

The Analysis of E-book Business Models in Taiwan

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Abstract. Cloud network environment has been mature and smartphones have been popular. In 2015, FIND (foreseeing innovative new digiservices) investigation indicates that smartphone popularity rate with 73.4% and tablet popularity rate with 32% [1]. It can realize that e-books' trend will not be ignored. Recently, more and more publishers trend to develop e-books. There are many various business models of e-books. We choose three platforms in Taiwan, such as Hyread e-books, Pubu and Readmoo. In this study, we will analysis their business models.

1 Introduction

The electronic book (or e-book) is “an electronic version of a printed book that can be read on a computer or handheld device designed specifically for this purpose” [2]. You can bring it anywhere conveniently and immediately to download or to buy [3-4]. People can read e-books with many devices such as tablet, note-books, smart phone or e-ink. Besides, the e-book has lower switching costs and inventories for firm [4]. Therefore, price is cheaper than a physical book.

E-books industry includes content provider, service platforms and reading devices (Fig. 1.) [5]. These three elements are considered as radical components of forming a successful E-book industry [6]. There are many service platforms in Taiwan, such as Hyread e-books, Pubu and Readmoo, etc. In this study, we focus on analyzing their business model to find their advantages which can bring revenue growth to the company.

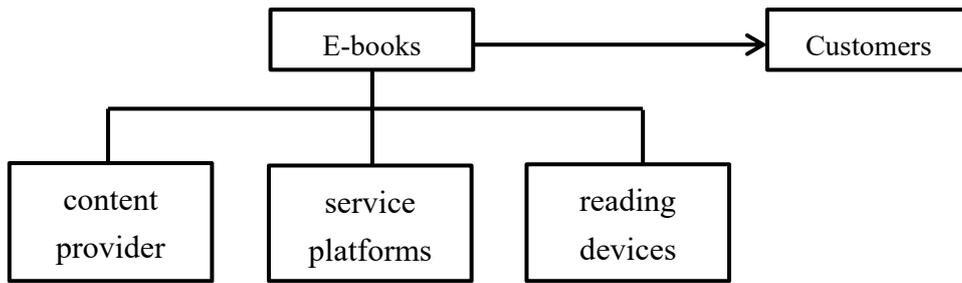


Fig. 1. E-book industry member

2 Analysis business model of e-book

2.1 Hyread e-books

Hyread has been developing from cloud e-books to cloud library services. It has four types that include buying e-books, borrowing e-books, reading joyful and library services. Buying e-books has permanent reading authority. You can choose Hyread points, credit cards and web ATM to pay orders (Fig. 2.). Borrowing e-books is a special model. It can attract people who don't want to pay more money for e-books. If you want to borrow e-books, you have to pay Hyread points. The deadline of a book is 14 days. The deadline of a magazine is 7 days (Fig. 3.). The reading joyful is a borrowing e-books platform that collaborates with specific banks. If users cooperate with one of banks, they can use earning bonus to borrow e-books. Besides, you must have specific library account, you can use the cloud library services includes national, university, senior, etc. about 612 that had collaborate with Hyread.

