



Kindle

Online Media Monitoring

Global English (inc. US), and UK only

29th March 2010 – 12th April 2010 | © 2010 Brandwatch

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Brief

Amazon's Kindle is widely considered as the leading e-reader. With the recent launch of the Apple iPad, how has the Kindle's perception been altered, in terms of pricing, usability and versatility?

Methodology

The Brandwatch Monitoring solution was used to analyse the online discussions surrounding the Kindle, the iPad and the Nook e-readers, in Global English (incl. US), and then in the UK market only. We focused on the 2 week period of 29th March – 12th April.

Search strings were created and tested to ensure the data returned was clean and pertinent, while also establishing the widest possible coverage of discussion from across the web. Overview volume profiles were established in terms of site-type share (blogs, forums, twitter, etc). Sentiment analysis was used and validated across all mentions, and coverage was broken down into positive / neutral / negative.

A second level of analysis separated discussions into particular topic issues. Topic-specific sentiment analysis was performed. The top 20 most pertinent websites on which these discussions played out were established. Finally, representative clippings of actual mentions were provided to support any findings.

Findings

The fate of the Kindle in the wake of the iPad launch is revealed by several key insights:

Price

The price of the kindle now looks far too high in comparison with the iPad cost and its feature set.

Outdoor use / readability

The analysis suggests strongly that the iPad fails in outside use, and in some cases overheats in sunlight.

Kindle application for the iPad and iPhone

Current discussions on this topic suggests that the application may still only serve to highlight the superior readability of the Kindle compared to the iPad.

Kindle touchscreen

Consumers desperately want this.

Conclusion

The Kindle is being largely overshadowed by the buzz surrounding the iPad launch. To counter this, Amazon should:

- lower the Kindle's price
- build a clearer brand differentiation, positioning the Kindle as the specialist reading device, and showing the iPad as unsuitable as an e-reader
- consider adding touchscreen capability, unless this contradicts the two points above

This study provided interesting, actionable insights within hours.

Global English volumes for Kindle / iPad / Nook

As expected, Apple's iPad launch overwhelms the specialist technology of the Kindle and Nook.

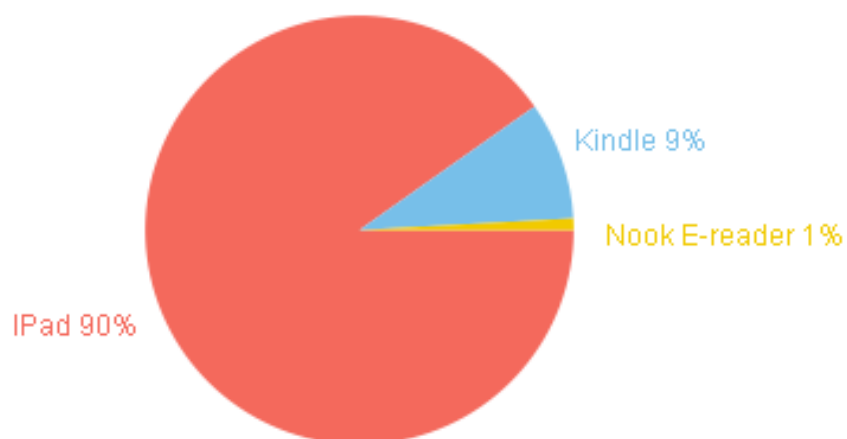
The domination in coverage of the iPad, as emphasized dramatically in these initial overview charts below, sets up the following question: is the Kindle regarded as fulfilling a user requirement – reading well and comfortably – that is completely unachievable with the iPad, and to the extent that the iPad's popularity does not and will not affect Kindle's prospects?

