
Well-bitten Consumers Shy of Japan's Disappearing E-books

BY AKKY AKIMOTO

Although it has now been surpassed by the United States, Japan was once the world's largest market for e-books, thanks to the early success of the cellphone-content business. But in today's competitive market, e-book sellers disappear every few months, leaving consumers to wonder whether the digital products they are buying are as permanent as paper books.

Japan has many platforms that sell e-books, run by distributors, cellphone carriers, electrical-goods retailers and so on. When you consider Japan's literacy rate, long train-commute times that afford time for reading, and the huge size of the paper book market, e-books make for an attractive business proposition.

日本語のテキスト

日本では2010年ごろから電子書籍が増えてきました。電子書籍が日本でできたのは1985年ですが、そのころはあまり売れませんでした。しかし、2010年ごろから、電子書籍が読める機器が普及してきたので、たくさんの方が電子書籍を読むようになりました。

Deutscher Text

Seit ungefähr 2010 ist in Japan die Anzahl der E-Books gestiegen. E-Books waren in Japan 1985 voll entwickelt, allerdings haben sie sich damals schlecht verkauft. Jedoch haben sich seit ungefähr 2010 jene Geräte, mit denen man E-Books lesen kann, sehr verbreitet, so dass viele Menschen mittlerweile mit E-Books lesen.

A1

E1

A2

C2

E2

G3

A3

B3

C3

D3

E3

F3

G3

H3

A4

B4

C4

D4

E4

F4

G4

H4

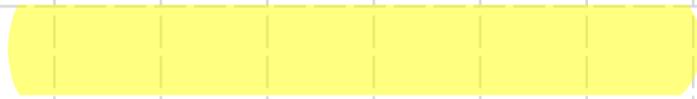
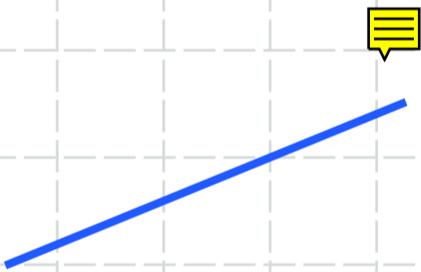
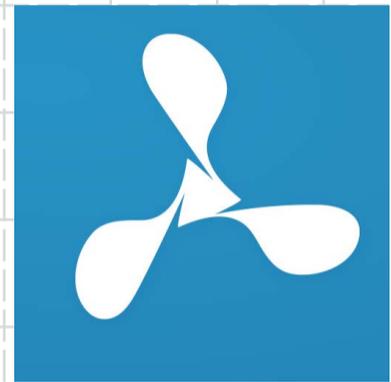
Try Some **Annotation** ~~Drawing~~ Tools



Free Text



Natural
Drawing



FINAL

Signature