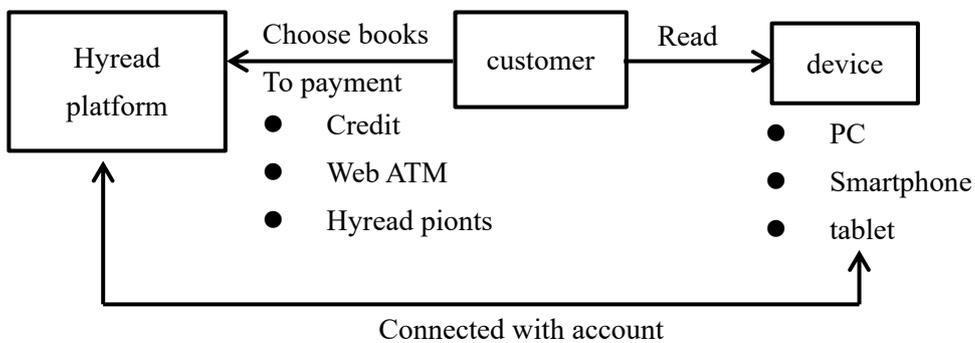


Fig. 2. Buying model

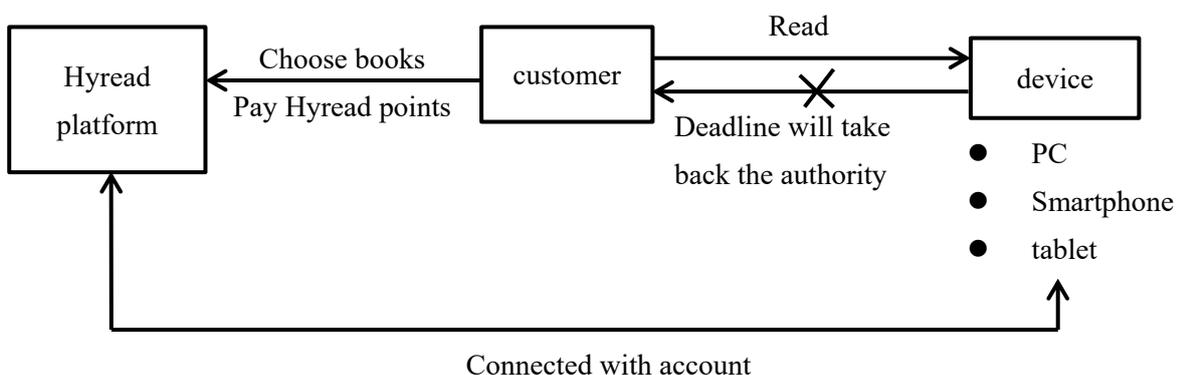


Fig. 3. Borrowing model

2.2 Pubu e-books

Pubu is abbreviation for "publish yours". Publishing your works is no longer a dream. Everyone can publish books on the platform that are not limited by publishers.

Pubu e-book provides books, magazines and electronic newspapers. There are a lot of payments, such as paypal, alipay, credit card, ATM remittance, etc. You have two kinds of choices. One is single buy, and the other is "unlimited books plan in month". If people want to read more different types of books, "unlimited books plan in month" will be a good choice (Fig. 4).

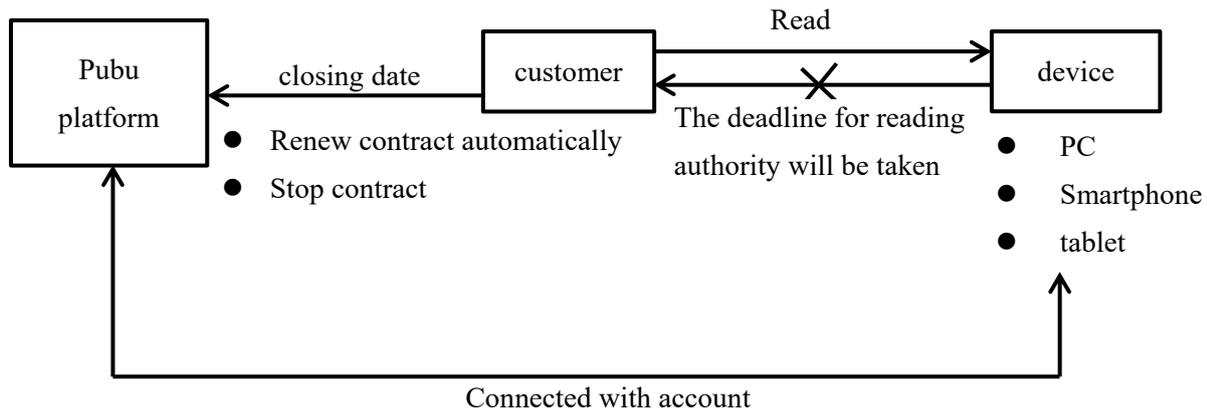


Fig. 4. Unlimited books plan in month model

2.3 Readmoo e-books

Readmoo is different from Hyread e-books and Pubu. It includes social reading which is everything that surrounds the experience and behavior of reading e-books (Fig. 5.) [7]. You can buy e-books, share experience of reading and give books as a present to your friends by them. Additionally, the platform will provide personal reading achievement records. You can pay "cow coins" as points, use credit cards and web ATM, etc. There are two special models. One is "love reading 999" the other is "enjoy reading 99". The first model is "love reading 999". If you join the member, you have to pay NT\$999. Then you will earn six points. Each point can exchange an e-book below NT\$250. Two points can exchange an e-books between NT\$250 and NT\$500 and so on. The second is "enjoy reading 99". If you pay NT\$99, you will have ninety-nine classic old e-books. The deadline is ninety-nine days.

