profitable		5.6%	40
It would cannibalise my print book sales		5.5%	39
<b>It's not a priority for me</b>		<b>45.2%</b>	<b>323</b>
Fear of piracy		9.1%	65
Market uncertainty		9.0%	64
My publisher doesn't publish ebooks		18.6%	133
I haven't licensed my digital rights yet		13.1%	94
Other (please specify)		24.6%	176
		<b>answered question</b>	<b>715</b>
		<b>skipped question</b>	<b>1,375</b>









**33. Which of the following best describes your views on online piracy as it currently affects your income as a writer? (Choose one)**

		Response Percent	Response Count
It's not having any discernable impact		55.1%	672
I have seen pirated versions of my work online, but it is yet to affect my income		13.2%	161
Online piracy is having a small effect on my income		8.0%	97
Online piracy is a major concern for me		8.4%	102
None of the above		15.4%	188
		<b>answered question</b>	<b>1,220</b>
		<b>skipped question</b>	<b>870</b>


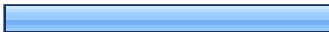




**34. Some commentators argue there is currently a paradigm shift in publishing towards ebooks and other digital products. Which of the following best describes how you view this trend? (Choose one)**

		Response Percent	Response Count
It's a huge opportunity to reach an international audience		27.7%	338
It's a significant opportunity		47.6%	581
I won't be affected by it		9.0%	110
It's a significant threat		3.7%	45
It could undermine my ability to make an income as a writer		6.6%	80
None of the above		5.4%	66
		<b>answered question</b>	<b>1,220</b>
		<b>skipped question</b>	<b>870</b>



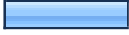



**35. Assuming there is a shift towards ebooks and digital publishing, which of the following factors concerns you about this trend? (Tick all that apply)**

		Response Percent	Response Count
The low price of ebooks affecting my royalties		26.5%	323
Piracy (illegal peer-to-peer file sharing, etc)		41.2%	503
My lack of technical expertise and/or need for training		36.1%	441
My ability to compete internationally		14.9%	182
My lack of digital marketing skills		31.3%	382
<b>The market domination of large multinational distributors such as Apple, Amazon and Google</b>		<b>42.0%</b>	<b>512</b>
My digital royalty rates are not satisfactory		20.4%	249
Other (please specify)		13.5%	165
		<b>answered question</b>	<b>1,220</b>
		<b>skipped question</b>	<b>870</b>

**36. Assuming there is a shift towards ebooks and digital publishing, which of the following factors do you see as the biggest opportunities arising from this trend? (Tick all that apply)**

		Response Percent	Response Count
<b>Access to more readers and international markets</b>		78.4%	957
Speed at which writing projects can be developed and brought to market		52.5%	641
Ability to learn more about my readers (buying patterns, preferences, etc)		27.5%	335
Ability to develop new and innovative products		43.9%	536
Ability to self publish and sell content directly		54.8%	668
Other (please specify)		5.9%	72
		<b>answered question</b>	<b>1,220</b>
		<b>skipped question</b>	<b>870</b>








**37. Many authors report that they have struggled in developing a clear, unique and profitable digital strategy to make the transition to ebooks and other digital products. Which of the following best describes your digital strategy? (Choose one)**

		Response Percent	Response Count
I have a clearly defined digital strategy that differentiates me from other authors		3.7%	45
I have a digital strategy, but it is probably the same as other authors		6.9%	84
I am currently in the process of developing my digital strategy		19.6%	239
I react to digital developments in the marketplace		9.7%	118
<b>I don't have a digital strategy</b>		<b>54.9%</b>	<b>670</b>
None of the above		5.2%	64
<b>answered question</b>			<b>1,220</b>
<b>skipped question</b>			<b>870</b>

**38. How important a role does social media (Twitter, Facebook, blogging, etc) play in your activities as a writer? (Rank)**

	Not important at all	Not very important	Somewhat important	Very Important	Rating Average	Response Count
Social Media	<b>38.5% (470)</b>	20.4% (249)	26.8% (327)	14.3% (174)	2.17	1,220
<b>answered question</b>						<b>1,220</b>
<b>skipped question</b>						<b>870</b>






### 39. What do you think the author royalty for ebooks should be? (Choose one)

		Response Percent	Response Count
10% or less of net receipts		3.4%	42
11% to 20% of net receipts		16.9%	206
21% to 30% of net receipts		16.0%	195
31% to 40% of net receipts		8.8%	107
41% to 50% of net receipts		16.3%	199
Greater than 51% of net receipts		14.3%	175
<b>No opinion</b>		<b>24.3%</b>	<b>296</b>
<b>answered question</b>			<b>1,220</b>
<b>skipped question</b>			<b>870</b>

### 40. Publishers offer many benefits and services to their authors. If ebooks become the dominant distribution method for delivering content in the future, how important do you think each of these benefits will continue to be? (Rank all)

