



EBOOK USER SURVEY 2006

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eBook User Survey 2006

OVERVIEW

The following report represents efforts by the International Digital Publishing Forum's standards working groups to identify consumer satisfaction with electronic books and areas of improvement for our industry. The vast majority of this report details the responses of regular purchasers and users of eBooks. Those identified in the report are often referred to as "early adopters" whose opinions on available eBook products will help publishers, retailers and technology companies produce better products in the future.

Invitations to fill out the survey were made via IDPF's email lists to approximately 6,000 people and directly to eBook customers from two leading eBook retailers, www.ereader.com and www.fictionwise.com. This is especially important to keep in mind because the customers of the above retailers may purchase and use eBooks differently than customers who purchase at other retailers. That said, with over 700 respondents to the survey and the participation of two leading eBook retailers, we are confident that the views expressed below represent the combined views of a significant sampling of current eBook users.

The survey was split into three sections. The first, "Past eBook Experience", attempted to measure the usage, purchasing frequency, format and platform preferences of the survey pool. The second, "eBook Features", attempted to quantify both the importance of specific features to eBook users as well as their level of satisfaction with current implementations of these features. The third, "Suggested Improvements", was a free form section allowing survey respondents to suggest areas of improvements for retailers of eBooks, publishers and hardware and software vendors. We have collected the most common observations and also some additional interesting selections for reprint in the report.

The report was commissioned and released by the International Digital Publishing Forum (www.idpf.org). The report is made available to the public free of charge. IDPF members only, however, will have access to the raw data of the survey which details all respondent's comments as well as specific commentary for individual publishers, software and hardware vendors and retailers. For more information on joining the International Digital Publishing Forum, contact Nick Bogaty, Executive Director IDPF, at 212-924-9081, nbogaty@idpf.org or visit www.idpf.org for a membership application.

SURVEY METHODOLOGY

The following steps were taken to gather and report data:

1. An online survey was setup on the IDPF website. The survey can be viewed at www.idpf.org/user_survey.asp.
2. Invitations to fill out the survey were sent to IDPF email lists which total approximately 6,000 names.
3. Invitations were also sent to customers of two leading eBook retail sites, www.ereader.com and www.fictionwise.com. The majority of responses to the survey were generated from these retail channels.
4. Users filled out the survey and results were aggregated by the IDPF and presented in this report.

PAST EBOOK EXPERIENCE

Introduction: This first section of the survey attempted to measure the usage, purchasing frequency, format and platform preferences of the survey pool. The questions in the survey are presented below with the total number of responses and percentages.

Question 1: Have you purchased an eBook title in the last month?

Yes	586 (82%)
No	130 (18%)

Question 2: How often do you shop for eBooks?

Every day	21 (3%)
A few times a week	205 (29%)
A few times a month	308 (43%)
Once a month	149 (21%)
Once a year	21 (3%)
Never	12 (2%)

Question 3: If you have not read a commercial eBook, why not?

Note: Customers who filled in this open question generally cited three reasons for not reading a commercial eBook. These three themes will repeat themselves throughout the survey. They were:

1. eBooks were too expensive
2. Lack of selection of titles available as electronic books
3. Proprietary formats and associated DRM causing a lack of interoperability between reading systems, fear of longevity of formats and general lack of flexibility of files once purchased.

Question 4: Where do you most frequently shop for eBooks?

Note: The vast majority of responses to this question were “ereader.com” and “fictionwise.com”. Not surprising since most respondents of the survey were directed from these retailers. And, as a result, we did not total the responses.

Question 5: Have you borrowed an eBook title for download from a library in the last month?

Yes	60 (8%)
No	656 (92%)

Question 6: Do you use assistive technology to read eBooks?: (Assistive technology refers to technology used for reading by people with print disabilities)

Yes	57 (8%)
No	659 (92%)

Question 6A: If yes, what do you use?

