



Strategy Analytics: Apple iPad may Overtake Amazon Kindle

Appeal of the Apple Brand Will Draw Consumers Away

Boston, MA - March 2, 2010 – A recent survey of e-book reader owners and intenders shows that prior to the release of the iPad, Apple ranks just behind Amazon in the US and UK in terms of preferred brand; and if the iPad provides a compelling eReader experience, it may overtake Amazon's Kindle. Details may be found in the Strategy Analytics Wireless Device Lab report, "US & UK eReader Owner and Intender Survey 2010."

Current e-book reader owners report being extremely satisfied with their devices. Four out of five US owners prefer e-book readers to physical books. Potential e-book customers prefer:

- Ease of access to books;
- Ease of content transfer; and
- Newspaper and magazine availability.

"While brand name is still an important factor for current owners when choosing their next e-book reader, " commented Chris Schreiner, Senior Analyst at Strategy Analytics. "Consumers buying their first e-book reader will focus more on the durability and availability of e-books."

Kevin Nolan, Vice President of the Strategy Analytics User Experience Practice, added, "Even though e-book readers allow for easy portability, more than half of e-book reader usage still occurs at home."

About Strategy Analytics

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