



# The Future of Print

Tuesday, May 3, 2011

4:00 PM - 5:15 PM



# From turtle shells, stone to paper

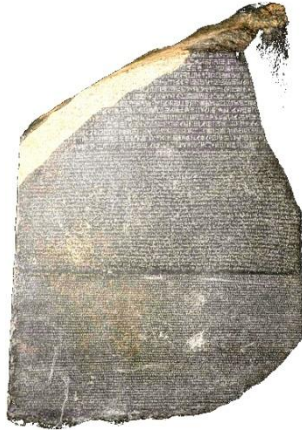
Oracle bone  
(13<sup>th</sup> century BC)



Rosetta Stone (196 BC)



Diamond Sutra (868 AD)



# From printing press to computers

**Gutenberg's  
printing press  
(15<sup>th</sup> century)**



**Personal Computer  
(1970's)**



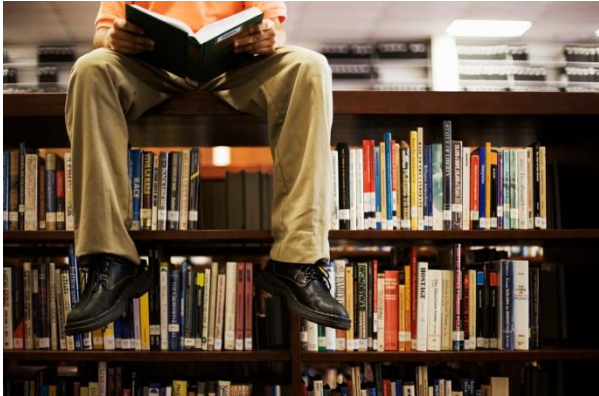
**iPad (2010)**





# Where is the printing industry heading?

## Obsolete?



## Future of print?



# Who still reads printed newspapers?

*The young, the middle-aged, and the old*



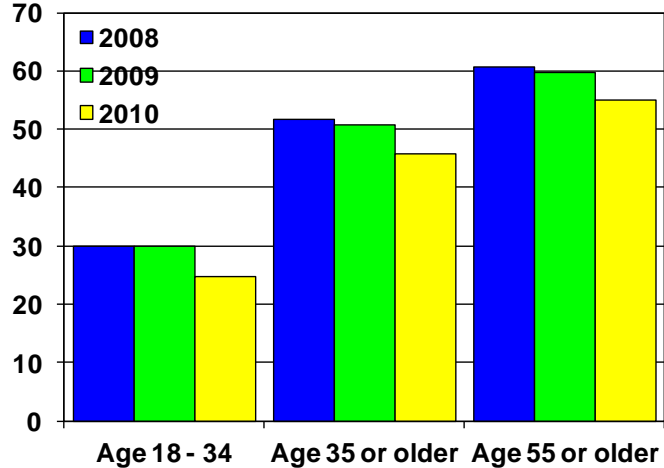
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Source: Newspaper Association of America.