	Not important at all	Not very important	Somewhat important	Very important	Rating Average	Response Count
Editorial and design	3.4% (42)	10.4% (127)	38.4% (469)	<b>47.7% (582)</b>	3.30	1,220
Sales, marketing and distribution	2.8% (34)	7.7% (94)	32.2% (393)	<b>57.3% (699)</b>	3.44	1,220
Mentoring and development of authors	9.1% (111)	23.0% (281)	<b>39.0% (476)</b>	28.9% (352)	2.88	1,220
Advances and royalties	4.5% (55)	11.3% (138)	38.1% (465)	<b>46.1% (562)</b>	3.26	1,220
Status and cachet	7.0% (86)	24.0% (293)	<b>41.4% (505)</b>	27.5% (336)	2.89	1,220
Product development	4.6% (56)	14.7% (179)	<b>43.4% (529)</b>	37.4% (456)	3.14	1,220
<b>answered question</b>						<b>1,220</b>
<b>skipped question</b>						<b>870</b>


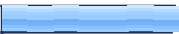




**41. Some authors have seen digital publishing as an opportunity to sell directly online and bypass traditional publishers and sales channels. What do you think is the future of this trend? (Choose one)**

		Response Percent	Response Count
This will continue to become a major trend		49.6%	605
This will continue to happen, but only for established authors		13.8%	168
This will continue to happen, but only for niche authors		24.6%	300
This will not become a major trend		4.2%	51
No opinion		7.9%	96
		<b>answered question</b>	<b>1,220</b>
		<b>skipped question</b>	<b>870</b>

# General Member Questions

15 questions answered by all respondents

#### 42. Do you personally use any of the following e-reading devices? (Tick all that apply)

		Response Percent	Response Count
Amazon Kindle		20.5%	265
Apple iPad		30.7%	397
Kobo eReader		3.7%	48
Sony Reader		2.5%	32
<b>Smartphone (iPhone, Android, Blackberry, etc)</b>		<b>54.5%</b>	<b>704</b>
Other (please specify)		19.3%	250
<b>answered question</b>			<b>1,292</b>
<b>skipped question</b>			<b>798</b>








#### 43. Many Australian publishers report that standalone ebook and digital sales currently make up only a small percentage of their overall revenue. How important do you think each of these factors has been on the modest uptake of digital publishing in Australia to date? (Rank all)

	Not important at all	Not very important	Somewhat important	Very important	Rating Average	Response Count
High relative price of ebooks and digital content	6.9% (129)	26.5% (494)	<b>47.5% (886)</b>	19.2% (358)	2.79	1,867
Lack of interest from book buyers	6.7% (125)	20.2% (378)	<b>53.1% (991)</b>	20.0% (373)	2.86	1,867
Lack of titles in digital format	3.7% (69)	15.6% (291)	<b>48.0% (897)</b>	32.7% (610)	3.10	1,867
Lack of affordable e-readers	6.0% (112)	23.6% (440)	<b>45.8% (856)</b>	24.6% (459)	2.89	1,867
Book buyers confused by competing standards, devices and retail channels	4.6% (85)	14.0% (262)	<b>45.3% (846)</b>	36.1% (674)	3.13	1,867
<b>answered question</b>						<b>1,867</b>
<b>skipped question</b>						<b>223</b>

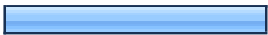


**44. If the Australian digital publishing market is to increase in popularity over the next 5 years, there will be major trends, players and strategic factors that all need to converge. How important do you think each of the following are in that convergence? (Rank all)**

	Not important at all	Not very important	Somewhat important	Very important	Rating Average	Response Count
Amazon (and its Kindle)	1.9% (36)	12.2% (227)	<b>49.9% (932)</b>	36.0% (672)	3.20	1,867
Apple (and its iPad)	1.1% (21)	7.6% (141)	42.1% (786)	<b>49.2% (919)</b>	3.39	1,867
Google (and its ebook services)	1.8% (34)	8.2% (153)	<b>49.6% (926)</b>	40.4% (754)	3.29	1,867
Other online retailers	2.1% (40)	13.0% (243)	<b>56.8% (1,060)</b>	28.1% (524)	3.11	1,867
The National Broadband Network (NBN)	6.3% (118)	19.1% (356)	<b>40.1% (748)</b>	34.5% (645)	3.03	1,867
Smartphones (iPhone, Android, Blackberry, etc)	3.1% (58)	17.7% (330)	<b>43.6% (814)</b>	35.6% (665)	3.12	1,867
'Bricks and mortar' bookshops selling digital content	8.2% (153)	30.6% (572)	<b>40.1% (748)</b>	21.1% (394)	2.74	1,867
Libraries lending digital content	2.8% (52)	13.3% (249)	<b>45.6% (852)</b>	38.2% (714)	3.19	1,867
The Digital Education Revolution / National Curriculum	5.4% (101)	20.8% (389)	<b>44.1% (824)</b>	29.6% (553)	2.98	1,867
DRM and digital identifiers	6.5% (121)	28.5% (532)	<b>49.8% (929)</b>	15.3% (285)	2.74	1,867
<b>answered question</b>						<b>1,867</b>
<b>skipped question</b>						<b>223</b>

