1971 – Project Gutenberg – UI created an electronic library in plain text format with 10,000 books.

Bob Gunner published his comic books & horror book in ASCII text file format through member downloads libraries at Prodity and America Online.

1984 – Organiser, a type of PDA released by Psion, had a full keyboard

1987 – Eastgate Systems published its 1st hypertext fiction work named afternoon & was available on floppy disk

1990 – Serendipity systems created an e-book display program called PC book. Had numbered pages & bookmarks

1992 – DOS based books was converted to Windows compatible edition. First PDA launched by Apple Inc. – Apple Newton. Could take notes, create address book & arrange data. Format: Rich Text Format, Microsoft Word, Microsoft Excel, Microsoft Works, and many more.

1993 – BiblioBytes launched a website to e-books over the internet

1994 – Format changed from plain text to HTML

1995 – Amazon launched its website.

1996 – Nokia (9000 Communicator) & Palm launched their own PDAs

1997 – B&N opened a store on America Online – the largest ISP & high trafficked information hub with 400,000 books: more than Amazon. Signed agreements with Lycos search results to have its product listings. Was working a deal with NYT to become their exclusive online bookstore (*Not sure if this deal went through, NYT supposed to have B&N books in bestseller lists, independent booksellers protested.)* .

1998 - First e-book reader: The Rocketbook – 1997, Martin Ebenhard & Marc Tarpenning (NuroMedia)

1999 – Simon & Schuster became the 1st trade publisher to sell eBooks& print format.

2000 – Fictionwise opened a website & sold books in ePub, eReader & MobiPocket format in DRM-encrypted & unencrypted books. Books could be read on PCs & PDAs.

Microsoft Reader created (PC & PDA), Microsoft & Amazon collaborate enabling customers to download their eBooks on to PCs and handhelds. Lawsuits launched against Napster.

Issues with PDAs:

* E-book readers were suboptimal – light emitting displays were uncomfortable to read.
* Small, low-resolution screens displayed a limited amount of text.
* Average reading speeds were 25% lower than reading from a piece of paper.

Challenges e-books faced early on:

* Platform dependence was a concern.
* Conflicting set of e-books formats.
* Publishers were reluctant owing to debacle of online music sharing apparatus: Napster
* Demographics – 18,24 read less books, >75 weren’t tech savvy.

Price Wars:

Amazon – Kindle - Kindle Format 8 (AZW3), Kindle (AZW) (Supports TXT, PDF, unprotected MOBI, PRC natively; HTML DOC, DOCX, JPEG, GIF, PNG, PMP through conversion; Audible audio format (AAX))

Barnes & Noble – Nook – eReader format (supports ePub & PDF)

Borders – Kobo – compatible with a variety of formats like ePub, PDF, TXT, HTML, Mobi, JPEG, BMP, PNG, TIFF, & GIF

Kindle was launched in 2007, Nook in 2009, Kobo in 2010.

2010 scenario:

Kindle - $289

Nook - $259

Kobo was introduced at $149

Response:

B&N released a Wi-Fi only Nook at $149, Kindle dropped prices to $189.

2011:

Kindle announced a low-end advertising supported Kindle. Books could be bought at $25 discount in exchange for ads (screensavers). Priced at $114.

Current Scenario:

Nook Table (Not available) - $49.99

Kobo Aura Walmart edition - $49.99

Kindle Basic - $59.99

Kobo Clara HD - $119.99

Barnes and Noble Nook Glowlight 3 - $119.99

Pocketbook Touch Lux 4 - $139