Note: This question was largely ignored by survey respondents. Only 57 respondents replied to the parent question

and a fraction of that responded to this sub question. We recommend that further study on this topic be done on retail websites or services which cater specifically to people with print disabilities.

Question 7: In what format do you generally read eBooks?

Note: This represents the distribution of respondents from the survey pool which may not represent industry distribution of the various reading platforms.

eReader.com	377 (53%)
MS Reader	109 (15%)
Mobipocket	95 (13%)
Other	70 (10%)
Adobe	41 (6%)
eBookwise	15 (2%)
eBook Technologies	9 (1%)

Question 8: What type of device do you generally prefer to read eBook titles on?

Personal Digital Device (Palm etc.)	566 (79%)
Laptop	55 (8%)
Desktop PC	49 (7%)
Dedicated Reading Device	30 (4%)
Other	10 (1%)
Cell Phone	6 (1%)

Question 9: In your search for eBook content, do you generally find what you are looking for?

Yes	538 (75%)
No	178 (25%)

Question 10: Have you encountered multimedia (e.g., video or audio clips) in e-books?

Yes	74 (10%)
No	642 (90%)

Question 10A: Did you find the multimedia useful?

Yes	48 (7%)
No	48 (7%)
Not Applicable	620 (87%)

Question 10B: Did you find the multimedia clips easy to play or manipulate?

Yes	46 (6%)
No	35 (5%)
Not Applicable	634 (89%)

Question 10C: Was the video or audio captioned and/or described?

Yes	24 (3%)
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No	49 (7%)
Not Applicable	643 (90%)

EBOOK FEATURES

Introduction: This section of the survey attempted to quantify both the importance of specific features to eBook users as well as their level of satisfaction with current implementations of these features. The following text in the survey introduced this section to respondents:

There are many aspects of an eBook purchasing and reading experience. Following are a number of features that you may have had experience with. Please read the description of each feature and provide your rating of:

- *The importance to you of the feature, regardless of whether your current eBook system provides the described capability. Would you use more electronic books if this feature existed or was improved?*
- *Your satisfaction, relative to this feature with the current eBook experience you have had so far with whichever eBook systems you have experience with.*

Summary: There are a couple of important points to note in the below survey results. If the percentages for satisfaction indicated by respondents as “excellent”, “good” and “average” are added together some interesting results emerge. Many features reached into the 90th percentile of satisfaction with “eBook retail site is easy to navigate”, “eBook retail site looks interesting, attractive and not too busy”, “eBook retail site offers a lot of information on eBook titles”, “ease of locating available titles”, “the shopping process is easy to understand and navigate”, “ease of downloading purchased titles”, “I can read in a comfortable font size”, and “improved convenience and portability over paper books” all showing that over 90% of respondents marked their level of satisfaction as “average” or above.

Perhaps more telling, are the areas where customers expressed less satisfaction than the 90% threshold. In descending order 88% marked “availability of high quality eBook reading devices” as average or better, 88% were satisfied with “I can read more easily than using paper books”, 82% for “cost of electronic books” and “there is a good selection of eBooks that I am interested in”, 78% “ability to move content initially purchased for one device to another”, 76% “I can use my Assistive Technology to read eBooks”, 69% for both “Ability to have the electronic reading device read the books out loud” and “Multimedia enhancements such as animations” and 51% for “I can lend eBook titles to friends and family”. Of these lesser ranked features in terms of satisfaction, however, respondents did say that some of these features were unimportant with 88% saying multimedia enhancements, 86% saying the ability for eBooks to read out loud, 85% saying the use of assistive technology and 52% saying lending eBook titles to friends and family was unimportant or completely unimportant.