**45. When do you think that digital sales will overtake print book sales for the Australian publishing industry as a whole? (Choose one)**

		Response Percent	Response Count
In the next year		0.5%	10
In the next 2-3 years		9.4%	175
In the next 4-5 years		23.4%	437
In the next 6-10 years		19.3%	360
In the next 10+ years		14.1%	263
<b>Too hard to predict</b>		<b>28.7%</b>	<b>535</b>
Never		4.7%	87
		<b>answered question</b>	<b>1,867</b>
		<b>skipped question</b>	<b>223</b>

**46. Amazon argues that ebook prices for trade bestsellers should be priced below US\$9.99. Do you think this price point is sustainable in the long term? (Choose one)**

		Response Percent	Response Count
Yes		41.8%	781
No		33.0%	616
No opinion		25.2%	470
		<b>answered question</b>	<b>1,867</b>
		<b>skipped question</b>	<b>223</b>

**47. If you answered no to question 5, what do you think is a sustainable price point (in \$US)?**

		Response Percent	Response Count
Less than \$9.99		12.2%	89
\$10-\$12		7.0%	51
\$12-\$14		16.2%	118
<b>\$14-\$16</b>		<b>28.7%</b>	<b>209</b>
\$16-\$18		10.0%	73
\$18-\$20		16.9%	123
Greater than \$20		9.1%	66
<b>answered question</b>			<b>729</b>
<b>skipped question</b>			<b>1,361</b>

**48. Some commentators argue that Australia needs an independent ebook infrastructure (ie, an infrastructure separate from multinational corporations such as Apple, Amazon and Google). To what extent do you agree with this viewpoint? (Rank)**

	Strongly disagree	Disagree	Agree	Strongly agree	Rating Average	Response Count
Independent ebook infrastructure	7.9% (148)	30.3% (566)	<b>42.8% (799)</b>	19.0% (354)	2.73	1,867
<b>answered question</b>						<b>1,867</b>
<b>skipped question</b>						<b>223</b>

**49. Some commentators argue that Australian authors and publishers are at risk of losing their unique voice in an increasingly globalised digital publishing landscape? To what extent do you agree with this viewpoint? (Rank)**

	Strongly disagree	Disagree	Agree	Strongly agree	Rating Average	Response Count
Unique voice	9.2% (172)	<b>37.2% (695)</b>	37.1% (692)	16.5% (308)	2.61	1,867
answered question						1,867
skipped question						223

**50. Some commentators argue that copyright laws need to adapt and change in order to better enable the uptake of ebooks and digital publishing in Australia? To what extent do you agree with this viewpoint? (Rank)**

	Strongly disagree	Disagree	Agree	Strongly agree	Rating Average	Response Count
Copyright law change	2.7% (51)	12.6% (236)	<b>54.2% (1,011)</b>	30.5% (569)	3.12	1,867
answered question						1,867
skipped question						223

**51. Some commentators argue that 'bricks and mortar' bookshops will become increasingly redundant if there is a significant uptake of ebooks and other digital products in Australia. To what extent do you agree with this viewpoint? (Rank)**



	Strongly disagree	Disagree	Agree	Strongly agree	Rating Average	Response Count
Bookshops	5.2% (97)	33.6% (627)	<b>49.0% (915)</b>	12.2% (228)	2.68	1,867
answered question						1,867
skipped question						223

**52. Do you have any other comments on the survey, your experiences, or the future of digital publishing?**






	Response Count
	650
answered question	650
skipped question	1,440

# Further Information on Respondents

### 53. Would you like to enter the iPad 2 prize draw? (Choose one)

		Response Percent	Response Count
Yes		98.5%	1,808
No		1.5%	27
<b>answered question</b>			<b>1,835</b>
<b>skipped question</b>			<b>255</b>

### 54. Contact details (complete all)

		Response Percent	Response Count
Your name		100.0%	1,829
Job title		89.3%	1,633
Name of Publisher (if applicable)		57.5%	1,052
Contact number		97.2%	1,777
Email address		99.7%	1,823
<b>answered question</b>			<b>1,829</b>
<b>skipped question</b>			<b>261</b>

### 55. Which of the following best describes you? (Choose one)

		Response Percent	Response Count
Author		31.9%	529
Publisher		12.3%	204
Author/Publisher		15.1%	251
Illustrator		1.9%	32
Visual artist		1.7%	28
Photographer		2.9%	48
Academic/teacher/lecturer		17.2%	285
Journalist		15.4%	255
Surveyor		0.2%	4
Beneficiary		0.8%	13
Literary agent		0.7%	11
Other (please specify)			271
<b>answered question</b>			<b>1,660</b>
<b>skipped question</b>			<b>430</b>

### 56. Can we contact you for further research? (Choose one)

		Response Percent	Response Count
Yes		80.4%	1,473
No		19.6%	360
<b>answered question</b>			<b>1,833</b>
<b>skipped question</b>			<b>257</b>