## U.S. daily newspaper (print) readership

Percent



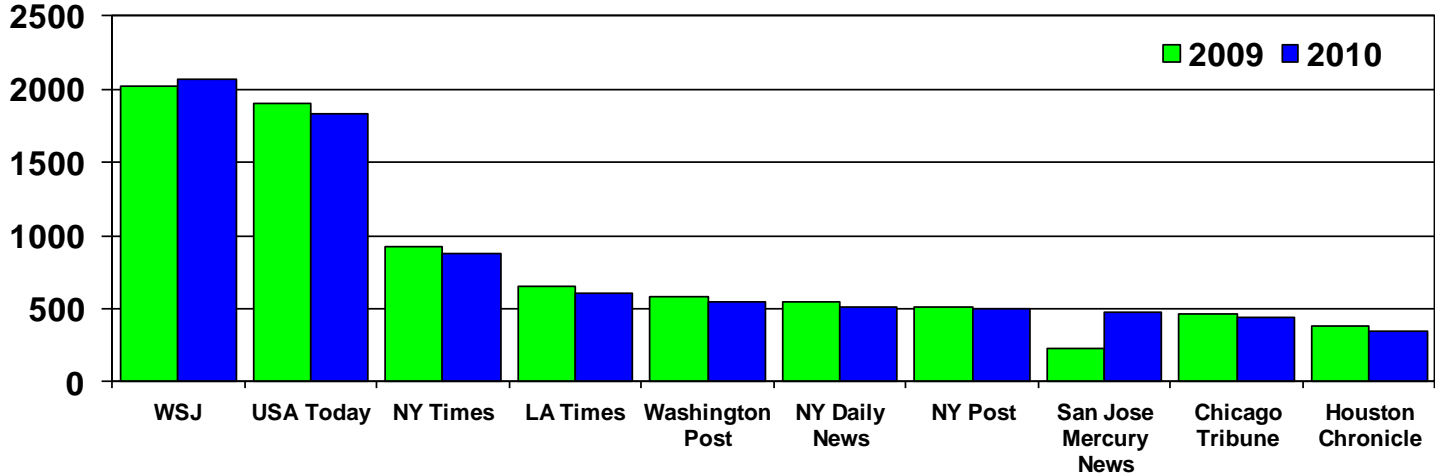
# Newspaper circulation

*U.S., 2009 and 2010*



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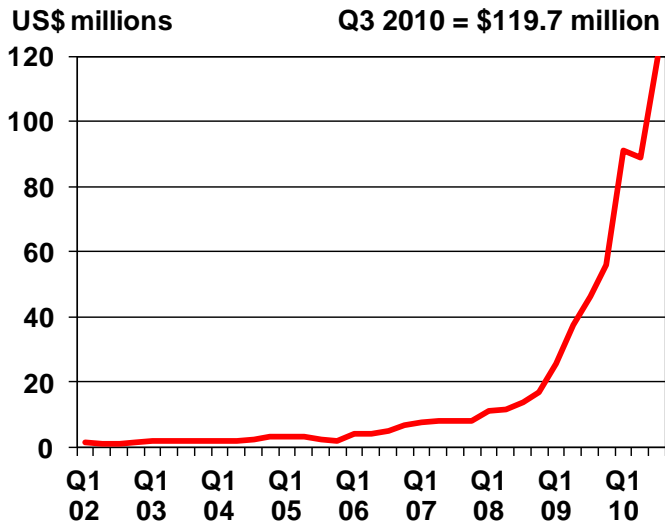
Thousands



Source: Pew Research Center's Project for Excellence in Journalism.

# E-book: a skyrocketing market

*Trade wholesale electronic book sales, United States*



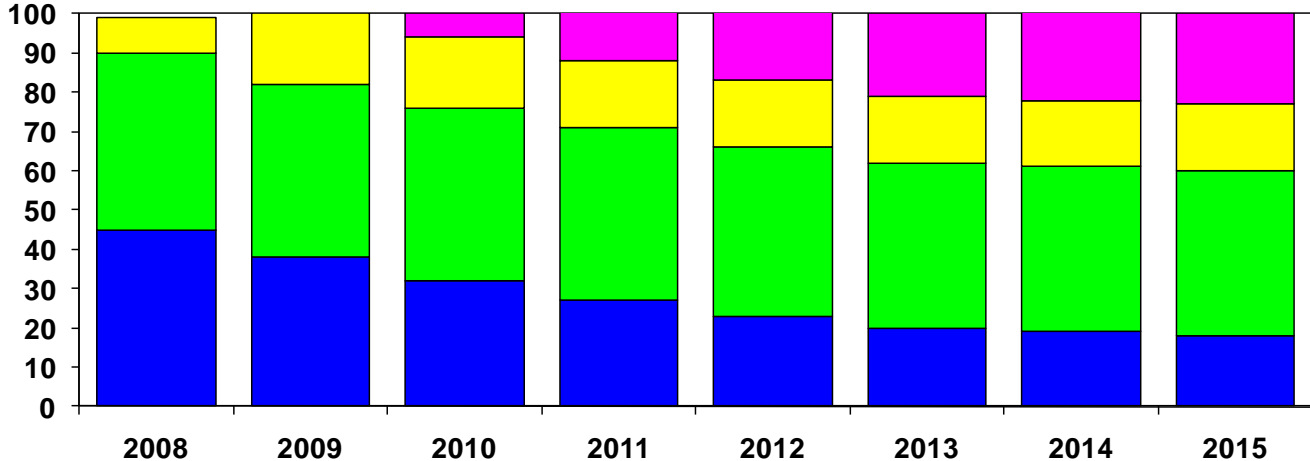
# Tablets will take 1 in 4 PC sales by 2015

*Percentage of PC unit sales, United States*



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Percent ■ Desktop sales ■ Notebook/laptop sales ■ Netbook/mini PC sales ■ Tablet PC sales



Source: Forrester Research eReader Forecast, GigaOM.



