

Searching for Physical and Digital Media

The Evolution of Platform Competition in the Market
for Books

Michael R. Baye, Babur De los Santos and Matthijs R. Wildenbeest



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Purpose of this Chapter

- Empirically examine consumer search behavior for books online
- Quantify the evolution of consumers' choices of platforms
- Examine how changes in search technology have impacted platform choice (e.g., Google Books, Apple iBooks, Amazon Kindle)



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Agenda

- Motivation
 - Data
 - Challenges
-



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Many Ways to Conduct a Book Search

- Search engine (Google or Bing)
- Price comparison site (booksprice.com)
- Retailer site (Amazon, Walmart)
- Auction/coupon/deal sites (eBay)
- Devices (Kindle, Nook)
- Mobile apps, etc.



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calico joe



Search

About 1,510,000 results (0.11 seconds)

Web

[Amazon.com: Calico Joe \(9780385536073\): John Grisham: Books](#)

www.amazon.com/Calico-Joe-John-Grisham/dp/0385536070

★★★★★ Rating: 4 - 76 reviews - \$14.97 - In stock

Praise for **Calico Joe** "Grisham knocks it out of the park."—The Washington Post " An enjoyable, heartwarming read that's not just for baseball fans."—USA Today ...

Images

Maps

Videos

News

['Calico Joe': A Would-Be Legend Rediscovered : NPR](#)

www.npr.org › Arts & Life › Books › Author Interviews

Apr 7, 2012 – **Joe** Castle, from **Calico** Rock, Ark., came up to the Chicago Cubs in the summer of 1973, played in 38 games, and hit an astonishing .488, ...

Shopping

More

[Calico Joe - Wikipedia, the free encyclopedia](#)

en.wikipedia.org/wiki/Calico_Joe

Preceded by, The Litigators. Followed by, The Racketeer. **Calico Joe** is a baseball novel written by John Grisham that was released on April 10, 2012. Contents ...

Bloomington, IN

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[Calico Joe by John Grisham - Book - eBook - Audiobook - Random ...](#)

www.randomhouse.com/book/219074/calico-joe-by-john-grisham

A surprising and moving novel of fathers and sons, forgiveness and redemption, set in the world of Major League Baseball... Whatever happened to **Calico Joe**?

[Calico Joe by John Grisham - Reviews, Discussion, Bookclubs, Lists](#)

www.goodreads.com/book/show/13154952-calico-joe

★★★★★ Rating: 3.8 - 2386 votes

Apr 10, 2012 – **Calico Joe** has 2386 ratings and 771 reviews. Jay said: The greatest triumph in today's popular fiction could be the equal success John ...



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4,650,000 RESULTS

[Calico Joe at Target](#)

Ad

<http://www.Target.com> · Find "Calico Joe" by John Grisham for \$12.47.

[Amazon.com: Calico Joe \(9780385536073\): John Grisham: Books](#)

www.amazon.com/Calico-Joe-John-Grisham/dp/0385536070 ▾



User rating: 3.8/5 · By John Grisham · Hardcover · 295 reviews
John Grisham Amazon Q & A with John Grisham Q: What's your favorite baseball team? A: St. Louis Cardinals. My father was a Cardinals fan, as ...

[Calico Joe by John Grisham - Book - eBook - Audiobook - ...](#)

www.randomhouse.com/book/219074 ▾

A surprising and moving novel of fathers and sons, forgiveness and redemption, set in the world of Major League Baseball... Whatever happened to **Calico Joe**? It ...

[Calico Joe - John Grisham](#)

www.calicojoe.com ▾

Discover more about the new John Grisham book - **Calico Joe**

[John Grisham's 'Calico Joe' - The Washington Post](#)

[Washington Post](#) ▾

Apr 06, 2012 · John Grisham's legal thrillers are dense and hefty, full of twists and turns and tension. His latest novel, "**Calico Joe**," is not like that at all. It ...

[Calico Joe: John Grisham: Amazon.com: Kindle Store](#)

www.amazon.com/Calico-Joe-ebook/dp/B0067AN0VI ▾

User rating: 3.8/5 · By John Grisham · Kindle Edition · 283 reviews
John Grisham Amazon Q & A with John Grisham Q: What's your favorite baseball team? A: St. Louis Cardinals. My father was a Cardinals fan, as was my ...

