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

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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、たくさんの人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

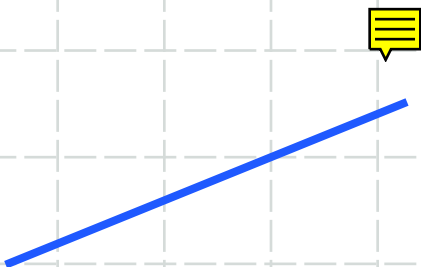
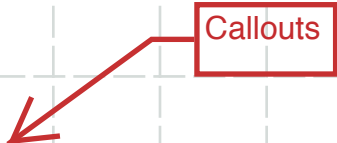
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