

E-reader perspectives

a telco point of view

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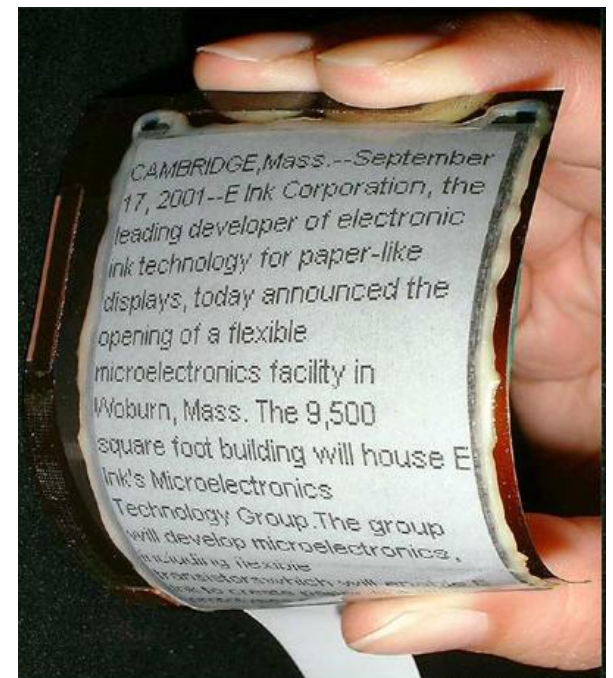


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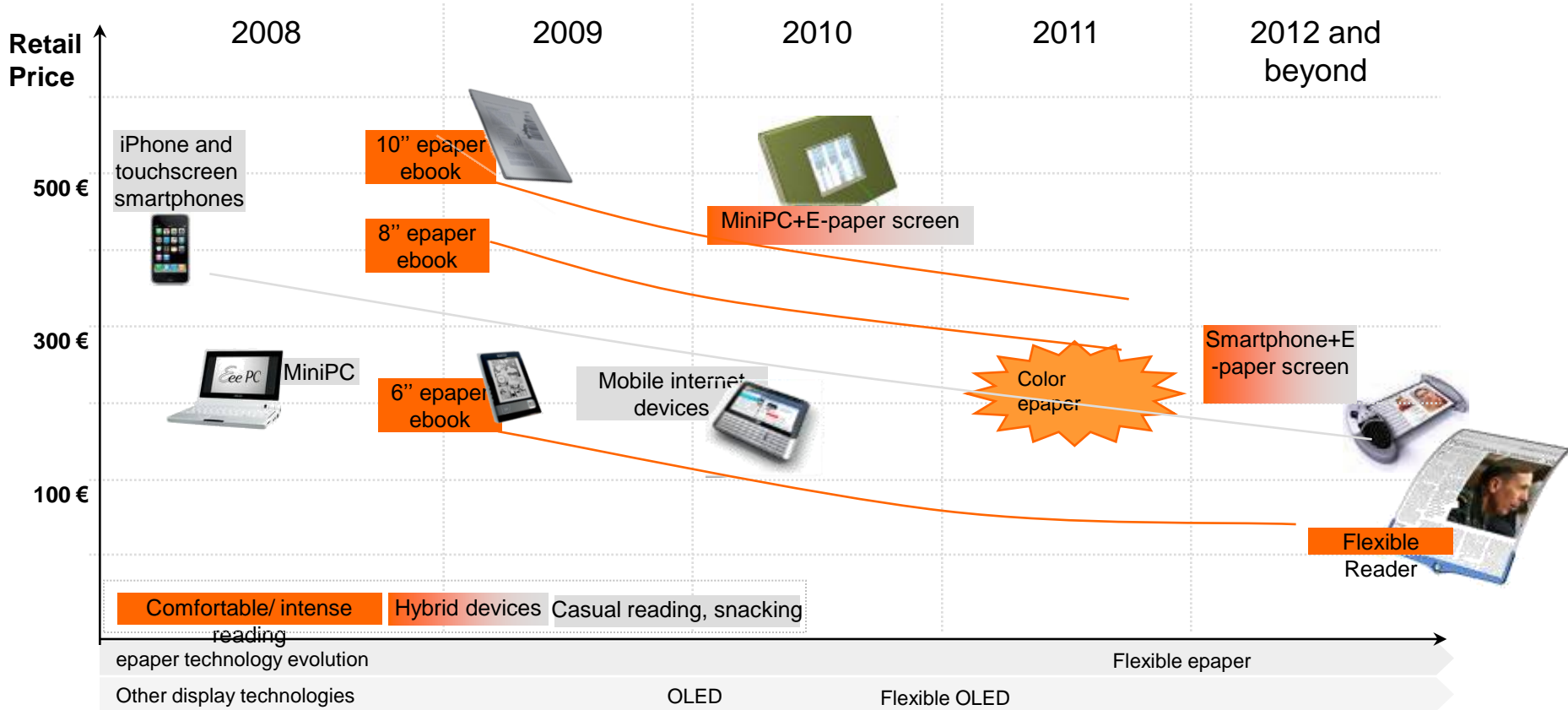
e-Paper: what is it?

- It is a display designed to mimic the appearance of ordinary ink on paper
- Some characteristics of e-Paper displays:
 - They reflect natural or artificial light similarly to ordinary paper as opposed to LCD displays which use backlighting to illuminate pixels => **No eye strain**
 - They can hold text and images indefinitely without drawing electricity
 - => **thousands page-turns autonomy**
 - In the long term, with flexibility and writing capabilities, **epaper could replace paper in many applications**



Source: E Ink Corporation

Many devices will support mobile reading services



Today 2 kinds of reading usages:

- web-like: "snacking" and "surfing" => navigation is key
- paper-like : deep reading => comfort and readability are key
- Are comfort and willingness to pay linked ?

Key customers learnings from our Read & Go pilot in France

1. An overwhelming acceptance of the e-paper device
2. Read & Go is associated with the pleasure of paper reading
3. Read & Go kiosk responds to demand of choice & diversity of premium quality contents
4. Consumers want the paper version look & feel with digital features (interactivity, customization...)
5. Mobility : Read & Go gives the freedom of connected device even abroad
6. Books are complementary to press reading
7. Read & Go intensifies reading habits and is a strong competitor to free press
8. Readers are willing to pay and commit into subscription if it makes the device cheaper
9. Readers want a relevant discount on digital contents
- 10. BUT a lot remains to be done on the device and on the content side**

Source : Pilot, Focus Group, Survey FR

thank you

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