



## **eReader** research report

July 2012

**A Brandwatch report**

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# METHODOLOGY

- The following is a **sample** Brandwatch research report, using data collected from online platforms.
- We conducted a broad, **three month survey** of online eReader conversation (21.03.12 – 20.06.12), alongside more detailed brand analysis over a one month period (22.05.12 – 21.06.12).
- We **manually analysed** mentions to assess the tone of conversation. Comments were judged to be positive, neutral or negative in tone. Subcategories made this process more specific: positive and negative mentions were categorised according to *what caused* the up-or-downbeat tone. Causes included sales, price, usability and features.
- Mentions were also marked according to whether they referenced a specific **eReader brand**, model or manufacturer. We also monitored *where* the conversation took place geographically and online (on news sites, forums, blogs, Facebook or Twitter). Top sites and authors were analysed to establish *who* discussed eReaders to the greatest extent.
- eBook mentions were included in the data where they occurred alongside eReader brands. This is because consumers noted free eBooks as one of the major eReader selling points.
- For the purposes of this report, the page type category 'general' should be considered synonymous with Facebook.
- The leading brands, identified within the majority of mentions, were Amazon's **Kindle** and Barnes & Noble's **Nook**.
- **Underlined words** provide hyperlinks to the original content online.

# KEY FINDINGS

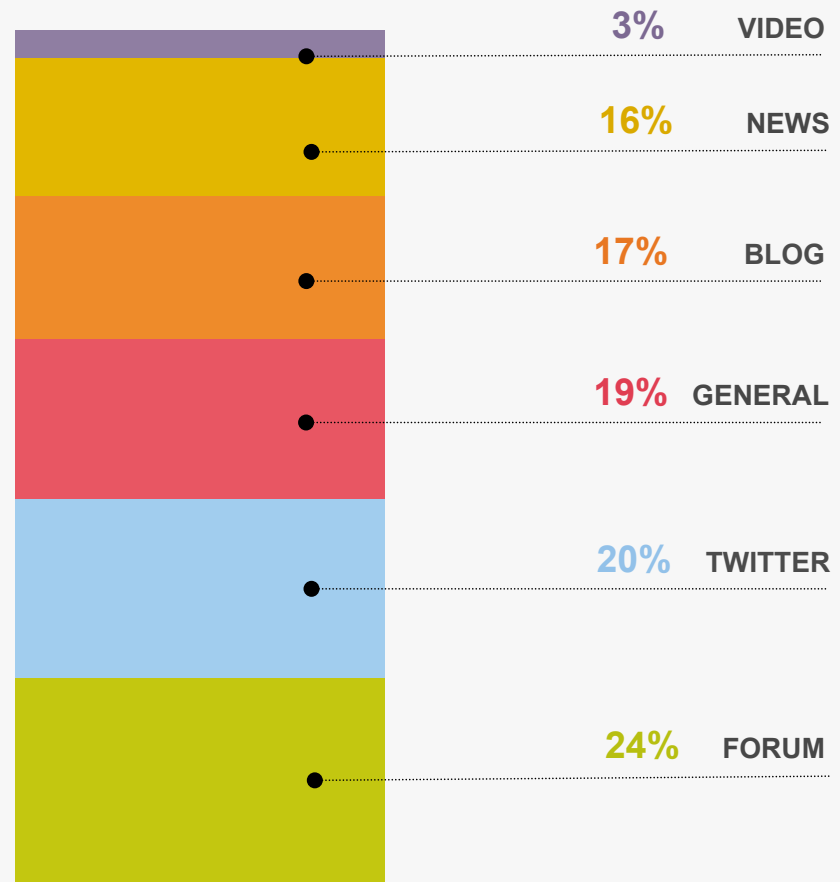
- Kindle was the clear market leader in terms of social media mentions, followed by B&N's Nook. Social media users were drawn to Amazon's extensive range of **free eBooks**, which boosted the Kindle's competitive edge.
- **Social media buzz**, especially that on blogs and forums, was significantly affected by news peaks during the period.
- Cheaper eReaders were not generally considered better **value for money**, according to social media users. The price of multi-purpose eReaders was also compared with more costly tablets, rather than cheaper reader models.
- **Nook complaints** were more frequently pointed to the limitations of the product, whereas Kindle complaints were often more vague in nature.
- eReader conversation revealed a **divide in social media opinion**. Nooks often appealed to those wanting only to read on their devices. Many Kindle users were drawn to the new, multi-functionality of the Kindle Fire.
- **Wi-Fi** triggered more upbeat conversation than 3G for the Kindle.
- New eReader models were more directly in competition with **emerging tablets**, including Google's Nexus and the next generation iPad.



# Market Overview

# FORUMS AND TWITTER were the most popular platforms for eReader discussion

- We recorded 79,000 mentions over a three month period.
- eReader conversation was found on the page types shown to the right. With the exception of video, online discussion was widely distributed between social platforms.
- More conversation took place on forum threads than on Twitter, indicating more lengthy discussion and debate.
- One in five eReader references appeared within the 'general' category, the majority of which were posted on Facebook. More than half of Facebook mentions were literature orientated, suggesting user-generated, rather than corporate content.
- Though only comprising a minority of mentions, news articles were often the starting point of discussion on social media (see slide 27).



# SENTIMENT analysis revealed eReaders to be an emotive subject online

“ I adore my eReader, but I also have three of these full of books. The key is to use the eReader for books I will probably not read often. ”

POSITIVE



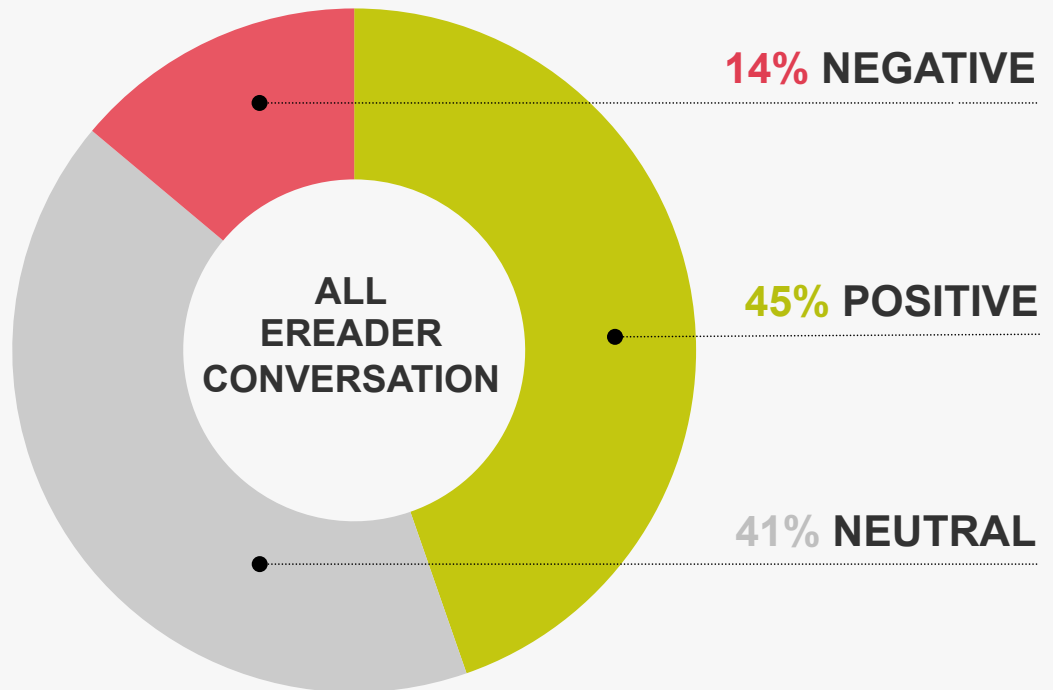
FORUM  
REDDIT

“ I like feeling the book, tossing it around, and bending pages cause I can. This is technology I just can't get into. ”

