

ne News Page

News Release

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In a straight e-reader fight, Kindle beats the iPad Physical books not consigned to history

A survey of over 1000 US and UK users by news navigator www.OneNewsPage.com found the Kindle scored strongly over the iPad as an e-reader.

Although OneNewsPage's users admitted the iPad was "more compelling" than the Kindle because of the iPad's multi-functionality, if it came to a straight head-to-head choice between e-readers, almost two thirds (64%) preferred Amazon's Kindle to Apple's iPad.

Interestingly, 16% of the OneNewsPage survey sample said they owned both a Kindle and an iPad, two of the best selling e-readers on the market.

Winning the e-reader popularity contest wasn't the only good news for Amazon. Amazon was seen as the likely victor in an e-book marketing battle with Apple – albeit by a very small 2% margin. Fifty-one percent said their money was on Amazon to win the e-reader battle, versus 49% who were backing Apple.

Despite sales of e-books outselling hardbacks on Amazon for the first time, OneNewsPage users felt the physical book has a healthy future. Almost three quarters (73%) believe there is still a place for physical books.

But perhaps the most surprising finding of the OneNewsPage survey was that e-books are now more popular than paperbacks for reading on holiday.

Again, while there was little in it, fifty three percent preferred to pack e-books rather than paperbacks for their beach reading.

Dr Marc Pinter-Krainer, CEO of One News Page, says:

“The e-book has come of age. The Kindle has built a strong position as a specialist e-reader. Its new version is considerably cheaper and lighter than the iPad, which may explain why two thirds of our users preferred it to the iPad as an e-reader.

“That said, it’s clear the iPad as an e-book platform is already giving Amazon a stiff challenge and there’s everything to play for as Apple only launched the iPad in March this year.”

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Notes

The e-reader market is dominated by Amazon’s Kindle, which is believed to have a between 60% and 80% share (the total market size is difficult to quantify).

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