This analysis points to some conclusions. eBook retailers seem to have built shopping experiences that satisfy their customers and that the general experience of reading an eBook is a good one. There seems to be some room for improvement for respondents in areas of pricing and selection of eBooks. In regards to DRM issues (ability to move content between devices and lending), there seems to be less satisfaction, but interestingly many respondents seemed to find it far more important to easily move content between devices than to lend content to friends and family. Last, while questions of multimedia, read aloud and assistive technology questions ranked low in terms of satisfaction, a very large majority marked these areas as unimportant to them. There does not seem to be a lot of consumer demand for multimedia eBooks and audio functions in eBooks. Also, not particularly surprising is the fact that assistive technology is not important to a consumer audience that does not require this technology to read. Here are the results:

Feature 1: Cost of electronic books

Importance of Feature to Respondents		Respondent Satisfaction with Feature	
Very Important	401 (56%)	Excellent	97 (14%)
Important	298 (42%)	Good	294 (41%)
Unimportant	17 (2%)	Average	194 (27%)

Completely Unimportant	0 (0%)	Fair	77 (11%)
		Poor	54 (8%)

Feature 2: Ability to move content initially purchased for one device to another device

Importance of Feature to Respondents		Respondent Satisfaction with Feature	
Very Important	357 (50%)	Excellent	143 (20%)
Important	231 (32%)	Good	245 (34%)
Unimportant	112 (16%)	Average	171 (24%)
Completely Unimportant	15 (16%)	Fair	59 (8%)
		Poor	98 (14%)

Feature 3: There is a good selection of eBooks that I am interested in

Importance of Feature to Respondents		Respondent Satisfaction with Feature	
Very Important	604 (84%)	Excellent	125 (17%)
Important	110 (15%)	Good	277 (39%)
Unimportant	0 (0%)	Average	187 (26%)
Completely Unimportant	2 (0%)	Fair	94 (13%)
		Poor	33 (5%)

Feature 4: eBook retail site is easy to navigate

Importance of Feature to Respondents		Respondent Satisfaction with Feature	
Very Important	333 (47%)	Excellent	257 (36%)
Important	367 (51%)	Good	338 (47%)
Unimportant	13 (2%)	Average	91 (13%)
Completely Unimportant	3 (0%)	Fair	18 (3%)
		Poor	12 (2%)

Feature 5: eBook retail site looks interesting, attractive and not too busy

Importance of Feature to Respondents		Respondent Satisfaction with Feature	
Very Important	126 (18%)	Excellent	193 (27%)
Important	403 (56%)	Good	368 (51%)
Unimportant	177 (25%)	Average	131 (18%)
Completely Unimportant	10 (1%)	Fair	18 (3%)
		Poor	6 (1%)

Feature 6: eBook retail site offers a lot of information on eBook titles

Importance of Feature to Respondents		Respondent Satisfaction with Feature	
Very Important	372 (52%)	Excellent	197 (28%)
Important	324 (45%)	Good	366 (51%)
Unimportant	18 (3%)	Average	116 (16%)
Completely Unimportant	2 (0%)	Fair	28 (4%)
		Poor	8 (1%)

Feature 7: Ease of locating available titles

Importance of Feature to Respondents		Respondent Satisfaction with Feature	
Very Important	448 (63%)	Excellent	185 (26%)
Important	261 (36%)	Good	346 (48%)
Unimportant	5 (1%)	Average	123 (17%)
Completely Unimportant	1 (0%)	Fair	44 (6%)
		Poor	18 (3%)

Feature 8: The shopping process is easy to understand and navigate

Importance of Feature to Respondents		Respondent Satisfaction with Feature	
Very Important	347 (48%)	Excellent	332 (46%)
Important	337 (47%)	Good	299 (42%)
Unimportant	32 (4%)	Average	61 (9%)
Completely Unimportant	0 (0%)	Fair	16 (2%)
		Poor	8 (1%)

Feature 9: Ease of downloading purchased titles

Importance of Feature to Respondents		Respondent Satisfaction with Feature	
Very Important	477 (67%)	Excellent	429 (60%)
Important	228 (32%)	Good	216 (30%)
Unimportant	10 (1%)	Average	53 (7%)
Completely Unimportant	1 (0%)	Fair	10 (1%)
		Poor	8 (1%)