NEGATIVE

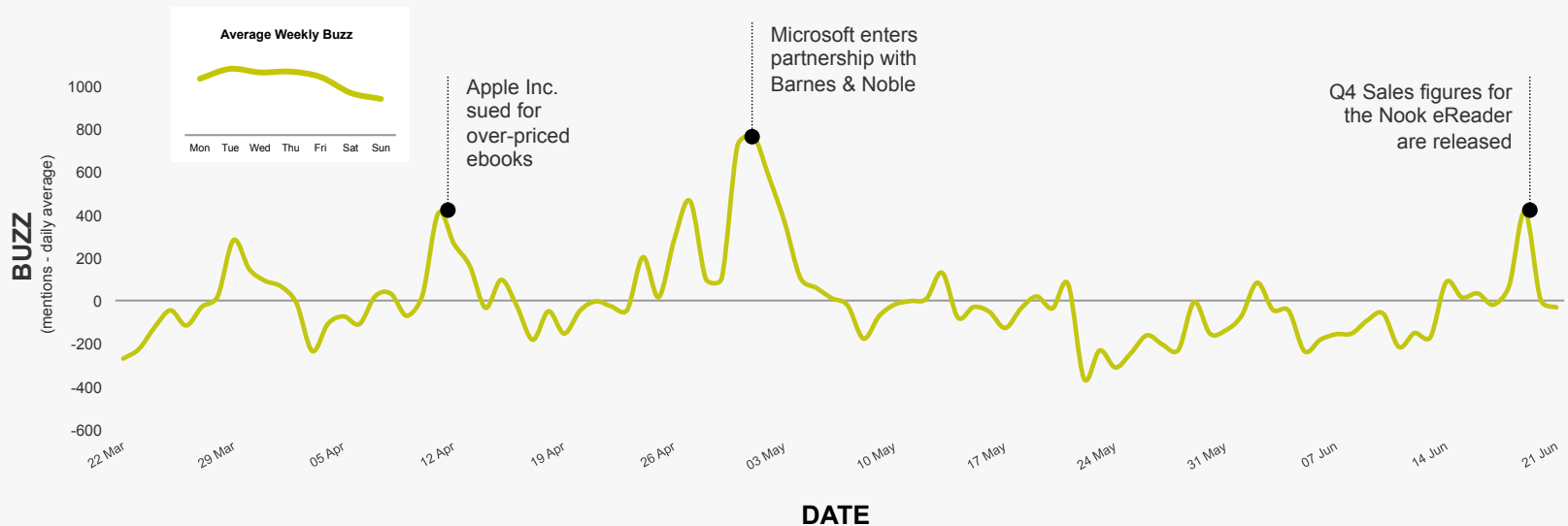


FACEBOOK  
DANA C



- eReaders proved a controversial talking point. While some social media users preferred paper reading material, others noted the convenience of digital storage. More than half (59%) of mentions in the data were emotively charged

# ONLINE BUZZ included peaks caused by branded news



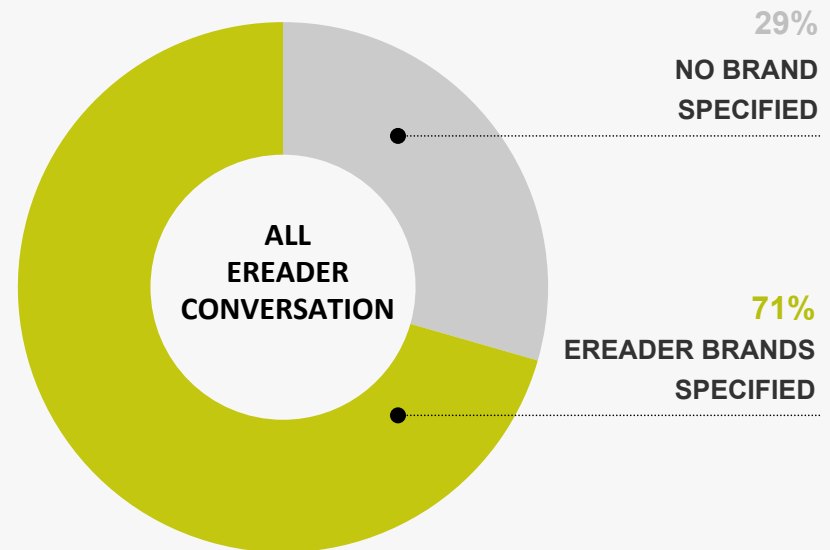
- The graph above shows the volume of all online eReader conversation over time. The data was normalised to account for weekly fluctuations (conversation levels drop during the weekends and peak on Mondays). Positive points represent higher than average levels of buzz.
- Peaks in conversation levels corresponded with leading news stories. On April 12<sup>th</sup>, for example, Apple Inc. mentions accounted for 36% of all eReader conversation. Without this news story, buzz would have fallen slightly below the daily average. The same can be said for Microsoft's investment in B&N, reported on April 30<sup>th</sup>. This accounted for around 40% of the daily total, boosting buzz to higher than average levels.
- Notably, news stories that triggered conversation were eReader brand-specific. Investments, sales figures and product releases showed the market to be one dominated by a small range of competitors.





# eReader Brands

**EREADER BRANDS** were referenced in the majority of social media comments



- Since brands accounted for peaks in conversation, they were analysed in greater depth. We found that 71% of mentions were brand specific.
- The topic cloud above shows key words and phrases within brand-specific mentions. Amazon's Kindle was the most salient eReader, followed by Barnes & Noble's Nook. Other trends, including '5 star rating' and 'Shades of Grey' indicated a wealth of user-generated content in the data.

## SHARE OF VOICE was greatest for Amazon and B&N

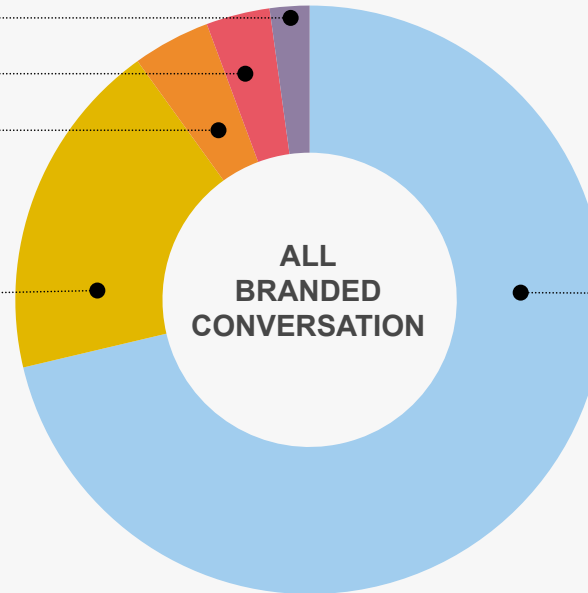
2% SONY READER

4% OTHER BRANDS

4% KOBO

### 19% B&N

With almost one in five branded mentions, Barnes & Noble proved the second largest brand within the data. B&N's Nook products competed with those of Amazon.

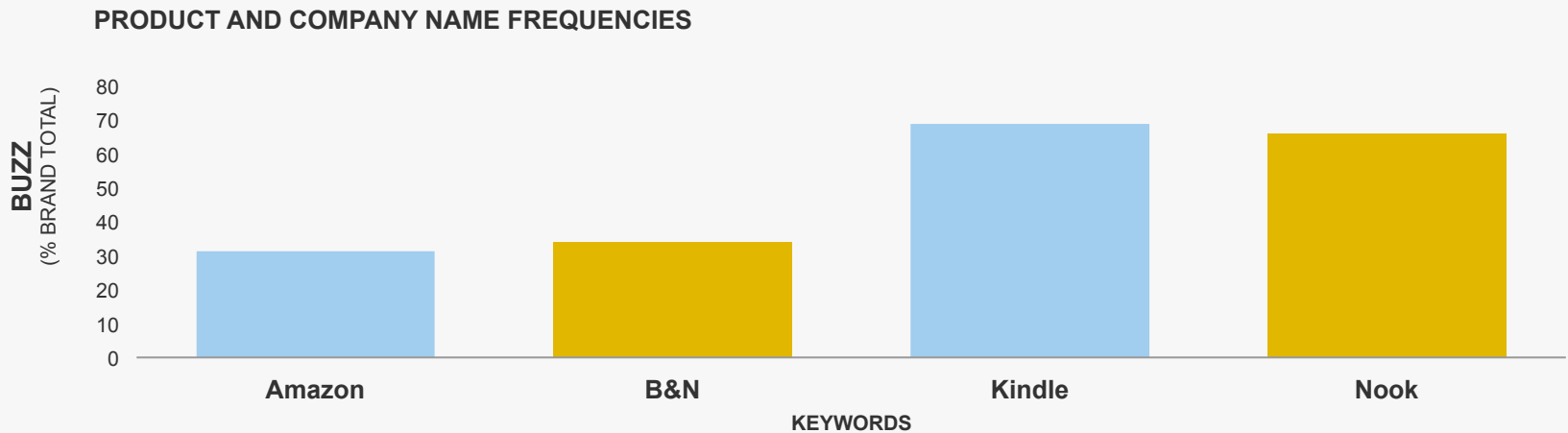


### 71% AMAZON

Amazon's strong presence on social media may have been boosted by the online-orientated nature of the company. Kindle, Amazon's eReader range, was often synonymous with digital readers more broadly. This reinforced the brand's status as a market leader.

