

Questionnaire on the state of e-book publishing in xxx country

An international group of researchers is conducting a comparative study of e-book impact on publishing industry in Europe. This questionnaire is designed to investigate the present state of e-book publishing in xxx, and we hope that you will be able to participate.

1. Do you publish any books in e-book format at present?

Yes No



1.1 . Do you intend publishing e-books some time in the future?

No Yes



1.1.1 In this case, when are you intending to start publishing e-books?

_____ → Go to question 9

Go to question 9

2. How many e-book titles have you published to date? _____

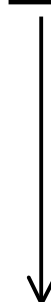
3. In which format or formats do you publish? (Tick all that apply)

EPUB PDF HTML Mobi (Kindle) iBooksAuthor

Other (please, name): _____

4. Has the production of e-books influenced your production of printed books?

No Yes



4.1 Please, describe briefly how it has influenced production of printed books? _____

5. Do you at present sell e-books directly to readers through your own Web portal?

9. E-book development also has resulted in increased self-publishing by authors. What do you think of this development? [Answer alternatives are 1= Strongly agree; 2= Agree; 3 = Disagree; 4 = Strongly disagree]

Self-publishing is of little relevance to publishing industry
 Self-publishing provides a possibility to identify new authors
 Self-publishing requires stronger marketing of our products
 Self-publishing threatens our position in the market
 We need to develop our own self-publishing channel

1	2	3	4

Other, what? _____

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10. How would you/your publishing company expect the market for e-books in xxx to develop over the next five years?

- It is likely to grow very rapidly
- It is likely to grow slowly
- It is likely to remain at about the present level

11. How important do you consider the following for the development of the e-book market in xxx? [The scale points are 1 = Very important; 2 = Fairly important; 3 = Not very important; 4 = Not at all important]

The demand of consumers for a portable, convenient format
 The push from technology manufacturers
 The economies it allows in the publishing industry
 The copyright protection provided by DRM
 The potential for self-publishing it allows authors
 The drive to use the technology in education
 Other: (Please, describe) _____

1	2	3	4

12. How important do you consider the following “barriers” to be in the development of the e-book market in xxx? [The scale points are 1 = Very important; 2 = Fairly important; 3 = Not very important; 4 = Not at all important]

The inherently small scale of the market in xxx country

1	2	3	4

The lack of an export market for books in xxx language
 The preference of readers for printed books
 The cost of the devices for reading e-books
 Lack of commonly accepted model for e-books' use through libraries
 Other: (please write in and state importance) _____

13. To what extent do you agree with the following statements on the role of the traditional bookshop in the distribution of e-books? [The scale points are 1 = Strongly agree; 2 = Agree; 3 = Disagree; 4 = Strongly disagree]

The bookshop will continue to serve as the retail outlet for both printed books and e-books
 Only bookshops with an online presence will act as e-book sellers
 The role of the bookshop is likely to decline as e-book sales increase
 Increasingly, e-book sales will be direct from publisher to reader
 Other: (please, describe) _____

1	2	3	4

14. To what extent do you agree with the following statements on the role of the public library in relation to e-books? [The scale points are 1 = Strongly agree; 2 = Agree; 3 = Disagree; 4 = Strongly disagree]

E-books should be sold to libraries in the same way as printed books
 E-books should be licensed for lending for a limited number of loans
 E-books should be priced higher for libraries than printed books because of the potentially unlimited number of loans possible
 E-books should not be made available to public libraries
 Other: (please, describe) _____

1	2	3	4

15. Would you be interested to participate in an individual or group interview at some point during the period of the project?

No Yes



Please supply a name, telephone number and e-mail address
for further contact: _____

16. Would you like to be kept informed on developments in this research project?

No Yes



Please supply an e-mail address for further contact



Thank you for your cooperation!