

**Acknowledgements and outlooks from the studies and taskforces
for the Forum d'Avignon 2010**

The digital book : toward a value creating model ?

Study Bain & Cie for the Forum d'Avignon 2010

Taskforce with patrons and partners of the Forum d'Avignon run by Patrick Béhar and Laurent Colombani, Hervé Digne, Alain Kouck, Laure Kaltenbach and Alexandre Joux from May to October 2010

Main acknowledgments

By 2015, digital books will account for 15-20% of the books 'sales. The same proportion of the population in developed countries will be equipped with e-readers or multifunction digital tablets. The threshold for adoption of digital reading supports is set at \$ 299. With the cost of the Kindle starting at 139 Euros, Amazon should control a market share of over 30% by 2015. The eBook encourages complementary uses to paper reading: the migration toward a digital book should not result in a loss of value for the market, but in a new distribution of the value among the key players, particularly benefiting distribution platforms specialized in services. This new deal will challenge the dominance of the editors on the value chain of print. To maintain their privileged position, they must develop services in addition to identifying talent, and create a new – more direct relationship - to their customers.

The entire study is available on the [website of the Forum d'Avignon](#).

Outlooks

- **Supporting the testing of new writing formats** : hybrid by adding audio content or html to the initial story; non-linear enabling a compilation of information around a single topic; interactive by integrating the reader into the creative process; social by directly connecting authors and readers
- Maintain the diversity of the online offer **by giving publishers the right to fix the selling price of their digital books, that is to say, defending the principle of the “unique price” of book on the Internet**
- Coordinating the VAT on digital books with the VAT on traditional paper books
- Mobilizing the funds put together for the “big loan” **to support the creation of a common digital platform of independent bookseller**
- Setting up an cross professional consultation - at a European level - to ensure the interoperability of the various digital books formats and related DRM to foster the emergence of a unique market for books in Europe, supported by an ambitious translation policy
- Launching a **consultation with the various organizations representing the authors to promote an evolution of copyright allowing the sale of excerpts or parts of their works**
- Allocating a part of the funds for the digitization of library catalogs to the translation of books for their exclusive distribution in a digital format.