Ad

[Calico Joe at Amazon.com](#)

www.Amazon.com

Low prices on **Calico Joe**. Qualified orders over \$25 ship free

[See your message here](#)

RELATED SEARCHES

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[Calico Joe's Restaurant](#)

[Calico Joe's in Harrah Oklahoma Joe Store](#)

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[John Grisham Books List](#)

[Forever Young Southaven MS](#)

[Hobby Bench Phoenix AZ](#)



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book price comparison



Calico Joe

John Grisham
0385536070 / Hardcover / List Price \$ 24.95 / Doubleday
 Other Formats

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find [book](#) | [dvd](#) | [cd](#) | [other](#)

title author ISBN

[Advanced Book Search](#)

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 Include Shipping to: Currency: Store Membership

| Store Name | Condition | Availability | Price | Shipping | Total Price | Go to Store |
|--|---------------------|-------------------|---------|----------|-------------|--|
| ebay <small>Exclude / Preferred</small> | Used | Available | \$5.50 | \$3.75 | \$ 9.25 | Go to ebay |
| ebay <small>Exclude / Preferred</small> | New | Available | \$11.99 | Free | \$ 11.99 | Go to ebay |
| Amazon MarketPlace <small>Exclude / Preferred</small> | Used | 1-2 business days | \$9.91 | \$3.99 | \$ 13.90 | Go to Amazon MarketPlace |
| BetterWorld.com <small>Exclude / Preferred</small> | Used | in-stock | \$13.94 | Free | \$ 13.94 | Go to BetterWorld.com |
| Alibris <small>Exclude / Preferred</small> | Used ^[+] | 2-3 days | \$9.99 | \$3.99 | \$ 13.98 | Go to Alibris |
| Abebooks <small>Exclude / Preferred</small> | Used ^[+] | Check at Site | \$9.99 | \$4.00 | \$ 13.99 | Go to Abebooks |



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Kindle Store

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Listmania!



Create a Listmania! list

Search Listmania!



"calico joe"

Related Searches: [guilty wives](#), [john grisham](#), [the innocent](#).

Showing 1 - 16 of 105 Results



Calico Joe by John Grisham (Apr 10, 2012)

~~\$24.95~~ **\$14.97** Hardcover

Order in the next **20 hours** and get it by Monday, Jun 18.

More Buying Choices - Hardcover

\$10.80 new (76 offers)

\$9.91 used (42 offers)

★★★★☆ (306)

Eligible for **FREE** Super Saver Shipping.

Sell this back for an Amazon.com Gift Card

Excerpt

Front Cover: it? YYcv-et *Calico Joe* See a random page in this book.

Books: See all 51 items



The Ball Player by Clay Snellgrove, Kara Ganota and Patti Long (Apr 27, 2012)

\$2.99 Kindle Edition

Auto-delivered wirelessly

★★★★☆ (2)

Books: See all 51 items



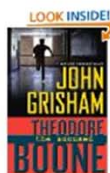
Calico Joe by John Grisham (Apr 10, 2012)

\$12.99 Kindle Edition

Auto-delivered wirelessly

★★★★☆ (306)

Kindle Store: See all 20 items



Theodore Boone: The Accused (Theodore Boone: Kid Lawyer) by John Grisham (May 15, 2012)

~~\$46.99~~ **\$11.55** Hardcover

Order in the next **21 hours** and get it by Monday, Jun 18.

More Buying Choices - Hardcover

\$8.35 new (63 offers)

\$7.49 used (32 offers)

★★★★☆ (38)

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[Nonfiction \(4\)](#)

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In Fiction Books

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Paperback (6)

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Special Attributes

1st Edition (13)

Signed (10)

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Condition

New (72)

Used (13)

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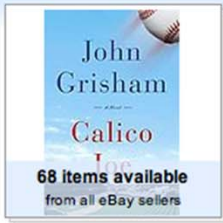
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Calico Joe by John Grisham (2012, Hardcover)

68 items available from all sellers

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Buy new : **\$18.40** Save 26%

56 new from: \$11.99

12 used from: \$5.50

Next auction ends: \$10.99 | 3h 21m

★★★★☆ (6 reviews)



