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The Future Of Reading

(NAPSA)—Experts say fans of books may soon log on to the Web to read their next “page turner.” That’s because many expect the digital age to help rewrite the script on how books are sold in the U.S.

Technology now exists that lets readers access electronic, or e-books. The books are available in digital text form and can be read on computer screens or handheld readers.

Despite its relative infancy, the e-book and publishing field is predicted to generate as much as 70 million dollars in 2001 alone, according to Jupiter Media Metrix, a market research company.

While expectations run high for the commercial success of e-publishing, analysts of the new industry point out that an important question remains: Which readers will be most interested in e-books and how will that affect publishing decisions?

To answer the question, one e-publisher, Palm Digital Media, turns to traditional print best-seller lists.

The company’s latest e-release, *Dianetics*, by L. Ron Hubbard for example, is already an international best seller, available in 52 languages and was named one of the most important books of the twentieth century by the *New York Times*.

“Hubbard’s titles are among our bestselling books. We know that *Dianetics* is the top selling self-help book and we’re expecting to see really strong sales as an e-book as



Experts say technology will let readers access libraries of books from a handheld device.

well,” says Mike Segroves, director of business development for the e-publishing company.

The book is said to have helped millions attain self respect, achieve goals and become more successful.

E-publishing represents a change in the publishing industry that some call as significant as the change from manual to powered printing presses. Ironically, it is a change Hubbard had predicted nearly twenty years ago.

In a 1983 interview, Hubbard said readers would soon “be able to carry their own pocket computer libraries.” Today, it is his book, and others like it, that may help drive the industry and make his prediction come true.

For more information visit www.bridgepub.com.