



Mění způsob jakým lidé
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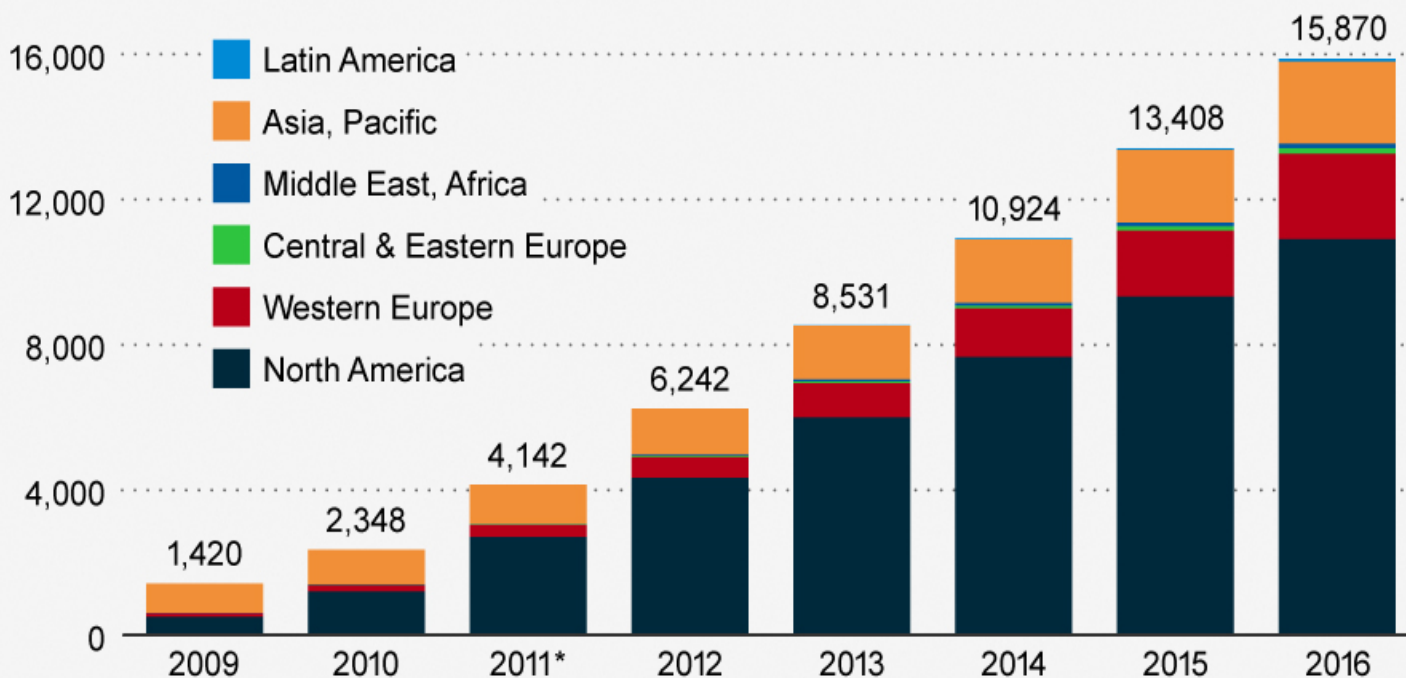
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