- Of all brand-specific conversation (shown above), Amazon was the most salient organisation.
- Amazon and Barnes & Noble, the two leading names in eReader discussion, were selected for further analysis (see slide 15). Other products including the Kobo and Sony Reader appeared only marginally in social media. Though other brands were on the market, Amazon and B&N accounted for 90% of the data.

# PRODUCT BRAND NAMES were more prominent than company names

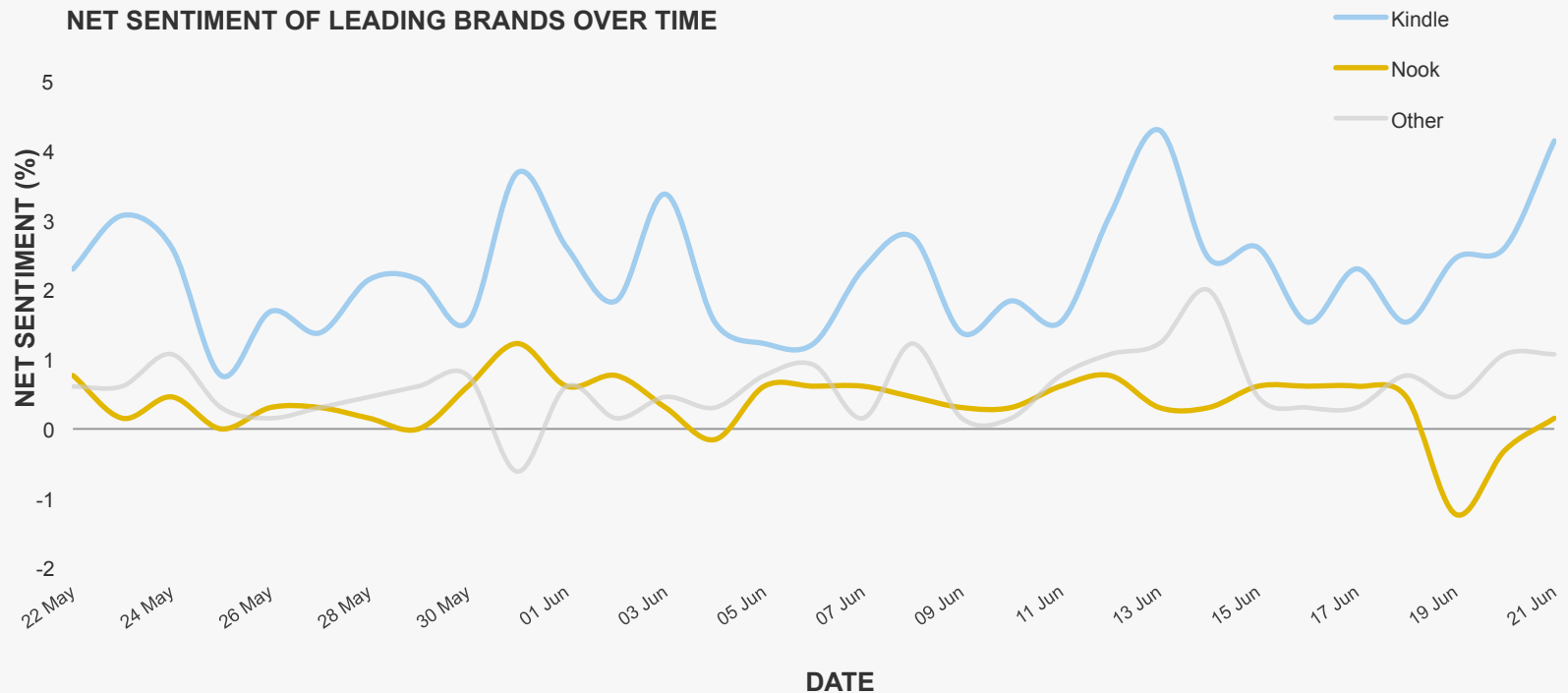


- Since branding was prominent in the data, the terminology used by social media users underwent further analysis. We distinguished between references to companies and the brand names of their product ranges.
- 'Kindle' and 'Nook' were used more frequently than 'Amazon' and 'Barnes & Noble' when users discussed eReaders online. This supported the notion of eReading as a brand-led topic. Accordingly, eBooks were available on the 'Nook Book Store' and the 'Kindle store', while the company name itself was backgrounded to top banner logos and URLs.
- By assigning the brand rather than company name, Amazon was able to distinguish eBooks from its vast range of other available products. Barnes & Noble, similarly, were distanced from online Nook discussion. This was not the case for all products; linked brand naming was used in the case of the 'Sony Reader', for example.



# Key Competitors

## NET SENTIMENT was consistently higher for Kindle comments than those of the Nook



- Data from a one month period was analysed in greater depth, using manual sentiment analysis.
- Online Kindle discussion was more frequently positive than average eReader talk. Nook conversation was more often upbeat than negative, but experienced a notable dip in net positivity as B&N released its quarterly sales figures on the 19<sup>th</sup> June (see slide 20).

# ACTIVE COMPARISONS on social media pitched Amazon against B&N

“ I heard people say Kindle Fire’s touch screen is slower ”

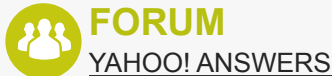
“ I have a Kindle and a Nook and think they’re pretty much the same as far as reading on them goes. ”

“ My daughter had the Kindle Fire and returned it. To each his/her own. ”

“ Kindle Fire is better as it has Amazon Prime membership ”

“ I decided to buy the Nook over the Kindle. ”

“ I’m not sure if I’d get a Fire. They don’t have the nice e-paper screen for reading in the sun. ”



- Nook-Kindle forum comparisons revealed divided opinion. The Kindle Fire represented an eReader/tablet hybrid for many social media users, whereas the Nook reader tended to appeal to those wanting mainly to read on their devices (see slide 38).



Barnes & Noble



# TOP NOOK AUTHORS included developers and newsfeeds

## FORUMS: 25%

USER	MENTIONS	FORUM
ADOBE	17	<a href="#">FORUMS.ADOBE</a>
ALTWORLD	16	<a href="#">MOBILEREAD</a>
LAVERO.BURGOS	14	<a href="#">XDA-DEVELOPERS</a>
PROFCRASH	14	<a href="#">MOBILEREAD</a>
REBELLOS	12	<a href="#">XDA-DEVELOPERS</a>

## TWITTER: 12%

TWEETER	MENTIONS	FOLLOWERS
SAI	2	1,290,305
IAMSTEVEHARVEY	3	774,017
TW_TOP_BOOKS	1	286,469
WALMART	1	230,712
BOOKTV	1	166,722

- The top forum authors of Nook conversation discussed the technical specifications of the product. The Nook, which uses an Android operating system, was popular with programmers who discussed ‘rooting’ the system (modifying the device in order to customise content and view non-B&N files). Laverro, for example, wrote: ‘all went well and I felt like a link [...] I went around using my cool rooted Nook’. Other technical forum threads focused on addressing errors, or viewing file types including PDFs.
- The most influential Nook Tweets came from @SAI, the ‘business insider’ newsfeed. With over one million followers, the account provided a valuable boost to Barnes & Noble with the tweet: ‘Simply put, you should buy Barnes & Noble’s new Nook instead of a Kindle [REVIEW]\$BKS by @stevekovach read.bi/JXyds6’. @iamstevharvey and @walmart both advertised eBooks exclusive to Barnes & Noble, further growing the appeal of the Nook product range.

# THE NOOK WAS DEEMED ‘CHILD-FRIENDLY’ with useful inbuilt features



“ The Nook ebook reader ;) Barnes Noble NOOK Kids™ Title Nominated in Best eBook Category at Synopsis Kids! ”



**TWITTER**  
[@UJECHILZ](https://twitter.com/UJECHILZ)

“ The Nook Simple Touch with GlowLight breaks the stalemate by adding a row of LED lights, called a GlowLight, to the top edge of its six-inch E Ink touch screen. ”



**NEWS**  
[TECH NEWS DAILY](http://www.technewsdaily.com)

- The Nook grew its ‘child-friendly’ image by providing educational material and promoting the ‘read to me’ feature for its range of children’s books. These features filtered into social media by way of user response. One forum poster wrote: ‘I love the “Read to Me” feature for the younger kids. My youngest granddaughter is 4 and the Nook will read to her’.
- Though reading features were thought useful, the prospect of browsing, apps and media playback was received less positively. One Yahoo! Finance article noted web access, apps, music and movies, but claimed that ‘all that does is make the Nook a me-too product in a market-- tablet hardware-- that isn’t B&N’s core business’.