Data Table

Apples enviable and insurmountable interest-attracting product launches continue with the iPad. It drowns out, in sheer volume alone, Kindle and Nook discussion:

Name	Volume	Share
iPad	218893	90%
Kindle	21606	9%
Nook e-reader	2096	1%

Pie-chart

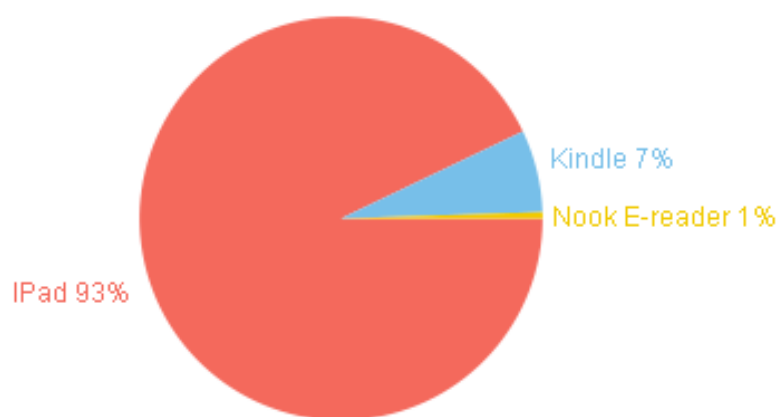


UK Volumes for Kindle / iPad / Nook

Data Table

Name	Volume	Share
iPad	9538	93%
Kindle	677	7%
Nook e-reader	52	1%

Pie-chart



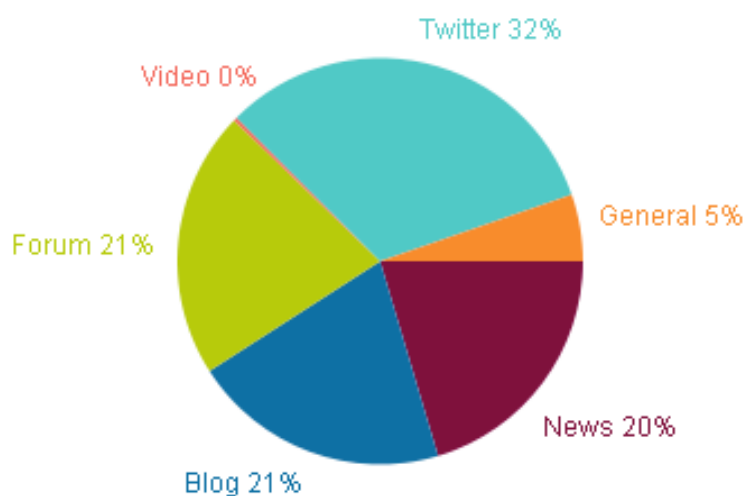
Kindle Volumes by Page Type - UK

Twitter dominates. A majority of tweets link to review news articles and blog reflection of the kindle, driven by the launch of the iPad: 381 of all 677 mentions discuss the kindle in relation to the iPad, and of all 288 tweets in the last 2 weeks, 103 refer to the iPad.

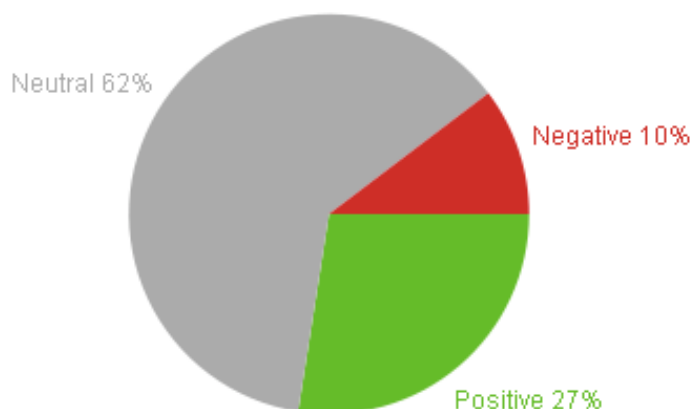
Data Table showing Page Type Volumes and Share in the UK

Category	Volume ▾	Share
twitter	218	32%
forum	144	21%
blog	139	21%
news	138	20%
general	36	5%
video	2	0%
Total	677	

Pie-chart



Kindle Sentiment - UK



Kindle Topics

The displays below denote relative size of topic contexts in which the Kindle is discussed. Conversation is dominated by comparison with the iPad, and the iPad's impact on the Kindle's prospects. Amazon's **Kindle application** for **iPad** and **iPhone** also feature very significantly, as Amazon seek to 'fold in' to the anticipated iPad success story. The Barnes and Noble Nook, trails in exposure at present.