Feature 10: Availability of high quality eBook reading devices

Importance of Feature to Respondents		Respondent Satisfaction with Feature	
Very Important	260 (36%)	Excellent	194 (27%)
Important	314 (44%)	Good	279 (40%)
Unimportant	118 (16%)	Average	150 (21%)
Completely Unimportant	23 (3%)	Fair	48 (7%)
		Poor	44 (6%)

Feature 11: I can lend eBook titles to friends and family

Importance of Feature to Respondents		Respondent Satisfaction with Feature	
Very Important	101 (14%)	Excellent	37 (5%)
Important	245 (34%)	Good	114 (16%)
Unimportant	272 (38%)	Average	217 (30%)
Completely Unimportant	98 (14%)	Fair	88 (12%)
		Poor	260 (36%)

Feature 12: I can read in a comfortable font size

Importance of Feature to Respondents		Respondent Satisfaction with Feature	
Very Important	405 (57%)	Excellent	272 (38%)
Important	280 (39%)	Good	320 (45%)
Unimportant	28 (4%)	Average	78 (11%)
Completely Unimportant	3 (0%)	Fair	30 (4%)
		Poor	16 (2%)

Feature 13: Ability to have the electronic reading device read the books out loud

Importance of Feature to Respondents		Respondent Satisfaction with Feature	
Very Important	26 (4%)	Excellent	46 (6%)
Important	74 (10%)	Good	96 (13%)
Unimportant	325 (45%)	Average	355 (50%)
Completely Unimportant	291 (41%)	Fair	61 (9%)
		Poor	157 (22%)

Feature 14: Improved convenience and portability over paper books

Importance of Feature to Respondents		Respondent Satisfaction with Feature	
Very Important	480 (67%)	Excellent	455 (64%)
Important	189 (26%)	Good	163 (23%)
Unimportant	37 (5%)	Average	64 (9%)
Completely Unimportant	10 (1%)	Fair	16 (2%)
		Poor	18 (3%)

Feature 15: I can read more easily than using paper books

Importance of Feature to Respondents		Respondent Satisfaction with Feature	
Very Important	253 (35%)	Excellent	263 (37%)
Important	270 (38%)	Good	230 (32%)
Unimportant	160 (22%)	Average	139 (19%)
Completely Unimportant	33 (5%)	Fair	40 (6%)
		Poor	44 (6%)

Feature 16: Multimedia enhancements such as animations

Importance of Feature to Respondents		Respondent Satisfaction with Feature	
Very Important	7 (1%)	Excellent	33 (5%)
Important	80 (11%)	Good	90 (13%)
Unimportant	388 (54%)	Average	366 (51%)
Completely Unimportant	241 (34%)	Fair	95 (13%)
		Poor	131 (18%)

Feature 17: I can use my Assistive Technology to read eBooks

Importance of Feature to Respondents		Respondent Satisfaction with Feature	
Very Important	31 (4%)	Excellent	42 (6%)
Important	74 (10%)	Good	101 (14%)
Unimportant	249 (35%)	Average	400 (56%)
Completely Unimportant	361 (50%)	Fair	54 (8%)
		Poor	118 (16%)

SUGGESTED IMPROVEMENTS

Introduction: Suggested Improvements was a free form section allowing survey respondents to suggest areas of improvements for retailers of eBooks, hardware vendors and software vendors. We have collected the most common observations and also some additional interesting selections for reprint in the report.

Suggested Improvement 1: For any feature that you rated as Average, Fair or Poor, are there improvements that you would suggest?

Summary: Despite the large number of responses to this question, there was a surprising amount of similarity throughout. There were three main improvements suggested by eBook customers:

- The price of eBooks should be significantly lower than print.
- The selection of eBooks available should be improved.
- Lack of interoperability between eBook devices and software, ability of lend eBooks, longevity of formats and other DRM-related issues need to be addressed and standardized.

The following are excerpts for the “suggested improvement 1” section divided according to topic:

1. A few comments related to pricing:

“Prices are still too high for eBooks. iTunes, for example, prices music less than CDs but with eBooks the price is hardly less than a paperback. What's really ridiculous is charging hardcover prices for eBooks.”