## BUT GAINED NEGATIVE COVERAGE for unchecked errors

“ The error in the eBook was discovered by a North Carolina blogger and eventually became quite famous over the internet. But this is, of course, not some monstrous conspiracy by Barnes & Noble and is only a publishing error by the company. ”

 **NEWS**  
EREADER KING

“ This is unacceptable. One of the largest book stores should not get a pass on mucking up a classic work of literature [...] did they borrow a page from Apple’s playbook, trying to scrub every mention of a competitor from the content? ”

 **FORUM**  
VB MEDIA

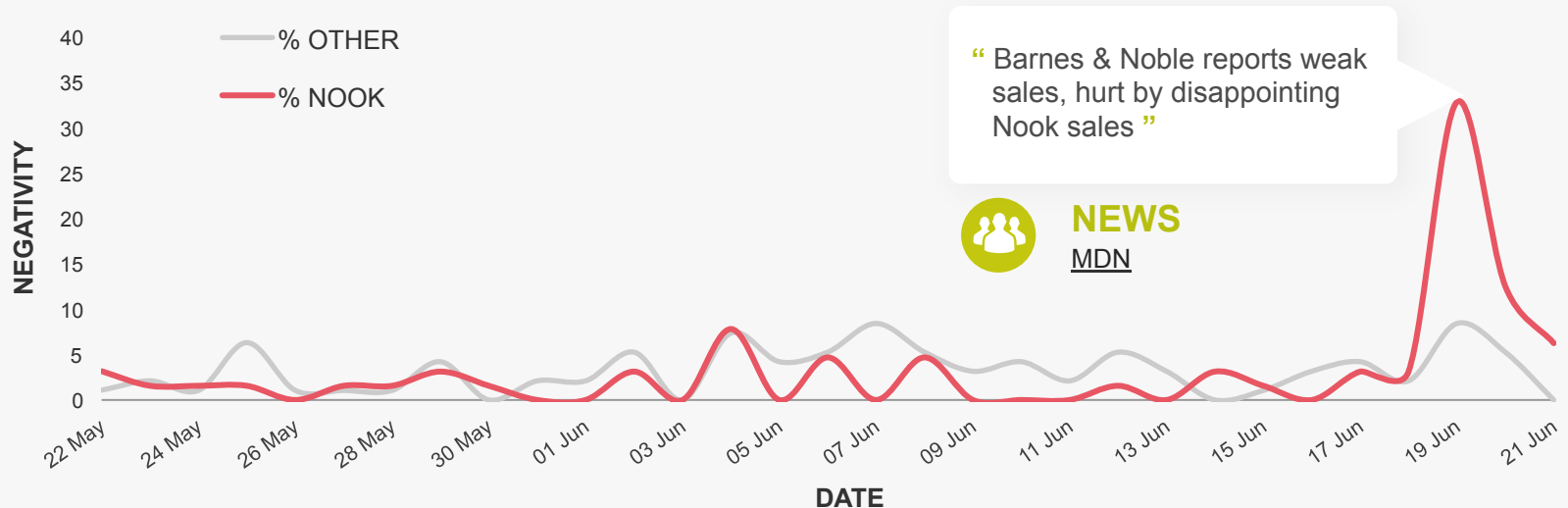
“ I was shocked. Almost immediately I found it hilarious... then outrageous... then both, It is definitely clever. But it raises many questions. E-books can be manipulated at will by the purveyors of the downloadable software.”

 **NEWS**  
ECOUSTICS

- Barnes & Noble came under the spotlight between the 4<sup>th</sup> and the 8<sup>th</sup> of June. Its eBook version of Leo Tolstoy’s *War and Peace* was found to be faulty: a sweeping algorithm had converted every instance of ‘Kindle’ in the novel to ‘Nook’, creating errors in the body of the text. Though not directly responsible, B&N was publicised by association.
- This example was by no means an isolated instance. In the discussion below a Guardian article, one user wrote: ‘Yes, I find a lot of mistakes in books that were converted to eBooks’. A subsequent reader added: ‘what bothers me is that you can never be sure in an eBook whether, if two paragraphs seem to run together for example, it’s the author’s intent or a formatting error. At moments like that I feel all at sea and crave pulped wood.’

# POOR SALES weakened consumer confidence in B&N

DISTRIBUTION OF NOOK NEGATIVITY



- Nook conversation experienced a peak in buzz on June 19<sup>th</sup>, which other brands managed to avoid. We separated mentions according to their sentiment and revealed that negative mentions accounted for the peak (as shown above).
- News sites triggered financial discussion, noting B&N's lower-than-expected revenue for the previous quarter. Articles pointed to poor sales as the root cause.
- Conversation hinted that news of poor revenue may, cyclically, have a negative impact on future sales. One Yahoo! user commented under a news article: 'If I knew then, what I know now... I would not have purchased a Nook', and another added: 'I wonder what happens if Barnes and Noble goes out of business. Do you lose all of your eBooks? That's what makes me hesitant to buy a Nook. Amazon seems more stable'.



Amazon

# TOP KINDLE AUTHORS included writers and publishers

## FORUMS: 23%

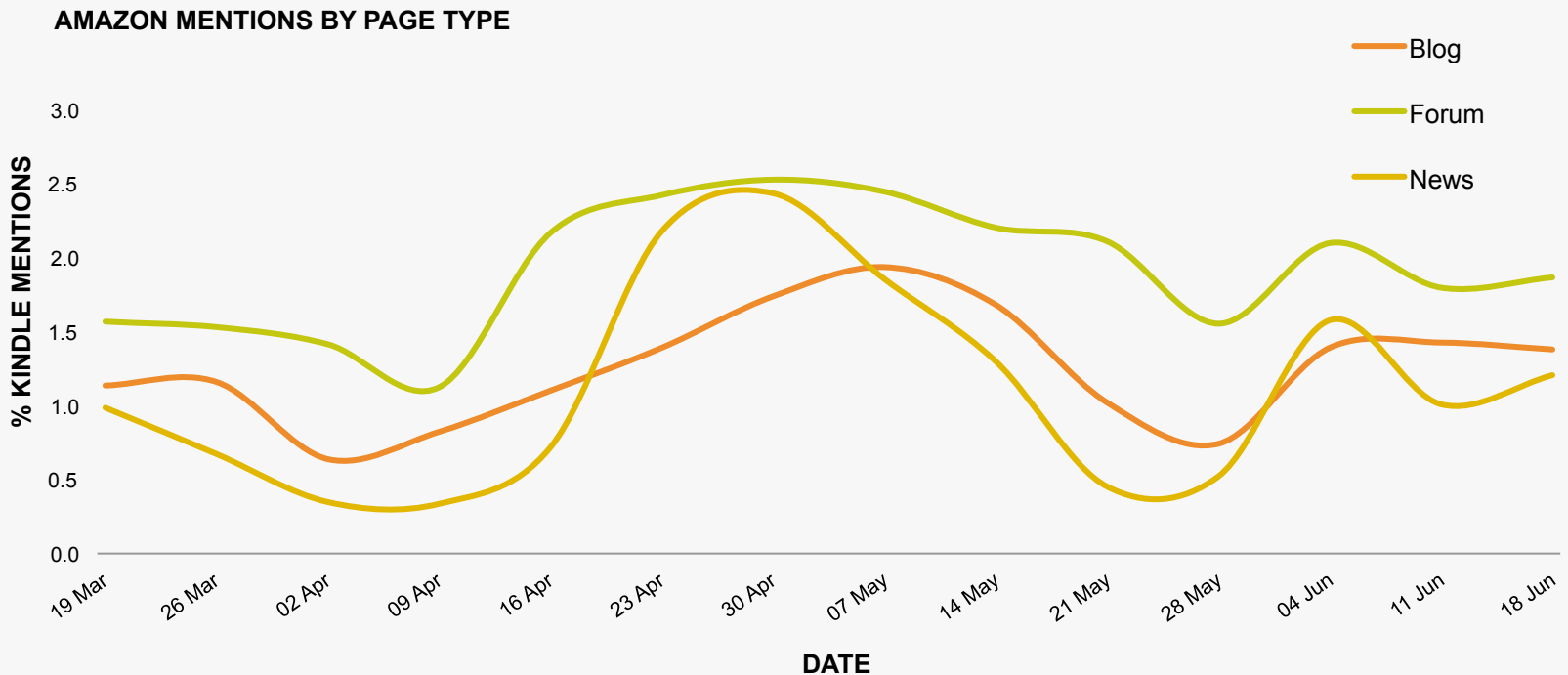
USER	MENTIONS	FORUM
JUSTIN	74	<a href="#">BRUTALGAMER</a>
KINDLEQUEEN	64	<a href="#">BUDGET101</a>
PROFCRASH	35	<a href="#">MOBILEREAD</a>
GEEKMASTER	25	<a href="#">MOBILEREAD</a>
CAMPUSA2	22	<a href="#">SLICKDEALS</a>