A key, and perhaps deciding factor around the question of Kindle's status as a dedicated e reader is it's usability '**outside**', '**outdoors**' and in '**sunlight**'.

Topic Cloud

Barnes & Nobles Brilliant Idea cheaper competition expensive Harry Potter
House Independent integration **ipad** ipad and kindle **kindle**
kindle 2 kindle and iphone **kindle app for iphone** kindle data Kindle DX
Kindle Ebook Reader Kindle Edition kindle killer Noble **Nook** outdoors **outside**
San Francisco Sergio Social media **Sony** sun light sunlight **update**
Wireless reading device **£300**

Kindle Topics, with Sentiment and Page Type Breakdown

Phrase	Volume ▼	Pos%	Neg%	Neu%	News%	Blogs%	Forums%	Videos%	Twitter%	General%
ipad	405	19%	13%	68%	35%	20%	19%	0%	20%	5%
kindle	294	19%	5%	76%	18%	20%	27%	0%	31%	4%
ipad and kindle	145	22%	36%	42%	28%	24%	8%	0%	36%	5%
kindle app for iphone	145	37%	6%	57%	39%	23%	28%	0%	3%	6%
Sony	91	24%	4%	71%	27%	27%	30%	1%	10%	4%
update	62	23%	3%	74%	32%	34%	23%	0%	8%	3%
£300	58	19%	0%	81%	47%	14%	26%	0%	0%	14%
outside	53	6%	4%	91%	30%	26%	32%	0%	6%	6%
expensive	45	4%	0%	96%	24%	24%	38%	0%	7%	7%
kindle 2	43	35%	12%	53%	16%	12%	19%	2%	40%	12%
kindle and iphone	39	13%	10%	77%	18%	13%	26%	0%	33%	10%
cheaper	37	14%	0%	86%	16%	19%	51%	0%	3%	11%
competition	35	17%	0%	83%	40%	23%	26%	0%	6%	6%
Noble	29	14%	3%	83%	21%	31%	17%	7%	17%	7%
Nook	27	19%	11%	70%	11%	26%	15%	7%	33%	7%
House	25	12%	0%	88%	40%	16%	40%	0%	0%	4%
Barnes & Nobles	23	13%	4%	83%	13%	35%	13%	9%	22%	9%
sunlight	21	90%	0%	10%	52%	38%	5%	0%	0%	5%
Kindle DX	20	25%	0%	75%	20%	25%	20%	0%	15%	20%
Independent	11	9%	0%	91%	55%	27%	18%	0%	0%	0%
Brilliant Idea	7	71%	29%	0%	0%	0%	14%	0%	43%	43%

Topics are dominated by general iPad-related contexts, followed by iPhone and then the kindle application for iPad. The kindle gains favour over iPad in the context of 'sunlight' and 'outdoors': the iPad is understood as not suitable an outdoors reader. The question remains, though, whether this central attribute of the kindle can position it outside a losing competition with the iPad.

Actual Mentions, by Topic:

Topic: iPad and Kindle

Negative

Update: ipad Vs. Kindle 2: ereader Showdown <http://bit.ly/cFFkWc...> Kindle Owners Already Wishing They Had An iPad Instead <http://bit.ly/ahkyX8...>

[...loved my Kindle until last Monday - wow - iPad offers so much more\)... 2. iAds will change mobile advertising. Really excited by what they're doing, and think the revenue formula interesting for small...](#)

The Kindle only arrived in the UK last year. Research at #UCL shows that the penetration of e-book readers is minimal in comparison to ipods...

...Personally, i think the iPad has owned the eBook/ eReader market on release. There's no way i would buy the Amazon Kindle over Apple iPad.....