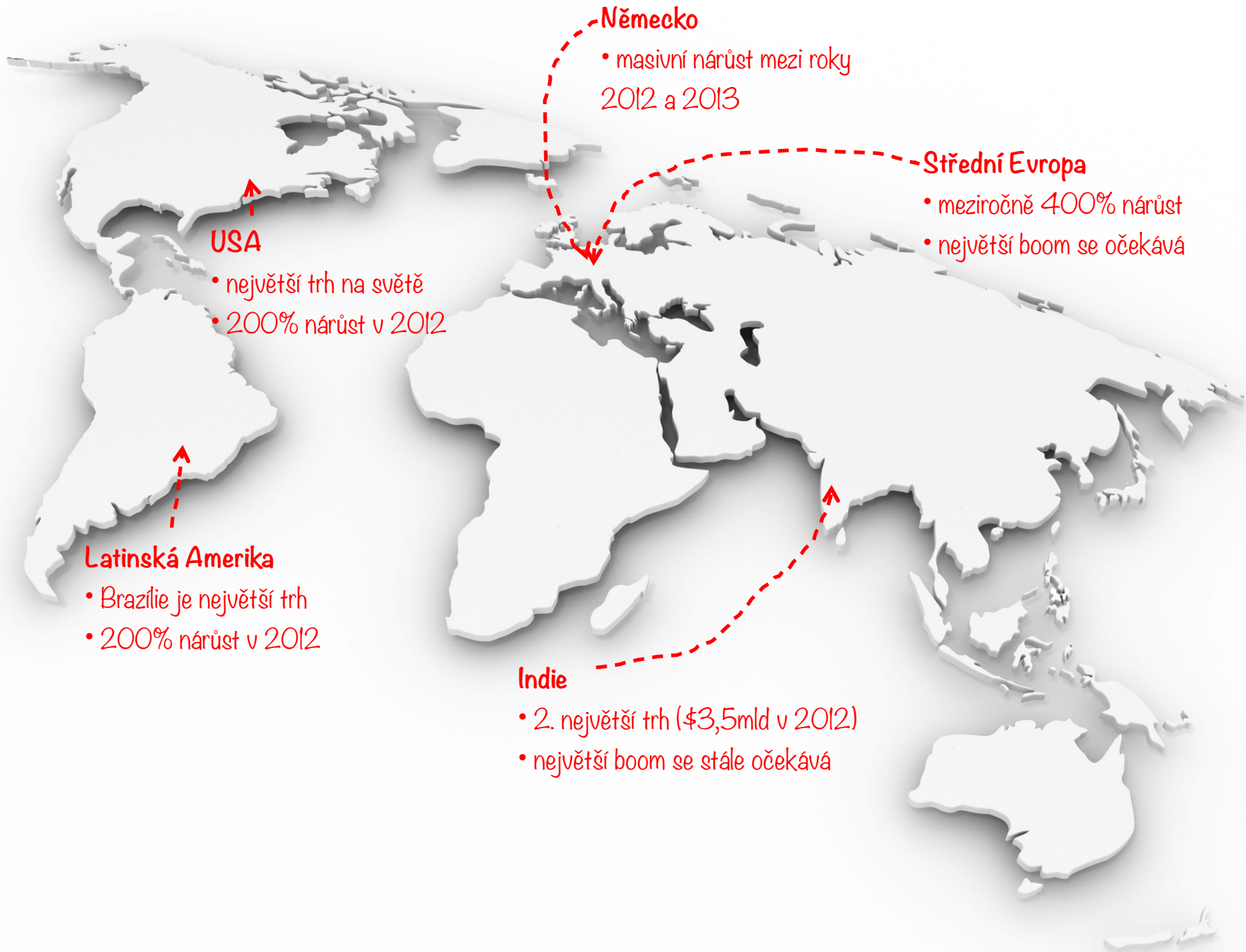
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Consumer e-book spending (in million U.S. dollars)