## TWITTER: 20%

TWEETER	MENTIONS	FOLLOWERS
<a href="#">TIME</a>	4	3,807,157
<a href="#">SAI</a>	4	1,290,305
<a href="#">THENEXTWEB</a>	1	755,597
<a href="#">FORBESTECH</a>	2	605,532
<a href="#">CHRISCOWLIN</a>	1	593,688

- Kindle conversation featured slightly fewer forum mentions than B&N, proportionately, and was more salient on Twitter.
- Frequent forum authors included fiction writers and publishers, who used the brand as a springboard for the latest releases. Free eBooks were a major selling point for Amazon, reflected in both 'Mobile Read' and 'Slick Deals' (above).
- Time magazine's account proved the most influential Kindle tweeter, promoting free eBooks to almost four million followers. 'Like magic, the Harry Potter books are now free (in Kindle's Lending Library)' was tweeted four times by the account.
- [ForbesTech](#), with over half a million followers, posted news that American retailer Target would stop selling Kindle products after a vaguely termed 'conflict of interests'.

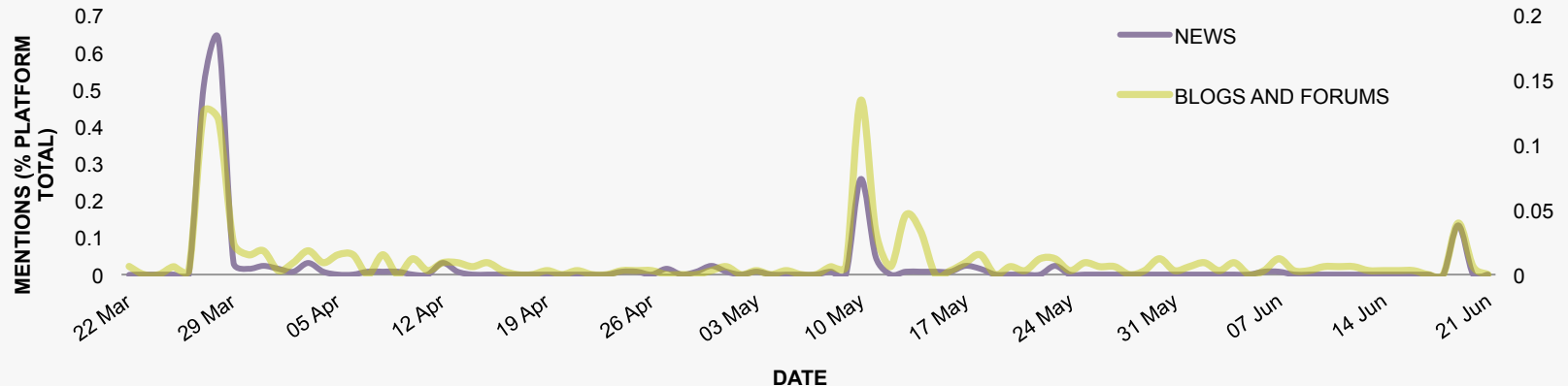
# KINDLE BUZZ revealed links between news, blogs and forums



- The graph above shows the volumes of Kindle blog, forum and news mentions over time. Trends suggest a weak positive correlation between the platforms, though this may have been coincidental or indicative of across the board fluctuations.
- In order to test this link, we measured the effect of specific news stories on other online platforms (see slide 24).

# KINDLE NEWS boosted conversation on social media platforms

HARRY POTTER BUZZ OVER TIME



- The graph above shows how much Harry Potter-related conversation occurred over time on news sites and blogs and forums. The three notable news peaks corresponded with surges in Harry Potter discussion on blogs and forums on the same dates, followed by prolonged periods of low-level buzz.
- On March 28<sup>th</sup>, the largest peak, [bloggers](#) noted that: ‘muggles can now download digital copies of Harry Potter books for iPad and Kindle’. Forums also used the news as a starting point for discussion. One such forum, [Neogaf](#), attracted sixty two comments within 48 hours of the news.
- Some Kindle users were wary, writing: ‘I only want these books if they behave in exactly the same manner as other books purchased from Amazon’s Kindle store.’ However the majority were upbeat, with comments such as: ‘I truly can’t express how happy I am by this! I’ve loved the series since I first started Harry’s adventure’. The second peak, on May 10<sup>th</sup>, was triggered by news that the books would soon be available on the Kindle lending library.
- Other topics included news that Oprah Winfrey would be starting a new eBook club, with which the Kindle was associated in 75% of mentions, and posts commenting on Waterstone’s agreement to sell Kindles and eBooks in store.



**COST AND VALUE** were prominent in Kindle discussion



“ I feel like the price of a kindle is so easily made up by all the free books. ”



**TWITTER**

@NEONFUNGUS

“ I’m a huge fan of Kindle books! [...] While I usually stock up on all the free books, I also like to take advantage of big sales.”



## FACEBOOK

## SIMPLIFIED SAVING

- Kindle conversation frequently referred to cost and value. Many mentions noted the wide range of free eBooks on the Amazon website, as well as the more recent library lending service available on Kindle eReaders.
- Another key topic was the cost of Kindle products. Upbeat mentions compared the cost of Kindle Fire with leading models in the tablet market, such as the iPad. Users (including @neonfungi, above) also commented that the initial price tag was outweighed by the number of free eBooks available.

# THE KINDLE WAS PROMOTED by a large volume of free eBooks

“ Just ordered 10 new books (FREE) on my Kindle. Love checking the Amazon Kindle offers a couple of times a week and storing them in my “E-Library” for later reading. If you haven’t got an e-reader and love to read, get one! You will be glad you did. I take mine everywhere. ”

 **FACEBOOK**  
MARY D

“ Check your local library, some libraries allow you to download books for free for two weeks. Kindles and libraries usually work in sync. ”

 **FORUM**  
YAHOO! ANSWERS

“ You might want to look into the eBooks that are free, you don’t even need a kindle... you download an app (free) for your computer and it stores them for you. I have about 20 books in my library. ”

 **FORUM**  
ECOUSTICS

- Nearly a fifth of online Kindle mentions referenced free eBooks. This was 10 percentage points higher than Barnes & Noble’s Nook conversation.
- The number of free eBooks referenced in the data reflects a growing number of independent publishers and marketers who promoted published works (and the Kindle by association). @LunaraBooks, for example, tweeted: ‘FREE eBook for KINDLE – Lunara: Seth and Chloe is getting great reviews. Check it out here...’