“E-books should NEVER be more than the paperback price and they should be cheaper (no paper, print, shipping)”

“I would appreciate seeing a better discount between paperback book costs and eBooks. And, would love to see more new releases at lower starting prices. I often wait more than a year before buying a book because the price is too high. AND, even when the book moves from hardback to paperback the eBook price discount lags. I know there are many folks who watch for the price drops on their favorite authors. And, we KNOW when the paperback comes out and expect the eBook to be available at a reduced price at the SAME time.”

“The price of eBooks is too high, especially compared to printed copies. If it weren't for the convenience and portability, they would not be cost effective...”

2. A few comments related to eBook selection:

“Make MORE titles available!! My biggest complaint is that the books I want to read are NEVER available!! This doesn't make any sense as ALL titles exist in electronic versions before they are committed to print...”

“I just want more books available. I understand that they need to be allowed by publishers and/or authors, but that's what I want”

“Not all titles are available for best sellers e.g. John Grisham”

3. A few comments regarding DRM-related issues and eBook formats:

“eBooks shouldn't be tied to any particular eBook software. Why should I need multiple software programs on my device in order to read eBooks? An open standard that allows users to responsibly move eBook content between different reader programs and hardware easily would encourage broader use.”

“I can do anything with my paper books but e-books have usage limitations (yet I'm paying the same price). DRMs that limit the number of devices you can read your book on are VERY discouraging.”

“Get rid of DRM. The whole point of eBooks is you can read them anywhere and carry each and every one you ever got with you on any device you own. Closed formats and DRM are preventing that. I didn't have to put up with that with paper books, so why do I have to put up with it now?”

“I would love to be able to share eBooks with friends and family.”

“I am also concerned that books I have bought in one format might suddenly become unavailable to me if that format goes out of business.”

Suggested Improvement 2: Do you have one or two specific suggestions on features of eBook retail sites to improve the eBook reading experience?

Summary: Generally, suggestions in this area referred to the need for improved searchability on retailer websites and more sales information including substantial book excerpts and reviews. Perhaps underscoring eBook customers' strong feelings, many used “suggested improvement 2” to re-iterate what they previously said in “suggested improvement 1”. We have removed these repeat suggestions and listed a few samples of suggestions for retailers:

“Like many people who read for entertainment I'm used to browsing through a book before I buy one. That's one thing I miss most about buying e-books and part of why paper books are still my first choice. Part of the first chapter just doesn't do it.”

“Improve the advanced searching functions. If I can't find what I'm after easily I just won't buy the eBook version, and I have less and less patience with poor searchability as the novelty of eBooks wears off. In particular, I want to be able to search for just a certain size of book (whether that be by classification such as Novel, or a minimum number of words), and I want to be able to set exclude terms.”

“Provide sample chapters, or at least snippets. Unless I am familiar with the author, I am unlikely to take a chance on a book where I can't at least get a feel for the writing style. One can browse paper books in a traditional bookstore to get this kind of information, so eBooks must have SOME similar capability.”

“One of the things that has greatly improved amazon.com is the ability to look 'inside' a book. See the cover, the title page and a few pages from the text. Otherwise it is very hard to decide to purchase a book.”

“More emphasis on description of content and less on 'cover-shots' which are of even less importance when purchasing e-books than normal books.”

Suggested Improvement 3: What type of content (genres, subjects or specific titles) are you looking for that you can not find in eBook format?

Summary: There were many suggestions for a wide variety of authors and books of personal and particular interest to individual respondents. However, there were some common suggestions. One was a general suggestion that all current print bestsellers be simultaneously published in electronic form. The second was a suggestion that if there are eBooks published by a popular author, that all of the author's works also be published in eBook format. Third, there were many specific requests for JK Rowling's and John Grisham's work in electronic format. Fourth, there were repeated requests for works in the science fiction and romance genres. The following are excerpts from respondents:

“Many major authors like JK Rowling still absent from the eBook community. Several other authors only have a few titles available instead of their whole library of books such as Stephen King.”