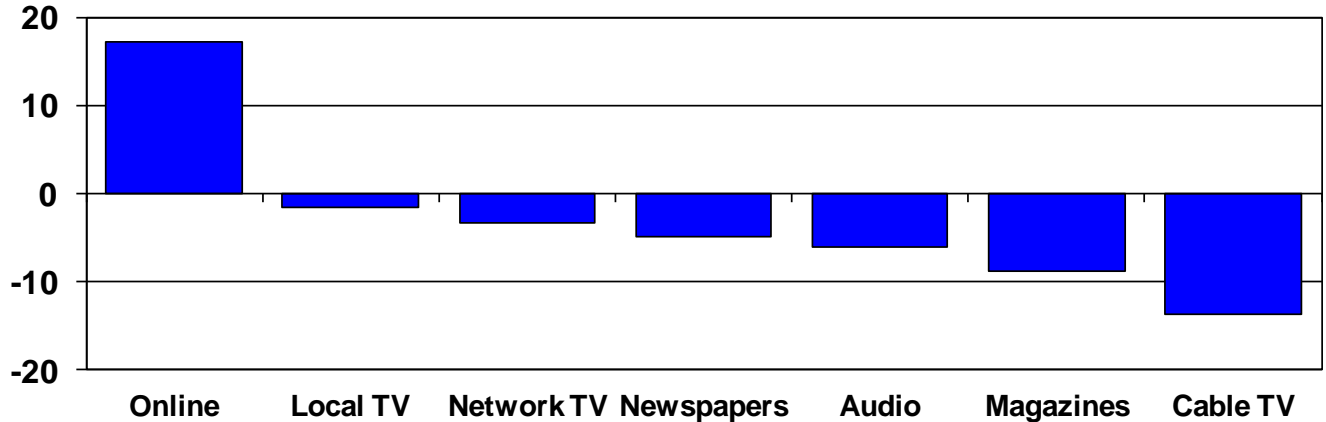
# Audiences are turning to the Web

*Percent change in readers/viewers, 2009-2010*



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## Percent change



Sources: Nielsen Media Research, Pew Research Center for the People and the Press, Audit Bureau of Circulations.

# 360° e-publishing



Publishing across all channels and devices to meet the needs of authors and consumers.

E-riginals

Publishing Partnerships

author  
brands

Film and Digital Entertainment

Digital Marketing Platform

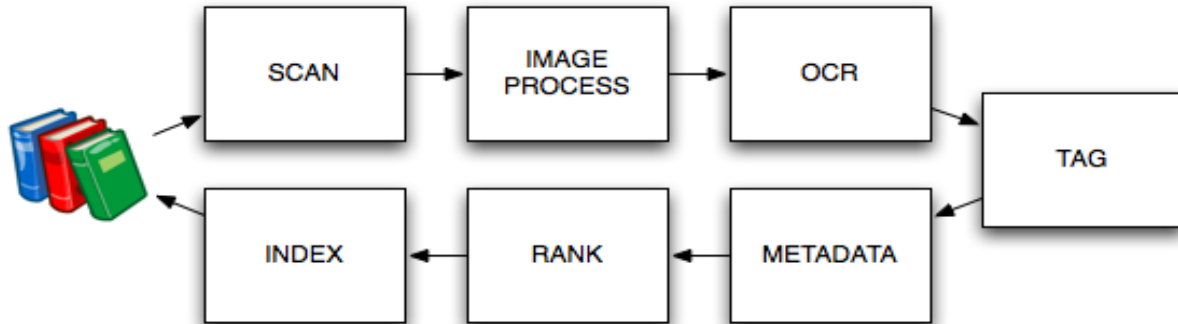


## Google Books – vital stats

- Number of books scanned: over 15 million
- Number of pages: over 5 billion
- Number of words: over 2 trillion
- Libraries: 40+
- Publishers: 30,000+
- Languages: more than 400
- Earliest book: 1473

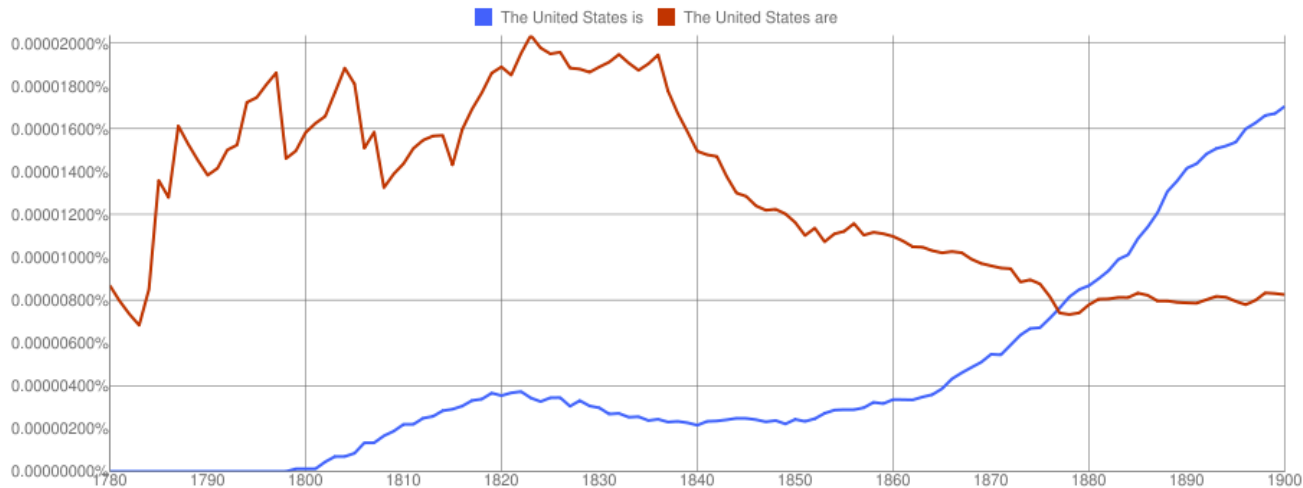


# Google Books in a nutshell



# Google Books Ngram Viewer (more!)

Graph these **case-sensitive** comma-separated phrases:  between  and  from the corpus  with smoothing of  .







# Digital rights