# SOCIAL MEDIA USERS linked Kindle with a series of upbeat news features

## KINDLE TOPIC BUZZ OVER TIME



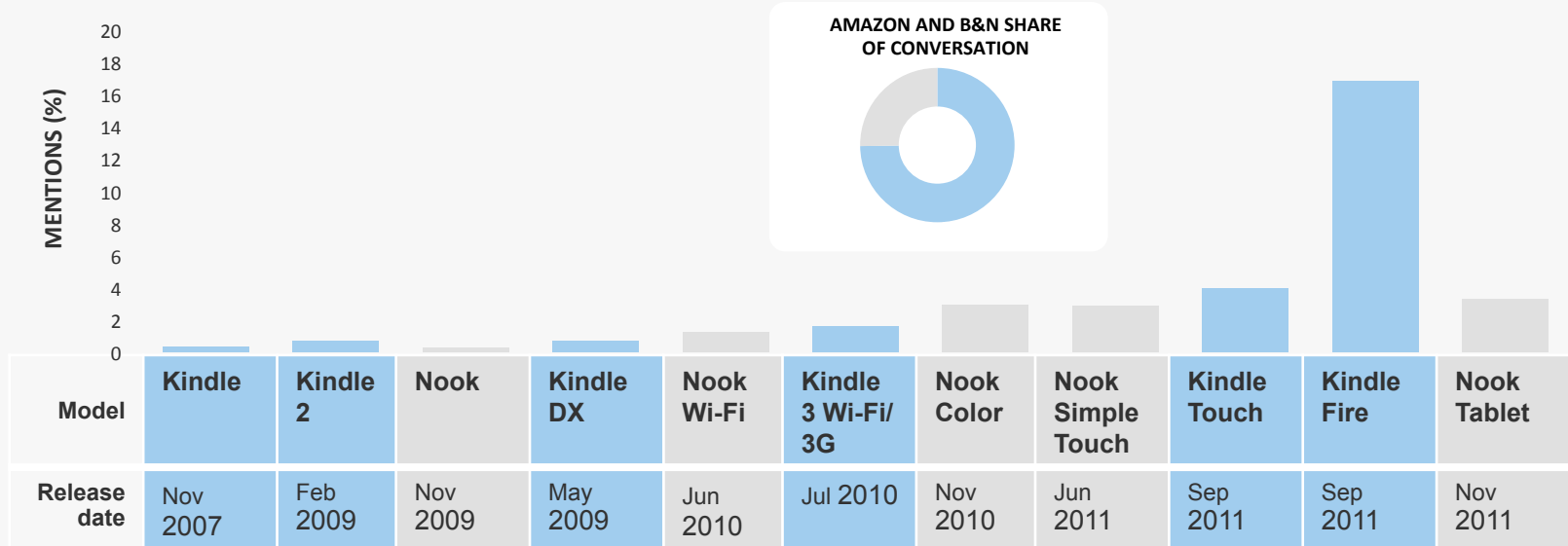
- The graph above shows Amazon's share of voice in relation to two key topics. The Harry Potter series was made available for Kindle eReaders, and Waterstones agreed to sell the devices in store. Both stories were noted by social media users, generating a large volume of neutral mentions and shared news links.
- Other topics included Oprah Winfrey's new eBook club. This did not cause a large initial surge in buzz, but is expected to trigger more conversation once the digital club begins. Three-quarters (75%) of Oprah Winfrey mentions linked the club to Kindle readers, providing an indication of future publicity. Oprah was an early supporter of the Kindle and the club will use Kindle as a platform for discussion.



# eReader Models

# RECENT MODELS caused the most conversation

PROPORTION OF ALL MODEL-RELATED CONVERSATION



- Kindle models were the leading products compared with other eReaders, generating four times more mentions than the Nook, There was a tendency for recent models to be discussed more frequently than older products.
- While the most referenced of B&N models, the Nook tablet failed to surpass the buzz created by Kindle Fire even though it had a more recent release date.
- In chronological order, the Kindle Fire marked the most dramatic increase in interest out of all products analysed. Though the Nook Tablet provided a similar leap in product functionality, it failed to generated a similar increase in buzz.

# THE NOOK SIMPLE TOUCH triggered more emotive responses than the Nook tablet

“ Just purchased the Barnes & Noble, Simple Touch Nook Glow for night bedroom reading. Off da chain! I love it” Watch out Kindle. ”



**TWITTER**

@MSNATTURNER

“ This had been the problem with e-book readers until now: They are great for use in adequate ambient lighting [...] but become useless if you are trying to read in bed ”



**BLOG**

TWINCITIES

“ I’m getting the new NootSimpleTouch with GlowLight for my birthday and I CANNOT wait. It looks so awesome!! ”



**FORUM**

TMP

“ Ohh! B&N’s Nook now has GlowLight. If you love e-ink but find it hard to read in low-light, this might be an option. ”



**TWITTER**

@NIGHTOWLSPRESS

“ I have been wanting the Nook Simple Touch with Glow Light for reading in bed and not disturbing the sleeping DH!!! ”



**FORUM**

CRUISECRITIC

“ Nook Simple Touch with GlowLight Review: An E-Reader That’s Not Afraid of the Dark [ti.me/JFAXeS](http://ti.me/JFAXeS) ”



**TWITTER**

@BALZERMAN

- As well as mention volumes (shown on the previous slide), we measured the sentiment of product mentions.
- The Nook Simple Touch with GlowLight™ triggered double the proportion of emotive responses that were caused by the tablet. The GlowLight™, improving reader usability, was valued by users above the Nook Tablet functionality.

# THE KINDLE FIRE was more controversial than other models

## 23% NEGATIVE

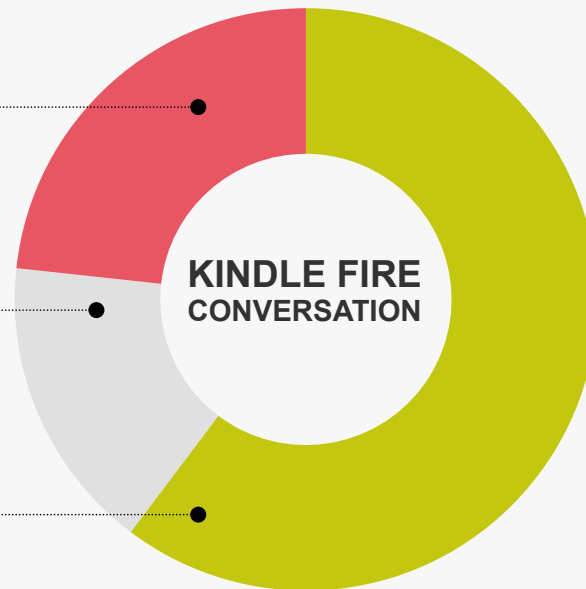
9% above average

## 17% NEUTRAL

24% below average

## 60% POSITIVE

15% above average



“ Go for the Kindle Fire as the better option [...] but if you want to run more and some heavy processes [...] then go for a laptop ”



FORUM

YAHOO! ANSWERS

“ Kindle Fire has ruined me. I have what feels like a hundred books and every time I try to decide what I want to read, I just get overwhelmed. ”



FORUM

CAFEMOM

- Kindle Fire, Amazon's leading eReader/tablet model, formed a contentious topic online, having fewer neutral mentions than the industry average.
- The Fire offers a colour screen with video and music playback, Wi-Fi web browsing, cloud storage and a dual-core processor, sharing similarities with both earlier models and modern tablets. Tweeters noted this intermediate status, with comments such as: 'I have a Kindle Fire idk if u know what that is, it looks like an Ipad.'

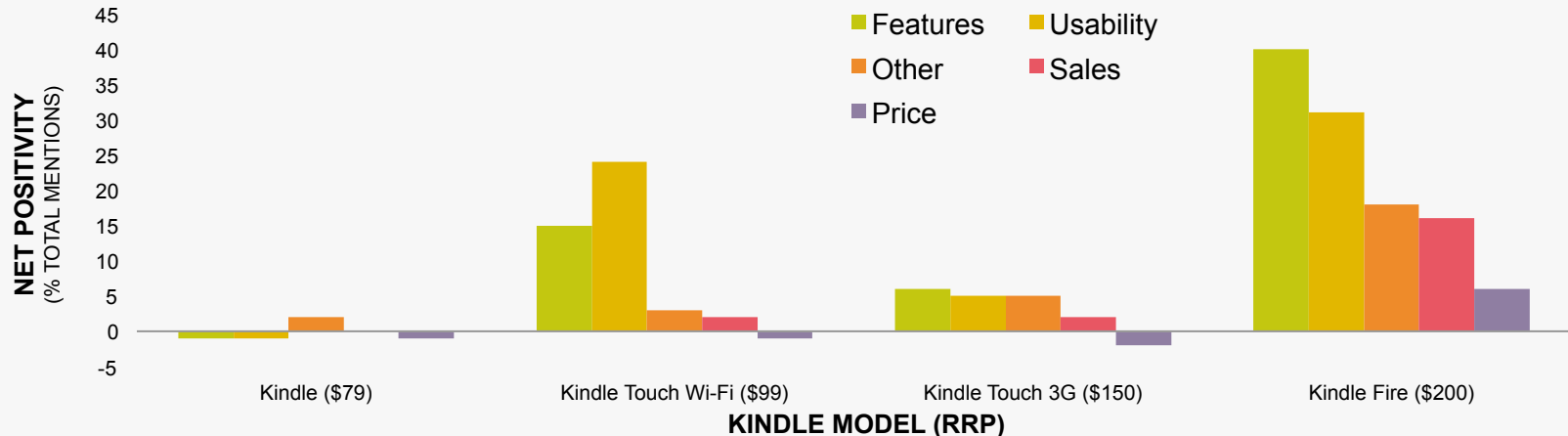


# eReader Functionality



# WI-FI AND FIRE were considered the best Kindle variations

NET POSITIVITY OF KINDLE MODELS



- In the data, users were less positive about the price of cheaper Kindle models than about the Kindle Fire, which had an RRP of \$199.
- The Kindle Fire received the greatest net positivity score for its features and usability-factors which evidently outweighed the higher price tag. This was because the Fire was frequently compared with more expensive tablets, rather than more affordable eReaders. A user of [Android Forums](#), for example, posted: 'I would personally go with the Kindle Fire, any other tablet will cost more.'
- Wi-Fi proved a popular feature, allowing users to access to the new web functions expected of modern eReaders. This model also maintained reading usability, as [@Books2Remember](#) noted: 'Kindle's Wi-Fi, 6 E Ink screen reads like real paper'.