“I'd like to see more of a back catalog for known novels, ESPECIALLY if the publisher is putting out the latest in a series. If, say, you put book 4 out in eBook format, why not make 1-3 available as unencrypted eBooks? You'd sell more of number 4, AND make money easily on the back catalog at the same time.”

“I'm having a hard time finding the latest releases by such popular authors as Patricia Cornwell, Dean Koontz, etc.”

“Given that electronic books are such a new venue, it is to be expected that not every book will be available. However, I would like to see more fantasy: all those Valdemar trilogies, the Chronicles of Narnia, Harry Potter. Also, I am a student, and somehow, much of my required reading isn't in traditional textbooks. I'd love to be able to get excerpts from given works, such as Nietzsche or Jane Austen. Those 18th-century British novels would be fun to have on a PDA, too.”

“Oh, I can find plenty of Sci-fi, but not titles I know and am looking for. The industry has thus caused me to expand my 'author experience', finding new authors I had never heard of in paper, but enjoying in eBook (should I thank the industry?). But this does not mean I would not love to buy (yes, even buy AGAIN, after having bought in paper MANY times for some titles) titles like Dune, Stranger in a Strange Land, Jumper, Harry Potter, I've got the dollars, and the publishers DON'T, because I'm so busy enjoying the titles I CAN get in eBook...”

“I'd like to see more publishers release their backlist in eBook format. It's amazing how many multibook series only have the later books in eBook format.”

“Usually there's no problem with content availability, I'd just like to have ALL new "paper" releases to automatically have an eBook release at the same time. In my case, this concerns especially popular (but also less popular) authors in science fiction, fantasy, and romance genres.”

“Some mainstream authors may have one or two titles in eBook form. If you like their work and want to read more you must go to paper. If you get a mainstream author into eBooks let keep them in and put some of their earlier works in eBook form also.”

“Harry Potter, for one. A bunch of the books I have seen at the bookstore (mystery and sci fi) do not exist in eBook format.”

“Need more romances...all romances released on paper and hardback should also be released in eBook format.”

Suggested Improvement 4: How has your experience using eBooks differed from your original expectations?

Summary: Despite suggestions for improvement in the questions above, respondents were extremely positive in their assessment of the use of eBooks differing from their original expectations. Most respondents seemed to be surprised that their experience with eBooks was better than their original expectations. Still, many mentioned DRM-related issues as an annoyance. Some excerpts below:

“It was a much better reading experience than I imagined.”

“I've been in the computer industry for 26 years, and have tried several times over the many years to implement eBooks for my own personal use. I've long known what I wanted, it's finally almost here. It's kind of like I'm next in line for the buffet; so much potential, but I'm not quite eating yet.”

“Transferring them to my reader was much simpler than I thought it would be.”

“I read so much more now than I thought I would because I can read anywhere without lugging the book itself around. Reading on my Palm is also more discrete.”

“Didn't expect anything, so was pleasantly surprised.”

“I was assuming that eBooks would be easier to use than paperbacks. This hasn't proven to be the case. Managing encrypted books is a pain.”

“I started reading eBooks out of necessity (I live in Shanghai and shipping is incredibly expensive) but I ended up feeling reading an eBook on a PDA is a better experience than an actual paper book. It's great. I wish the publishing industry would get behind it more.”

“I like it a lot more than I thought I would, the ease of carrying an 800 page book on a palm as opposed to paper.....makes packing for trips easier too.”

“I never really thought I'd enjoy it. I started reading e-books when I spent an extended period of time overseas and realized the (huge) cost of buying paper books and having them shipped to me and then shipped home. A package from America to Japan can very quickly cost 50 dollars or more. I do still get that urge to buy my absolutely favorite e-books in dead-tree format. There *is* something about holding the book in your hands, and I thought I'd miss that too much. I do miss it, but only with my absolute favorite ones...”