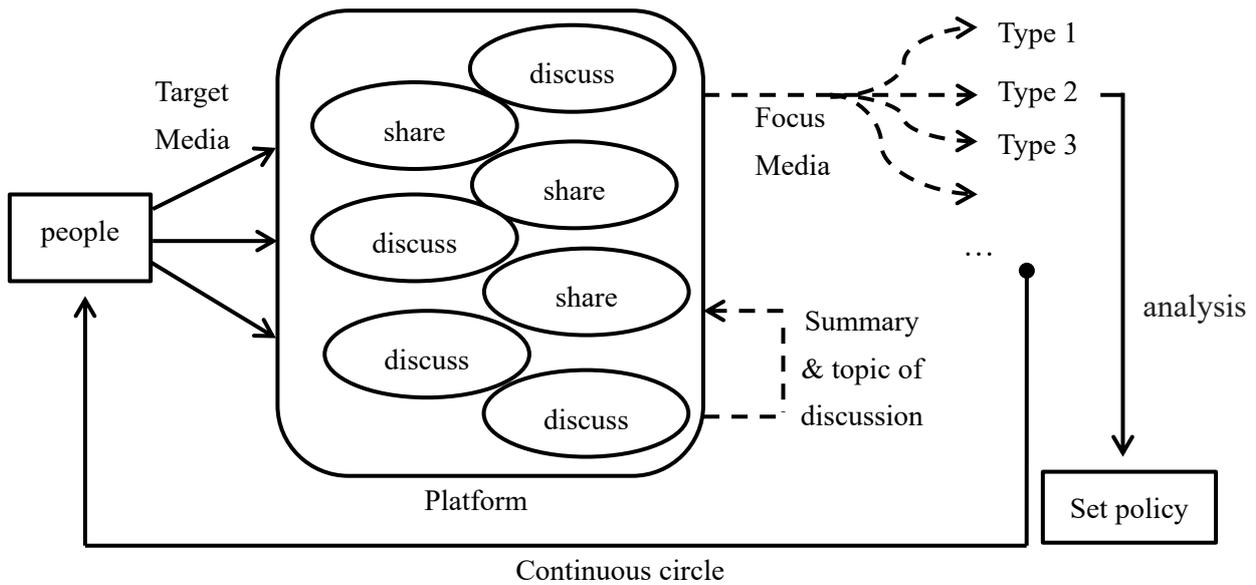


Fig. 5. Business model of social reading

3 Discussion

This study is clear understanding their business model. They have different payments. Especially, Hyread and Readmoo have self-points, but Pubu doesn't. Some platforms provide preview e-books, free e-books and reading offline (Table 1). Every platform has special business model that attracts different kinds of people.

It is worth mentioning that Taiwan government doesn't have specific law to protect e-books industries. E-books have to prevent pirated copy and DRM [2].

Table 1. Comparison of e-books platform

e-book platform	Login account	Payments	reading types	Preview e-books	Free e-books
Hyread	1.Hyread eBook	1.Credit cards	1.Reading online	22 pages	No
	2.Facebook	2.WebATM	2.Reading offline		
	3.Google	3.Hyread points	3.APP		
Pubu	1.Pubu	1.Credit cards 2.ATM remittance 3.Store payment	1.Reading online	10%	No
	2.Facebook				
	3.YAHOO				
	4.Sina				
	5.Weibo				
Readmoo	1.Readmoo eBook	2.Cow coins	1.Reading online	1.more than 10% 2.chapter(s)	Yes
	2.Facebook	3.WebATM	2.Reading offline		
	3.Google	4.ATM remittance	3.APP		
		5.Store payment			

4 Conclusion

Recently, e-books have had many categories, and they are more portable than physical books. It can be satisfied with all people and different stages of life. Additionally, environment protection is rising awareness. More and more people notice it. It is important issue to reduce deforestation. E-books will be trends in the future.

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