# FEATURES AND USABILITY were key eReader talking points

“ I have a Kindle and I love it! Very easy to use. I currently have 820 books on my Kindle and approx. 815 of them were free! ”

 **FORUM**  
SOONET


“ I still like regular books, but the e-reader, everyone mentions it's good for travel.”

 **NEWS**  
GLOBALTVEDMONTON

“ I won't be able to stop reading books on this thing. LOL. Plus I can do emails and Facebook on it. ”

 **FACEBOOK**  
@PATRICIASIEVERT

“ Kindle Fire looks way cooler than the Nook Tablet. Nook Tablet looks a little crappy. I don't like its features. ”

 **FORUM**  
YAHOO! ANSWERS

“ Dammit! My thumb's just too thick for this kindle fire contraption... ”

 **FACEBOOK**  
DGTILSON

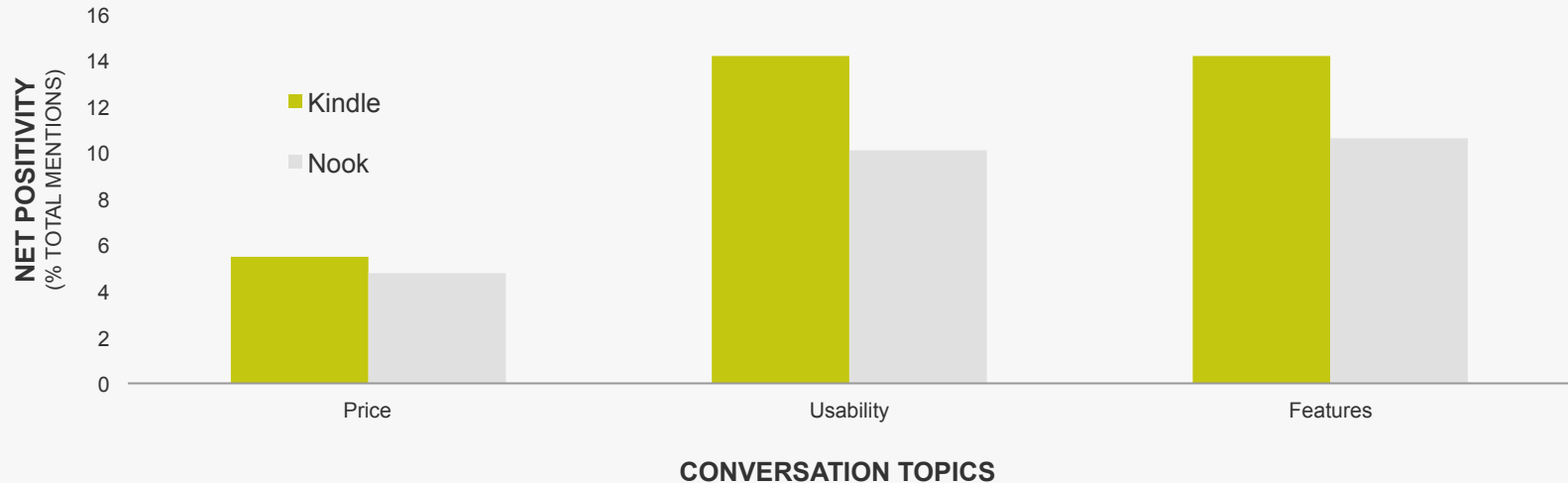
“ Since I live in the UK, I can't get [a Nook]. Unless I use eBay, but I wouldn't feel too happy spending £100+ on eBay. ”

 **FORUM**  
MOBILEREAD

- Consumers used social media to share their eReader experiences, both positive and negative. Features including instant access to free books, email and Facebook were popular. Some users struggled using their devices, though these were in the minority.
- As highlighted on a Mobilerread thread, UK consumers found that they could not access the models available to those within the US. Predictions of UK releases indicated a demand for US models overseas.

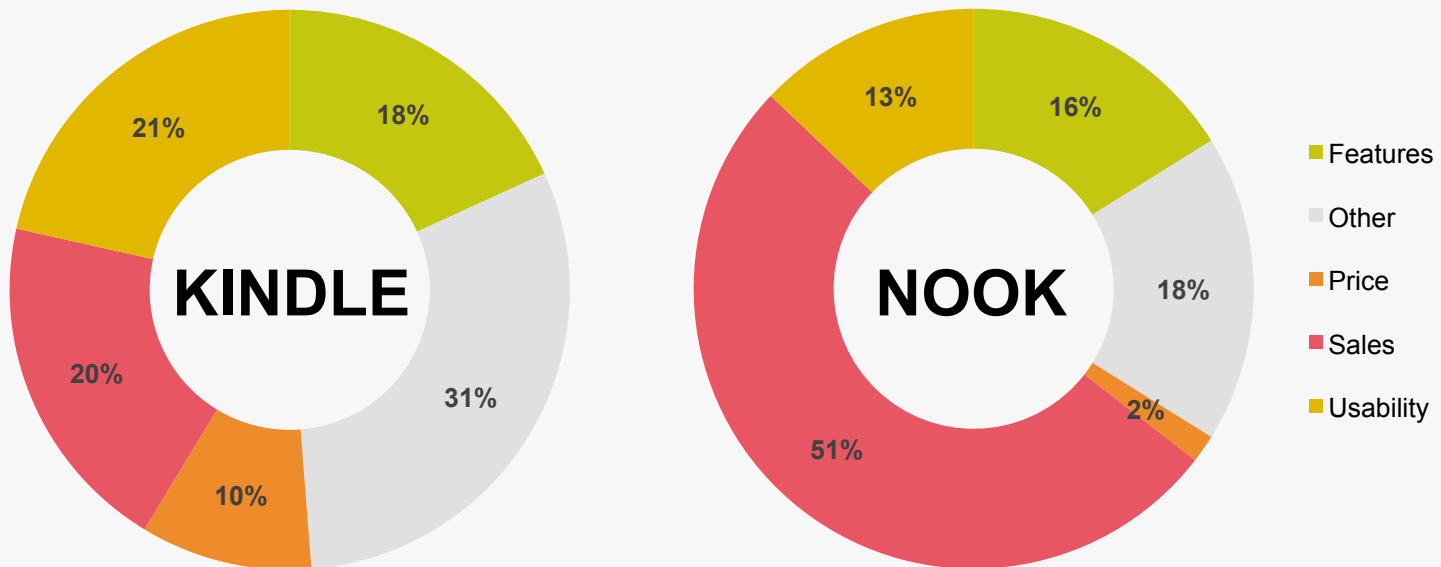
# KINDLE USERS WERE MORE UPBEAT than Nook users when discussing usability and features

NET POSITIVITY OF KINDLE AND NOOK CONVERSATION



- Kindle conversation was often more positive than that of the Nook. However, where price was concerned, this difference was less pronounced. US Amazon Kindle Prices ranged from \$79 to \$199, while Nook eReader were available from \$99 up to \$199 for the Nook Tablet.
- With similar price tags but, (according to online opinion) better features, the Kindle was expected to better the Nook in value for money. One possible explanation is that Kindle users were more vocal than their Nook counterparts about the features of the product.
- It could also be that some eReader customers worked with flexible budgets. This would mean they were willing to pay a little more for the product in order to gain a significant upgrade in usability.