Problémy na trhu

- Vnímání ceny zákazníky
- Nelegální sdílení literatury
- Dostupnost print vs. ebook
- Příležitost pro mladé autory

Řešení

- Nové monetizační modely
- Zabezpečení
- Technologie



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„nový způsob, jakým lidé kupují a konzumují eBooky.“



Úspěšné zahraniční projekty

Fungující na podobném modelu

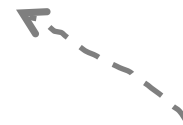
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Řešení 1

Nové způsoby monetizace

Freemium

Měsíční
předplatné

Pay per book

Řešení 2

Demotivovat uživatele
stahovat nelegální
knihy.

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Mark W. Holderen

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- The Hobbit**

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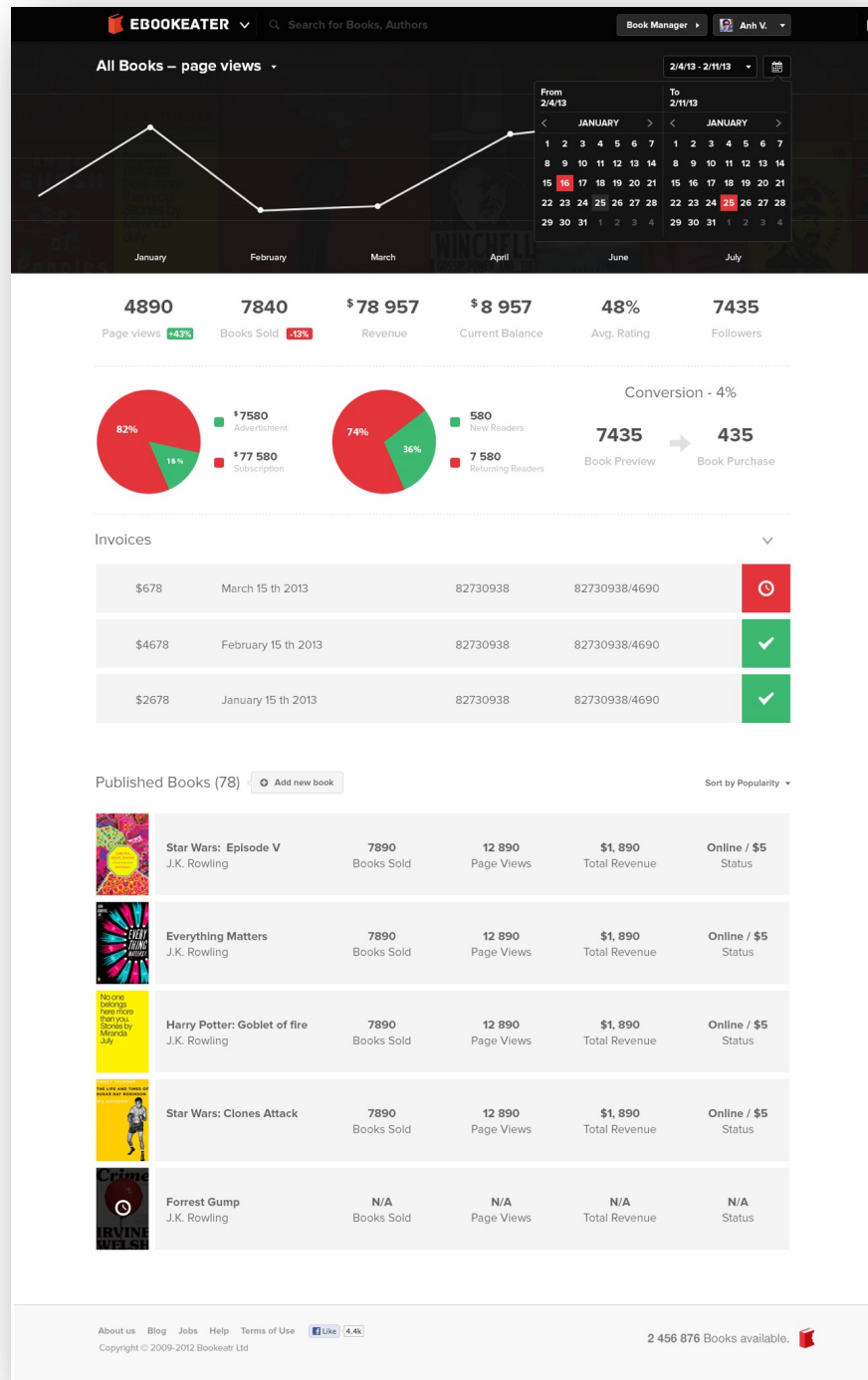
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