

Raziskava trga elektronskih knjig: trendi v ZDA in državah Evropske unije

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Povzetek

Izvleček

Namen: Namen članka je prikazati pregled raziskav o prisotnosti elektronske knjige na knjižnem trgu, trende in razvoj, kot tudi opozoriti na težave, s katerimi se srečujejo strokovnjaki na tem področju v državah Evropske skupnosti.

Metodologija/pristop: Članek analizira domačo in tujo literaturo ter spletne strani ponudnikov elektronskih knjig, da bi tako dobili pregled o trenutnih poslovnih modelih v državah, omenjenih v besedilu.

Rezultati: Prve on-line knjigarne, ki so se pojavile v Združenih državah Amerike v 20. stoletju, so omogočile vstop elektronskih knjig na tržišče. V današnjem času je elektronska knjiga sestavni del založništva, knjigotrštva in knjižnične dejavnosti povsod po svetu. Ekonomski kazalniki kažejo na stalno naraščanje prihodkov od prodaje elektronskih knjig in tehnologije v ZDA in Evropi. Članek prinaša razlago termina "elektronska knjiga" ter prikazuje, da se mnoge države zanimajo za nakup in uporabo elektronskih knjig, da bi lahko sledile zahtevam tržišča.

Omejitve raziskave: Elektronske knjige in z njimi povezani poslovni modeli se stalno spreminjajo. V knjižničarstvu je to najbolj vidno v splošnih knjižnicah, ki so hkrati kupec in posrednik elektronskih knjig svojim uporabnikom. Stalno smo priča novim poslovnim modelom, novim kombinacijam in pristopom pri ponudbi teh novih medijev.

Izvirnost/uporabnost: Poslovni model ponudbe elektronskih knjig je zanimiv za mlade bralce, knjižnice, založnike, avtorje, knjigarne, itd.

Prispevek: Članek prinaša pregled najnovejšega stanja na trgu elektronskih knjig ter lahko služi kot osnova za nadaljnje raziskave.

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Growth Drivers: North America & Europe. Increasing demand from healthcare sector. Rise in content digitization. LMS switching to cloud-based systems. Asia Pacific & Latin America. Growth in higher education sectors. Corporates upgrading their training programs. Corporates operating in the European market are expected to train both new and existing employees using e-learning solutions. Focus on providing extensive learning options to remain as the key strategy of industry players. The market research report on e-learning includes in-depth coverage of the industry with estimates & forecast in terms of revenue in USD from 2015 to 2026, for the following segments: Market by Technology. Online e-learning. The analysts forecast the E-books market in Europe to grow at a CAGR of 4.58% during the period 2018-2022. Covered in this report The report covers the present scenario and the growth prospects of the E-books market in Europe for 2018-2022. To calculate the market size, the report considers the revenue generated from the sales of E-books. The market is divided into the following segments based on geography: France. Commenting on the report, an analyst from the research team said: "The latest trend gaining momentum in the market is emerging formats for publishing e-books. Publishers are offering e-books compatible with different ebook readers and devices to significantly drive the popularity of e-books. Global Corporate E-learning Market Research Report, by technology (Web-Based, LMS, Learning Content Management Systems, Podcasts, Virtual Classrooms, Mobile E-Learning), by training type (Instructor-led & Text based, Outsourced) - Forecast till 2022. ID: MRFR/ICT/0872-HCR | September 2020 | Region: Global | 100 pages. Market Synopsis, Internet technologies and the advent of e-learning applications in many organizations have made a fundamental difference in the way organizations deliver training and development content, activities and experiences to their employees. Table27 North America Corporate E-Learning Market, By Training Type. Table28 Europe: Corporate E-Learning Market, By Country. New trends in e-commerce, including the use of technology like the internet of things, will help the industry grow. The e-commerce industry is continuously growing worldwide. With each passing day, new e-commerce markets are emerging and established markets are reaching new milestones. Here we have taken a look at the world's biggest e-commerce markets (in terms of sales) by country and the state of the ongoing e-commerce trends there. 1. China. Today, China is the world's biggest e-commerce market, led by e-commerce subsidiaries of the Alibaba group, namely Taobao, Alibaba.com, Tmall