## KINDLE COMPLAINTS were less specific than those posted by Nook users



- When online Nook conversation was negative, this was often more specific than for the Kindle. Nook mentions were less likely to include complaints about price and more likely to bemoan poor product sales.
- Almost one third of negative Kindle mentions were marked 'other', meaning that the mentions conveyed negative sentiment without providing one of the specified reasons.
- For example, [@petalconfetti](#) tweeted: 'Why read a Kindle that looks like a book, why not just buy the book #puzzled'. Kindle's synonymy with eReaders more widely increased negative, as well as positive, coverage. Specific complaints were more likely causes of concern for brands, but were also, by their nature, easier to address.



Tablet or  
eReader?

# POPULAR EREADER FEATURES revealed a divide in product functionality

“ The size and weight [of the Nook] make it extremely portable and really enables convenient reading on the go. ”



**FORUM**  
EMPTYMT

“ The Kindle has an e-ink screen, the brilliant thing with it is it's made to look exactly like real book pages. ”



**FORUM**  
ROBERTAHILLJR

“ It works exactly as advertised, allowing you to read in bed just as easily as you would at the beach. ”



**BLOG**  
BOOK EREADER

“ The eReader also includes advanced features like highlighting, annotations, dictionary look-up automatic last page read bookmark and more. ”



**NEWS**  
TMC EDUCATION

- The first notable class of eReader features was concerned only with reading functionality. Comments referred to the convenience of reading on the move, lighting solutions for reading in bed, e-ink technology, text highlighting and dictionary look-up.
- These functions were associated with a higher-than-average proportion of Nook mentions. The implication was that the Nook was often considered an 'eReader' in the traditional sense, whereas Kindle mentions showed a preference for multi-purpose devices.

# NEW FEATURES extended devices beyond eReader functionality

“ Allowing people to [...] check email, the Kindle Fire offers a number of exciting features. ”



**NEWS**  
SBWIRE

“ [MP3 players:] because I usually listen to music while reading and the two were a natural fit for sitting on an airplane listening to music while reading. ”



**FORUM**  
SLASHDOT

“ [KINDLE OFFERS] web browsing will all the content, free storage in the Amazon cloud, Whispersync, Amazon Silk... ”



**NEWS**  
ULITZER

“ If you own a Kindle Fire, then you know it's really easy to watch video you rented or purchases from Amazon using the video tab on the home page. ”



**BLOG**  
GOTTABEMOBILE

- Models such as the Kindle Fire merged eReader functions with tablet design. The resultant devices enabled users to check email and social media, play music and videos, and store and synchronise their data.
- Though these devices were still used for reading, the Fire sacrificed e-Ink for a colour screen that allowed media playback. This design choice created a divide between models. One Teleread reviewer wrote: 'Tablets have weaned me away from the lower contrast, more blurry (compared to a tablet) e-ink screens, but I must say that I'm about the only one I know who is going with route. All of my friends prefer e-ink.'

# MULTI-PURPOSE DEVICES triggered mixed responses

“ Ah, Kindle Touch. That’s a backlit touch screen, right? I actually prefer the e-ink on the Kindle. Lasts a loooooooooonnnnnngggggg time on a charge. ”

POSITIVE



“ I’d say that E-ink was modestly better in medium light, by virtue of its brighter background; but worse in low light since there is no way to backlight it just a bit. ”

NEUTRAL



“ I believe all the e-ink readers are doomed for extinction. That includes Kindle, Nook, Sony Reader in their e-ink versions. It is a much better investment to buy a mid sized to large tablet like an iPad or Android tablet. E-ink is too slow for video playback and really bad with colors. ”

NEGATIVE



- As an e-Ink/tablet divide had emerged between models, so consumer opinion was divided. Supporters of the traditional eReaders favoured simplicity, lower price tags and improved battery life. Fans of the Nook Tablet and Kindle Fire were drawn by greater functionality.



# THE IPAD featured as an existing competitor to the Kindle and the Nook

“ If you can read the same books and magazines on an iPad [...] what’s the point of a Nook or a Kindle? ”



## NEWS

[FIERCEMOBILECONTENT](#)

“ With the iPad we finally have a platform for consuming rich-content in digital form. ”



## BLOG

[PUBLETARIAT](#)

“ Do you love a spooky, dark tale? Have a Kindle or iPad? Take a look at our Skeleton e-book available now! Fb.me/1ilzyLtDY ”



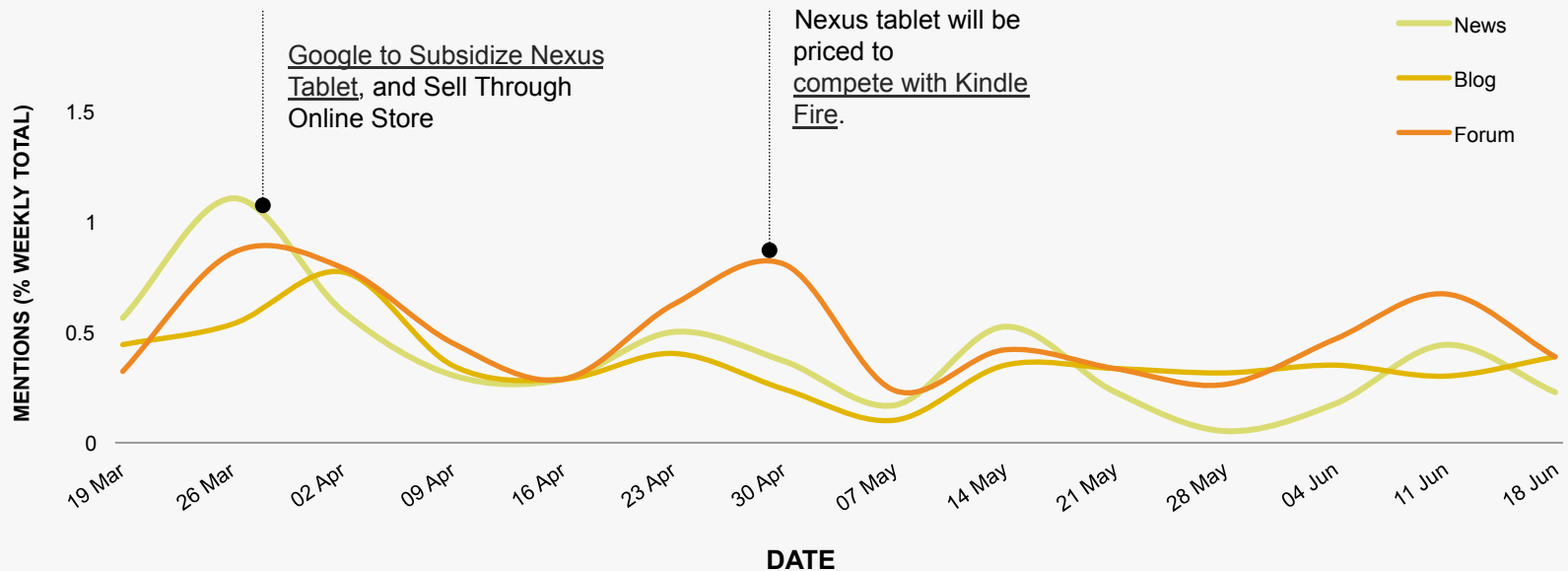
## TWITTER

[@YOURFAMTREEMAG](#)

- Over 20% of all mentions referenced the iPad to some extent. This included an overlap with Kindle discussion, as the Kindle store serves consumers on a range of portable devices. The iPad, being a tablet rather than an eReader, is also expected to have a large online presence distinct from the eReader data used in this report.
- As stated on [Daniweb](#): ‘It comes down to what you want from your gadget. Commuters may be looking for a low-cost single function item to read books and newspaper content. Others may want a full color experience with access to apps, music, video and games’.
- The iPad and the Kindle competed to a certain extent because they both offered portable solutions to consumers. This was especially the case for the Fire and Nook Tablet, which bridged the gap between Tablet and eReader. However, some viewed the distinction as intact. One consumer wrote: ‘Let Apple [...] believe that e-readers are in the same class as an iPad and that they are comparable. Completely different devices for completely different markets’.

# NEW COMPETITORS were pitched as rivals to the Kindle

## GOOGLE NEXUS TABLET MENTIONS OVER TIME



- As stated on CNET, 'the Kindle, Nook and Sony Reader are also about to be joined by close to a dozen competitors this year, according to reports from the Consumer Electronics Show earlier this month.'
- One new tablet, the Google-branded Nexus, caused a wealth of discussion on social media. One forum user described May as 'a momentous month for tablets', with rumours of Microsoft's Surface tablet also circulating.

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