Calico Joe by John Grisham (2012, Unabridged, Compact Disc)

18 items available from all sellers

[See all listings](#)

Buy new : **\$18.26** Save 39%

14 new from: \$18.26

4 used from: \$18.99

Next auction ends: \$17.49 | 4d 1h 38m



Calico Joe by John Grisham (2012, Paperback)

12 items available from all sellers

[See all listings](#)

Buy new : **\$15.05** Save 40%

11 new from: \$15.05

1 used from: \$18.51



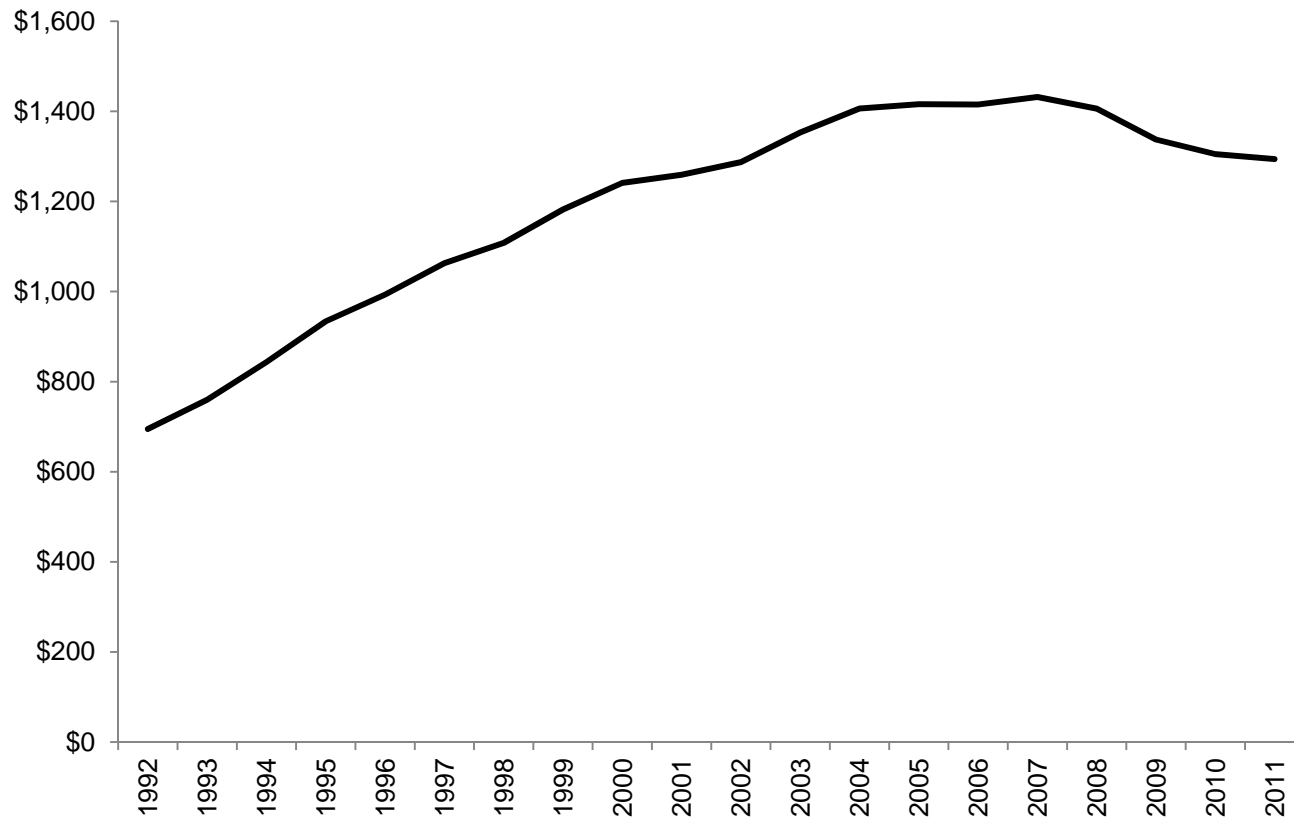
Evolution of Search Platforms

- Google Books/Library Project (Dec. 2004)
- Kindle (Oct. 2007)
- Sony eReader (Aug. 2009)
- B&N Nook (Nov. 2009)
- ipad (April, 2010)
 - iBooks/iBookstore, mid-2010
- Google eBooks (Dec. 2010)