“Being paralyzed from the neck down, eBooks have opened a new world for me. I am very grateful to all involved.”

“Reading in the dark! Because of the backlight on my device, I can read in any lighting conditions.”

“I can carry a whole library in my pocket, amazing! And I can more efficiently use my time and not have any down time.”

“I'm reading many more eBooks that I thought I would.”

Suggested Improvement 5: What new features “wish list” would you like to see for hardware readers?

Summary: Generally, better screen resolution and form factors and longer battery life were listed by respondents of the survey. There were also some requests for more font choices. Note that the majority of respondents said that they read eBooks on PDAs. Therefore, the comments below should be interpreted as from eBook readers who use PDAs. Some excerpts:

“Better battery life, clear and higher res screens”

“Lower price, lighter weight and removable storage.”

“Long battery life, low weight, slightly bigger screen. Otherwise I am very pleased with PDA hardware for reading eBooks. Low weight is the most important feature after a backlight for reading in the dark. Standard (AAA) replaceable batteries are handy for camping but not essential otherwise.”

“Larger screen size (paperback size at least)”

“Good resolution screen so that the text is clear and easy to read at a smaller font size”

“Excellent battery life (use something like digital ink so that the page can be displayed and then battery usage reduced while the page is read)”

“More font choices, higher resolution, longer battery life (in that order)”

Suggested Improvement 6: What new features “wish list” would you like to see for software readers?

Summary: Not surprisingly, respondents took the opportunity again in this section to comment on interoperability and DRM-related issues. A few respondents spoke of the need for software to better organize the files that they are using in the software. Some excerpts:

“Ability to read multiple DRM formats.”

“Either come up with a universal software reader or make sure the hardware e-book reader supports all formats.”

“Improved functions for managing large numbers (hundreds, in my case) of eBooks. I need to be able to arrange them in the way I choose, as I can with paper books (e.g. separating fiction from non-fiction, separating different categories in each of those, then sorting generally by author but with books by the same author in series order if applicable, otherwise in publication order). I also need to be able to jump around the list of eBooks at will, rather than being restricted to paging through them sequentially. Finally, I need to be able to see ALL the same information that I would on a book spine in my eBook list regardless of how I currently have the list sorted.”

“One reader to read multiple formats. Ability to easily change formats (font size, font style, justification) easily.”

“Better management of secure-format documents when moving between devices”

“Ability to transfer from one device to another without a hassle”

Suggested Improvement 7: What is your biggest peeve about reading eBooks?

Summary: Again, respondents sounded similar themes of price, selection and, most of all, DRM-related and interoperability issues. Some excerpts:

“DRM, DRM, DRM and then price”

“Lack of titles.”

“Managing the encryption keys/readers, etc. I'd much prefer an unencrypted, multiplatform format.”

“DRM! DRM! DRM! DRM! DRM!...”

“Encryption!!!!!!”

“If publishers absolutely refuse to abandon encryption completely, I would suggest that they re-release the book at some later time without encryption. Since most of the book sales occur in the 1st few months after the book is released, the publisher would have no need to fear losing money to pirates, and honest people such as me who prefer to read electronic formats could buy their favorite authors for their long-term library.”

“Continuing proliferation of standards and lack of a real attempt to have a universal standard or to release all books in all standards. I have three different readers because I have single choice which includes all the books I want.”

“Price of the eBooks”

“Locked format eBooks! I have this concern that in the future I will have many eBooks in one format, and then the company which makes that format will fold and the reader will no longer be supported. So, how about: multifont eBooks, open standards, a guarantee from vendors that if one goes out of biz the others will support their customer databases of purchases.”

“How about a little trust. I would like to think that the publishing biz is not as dumb as the music biz. Piracy protection does not work, building customer loyalty does. eBooks are a great idea, available at fair prices, I and 99% of eBook buyers would not distribute copies. Ditch the security stuff.”

“Not always finding the title I want.”

“Not being able to share them.”