Neutral

[iPad hype reaches fever pitch as queues form outside Apple stores | Mail Online...with a full keyboard, DVD drive, USB jacks, camera-card slot, camera, the works.' The reviewers were split over whether the iPad could topple Amazon's Kindle as the most popular eReader on the market...](#)

I want one, but I'm going to hold off for the reviews. Same here, I was all set to buy a Kindle not too long ago but I'm going to wait and see how the ipad does...

Not sure about whether iPad will kill Amazon's Kindle e-book reader, since it can do e-books AND a whole lot more. However, Amazon clearly sees Kindle as a service as much as a device, as shown by its...

At the end of the day, if you're looking for something that will give you a great internet browsing experience, calendar, music etc.. and READING on the side then the iPad is your best bet. But if you are looking to read all the time then the kindle is your best bet.

Positive

i would buy the kindle b/c of battery

Topic: Kindle Application for iPad

Neutral

Amazon's Kindle eBook reader has been updated for iPad, in the app store now...

Amazon Reveals Kindle iPad App, Dooms Its Own E-Reader?

Of course, Kindle for the Mac will have no bearing on the iPad, as we already have Kindle for the iPhone which runs on the iPad! ;-)...

Topic: £300

Negative

awesome review!!!! I totally agree with you, ipad is the winner. I own a kindle and it is just so boring! Ipad has similar pricing and more features, so it is obviously a better choice.

A Kindle price drop would make things a lot more interesting (for me at least). The iPad apparently weights a ton after reading for a while...

PC World News: With The iPad's Arrival, Is The Kindle Suddenly Too Expensive?
<http://ow.ly/16Xk6H>

..it can't do and they tend to overlook the potential of the device. I personally have wanted a Kindle since it was available to the UK. I stayed away because I could not justify paying the asking...

Neutral

Woohoo! Kindle for Macs! This could get expensive... (Though undoubtedly cheaper than an iPad.)..

Topic: Sunlight – iPad overheats?

Positive

...went outside today since it was nice here in Rhode Island. (about 83 degrees sunny) After reading on my iPad about 20 min I get warning stating shut down because of the heat. You gotta be kidding me...

...from the screen compared with e-ink screens, I found no trouble with it and the brightness can always be adjusted. Using the iPad outside in bright sunshine was a problem but I still prefer it to any e-reader

...was not used in direct sunlight while another forum user, called 'wiresandstraps' confirms the same problem with his device. "I just returned my iPad for the same reason... the message appeared 8 times in 5...

York Times said the device's 1.5lb weight was too heavy for reading compared to Kindle's 10oz. He added: 'You can't read well in direct sunlight' and 'You can't read books from the Apple bookstore...

Why didn't you compare then under direct sun light? you can't see a thing on the ipad. and if you like the big screen you should try the DX then.

this is like comparing apples and oranges — the ipad is far more stylish but, as an e-reader, the kindle 2 wins hands down.

How about you spend a two hours reading a book on the ipad on day 1, and then two hours reading on the kindle on day 2, and compare eye strain? I'd be interested in a real use test.

[..Ooo so you can see two pages at a time? You get more text on a single page of the kindle!...](#)

...@drwave Wanted to ask you re: iPad - how does it compare vs. Kindle for reading, given its backlit? Is that an issue?...

Negative

...just pawed and poured over the new iPad. It really is cool. Reading is much better than on Kindle or Sony....

...RT @LanaBeckwith: Just played with an iPad. Genuinely awesome, amazing colour and a brilliant reading experience, much better than Kindle...

Topic: Rental idea for Kindle

Dear Amazon: Kindle books are great; book samples are good but a rental system would be amazing....

Other: Kindle MAC is intel only / Kindle needs touchscreen

It seems the new Kindle for Mac application is Intel only. Unimpressed, though it does mean no reading while at work. Probably a good thing....

.When do you think Amazon Kindle to come out with a touchscreen ... <http://bit.ly/bRtd0c...>

*.....some eBook stats courtesy of the bookseller. 27,172 titles sold on waterstones.com.
706,086 Kindle titles sold on amazon.com....*

...eReader on holiday, or on the train, knowing that you have your whole library to choose from seems like a brilliant idea. I still feel that no-one has developed the perfect eReader yet though. I am..."

Company Details and Document Limitation

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