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Bookstore Average Monthly Retail Sales (Millions)

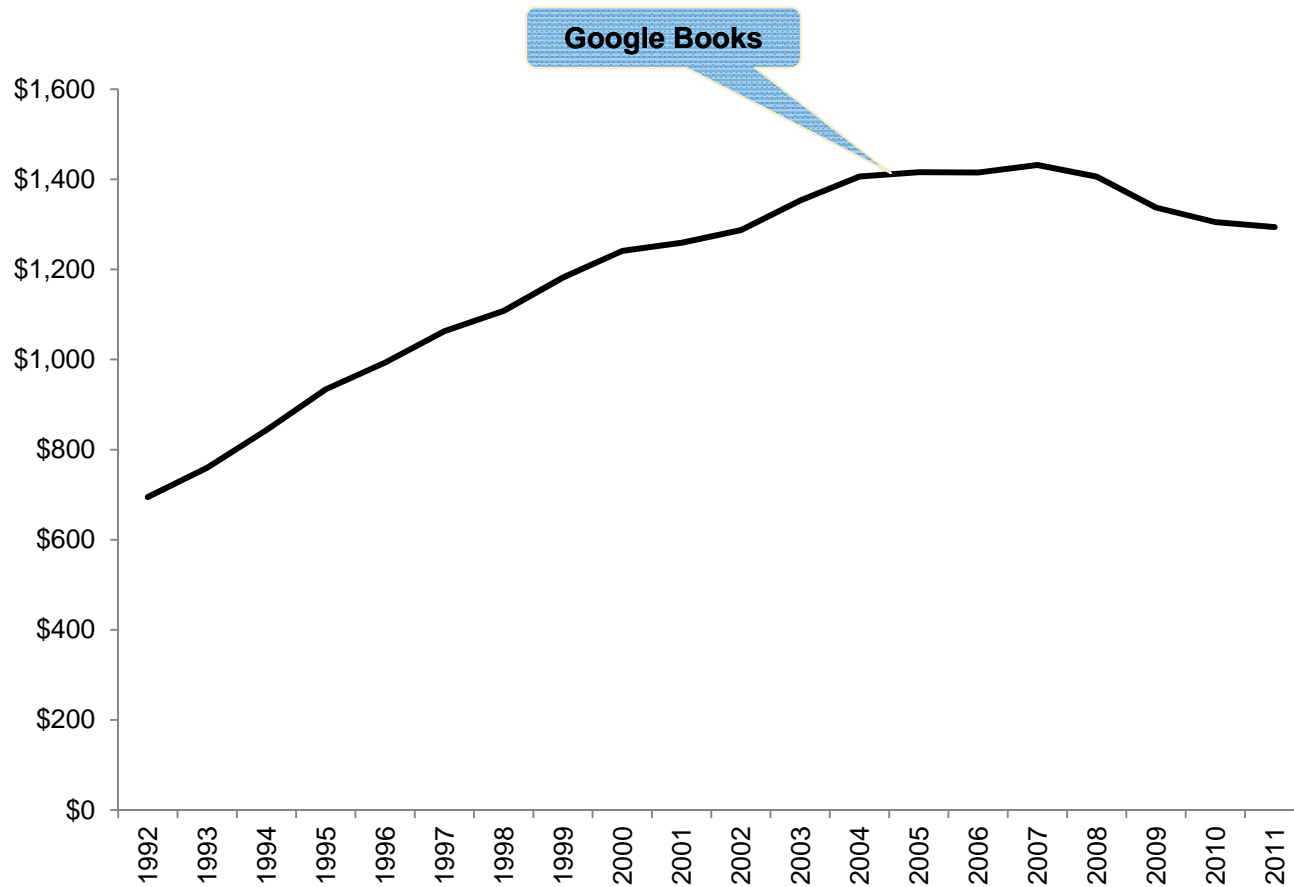


Sources: Census (Bookstores, 451211).



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Bookstore Average Monthly Retail Sales (Millions)

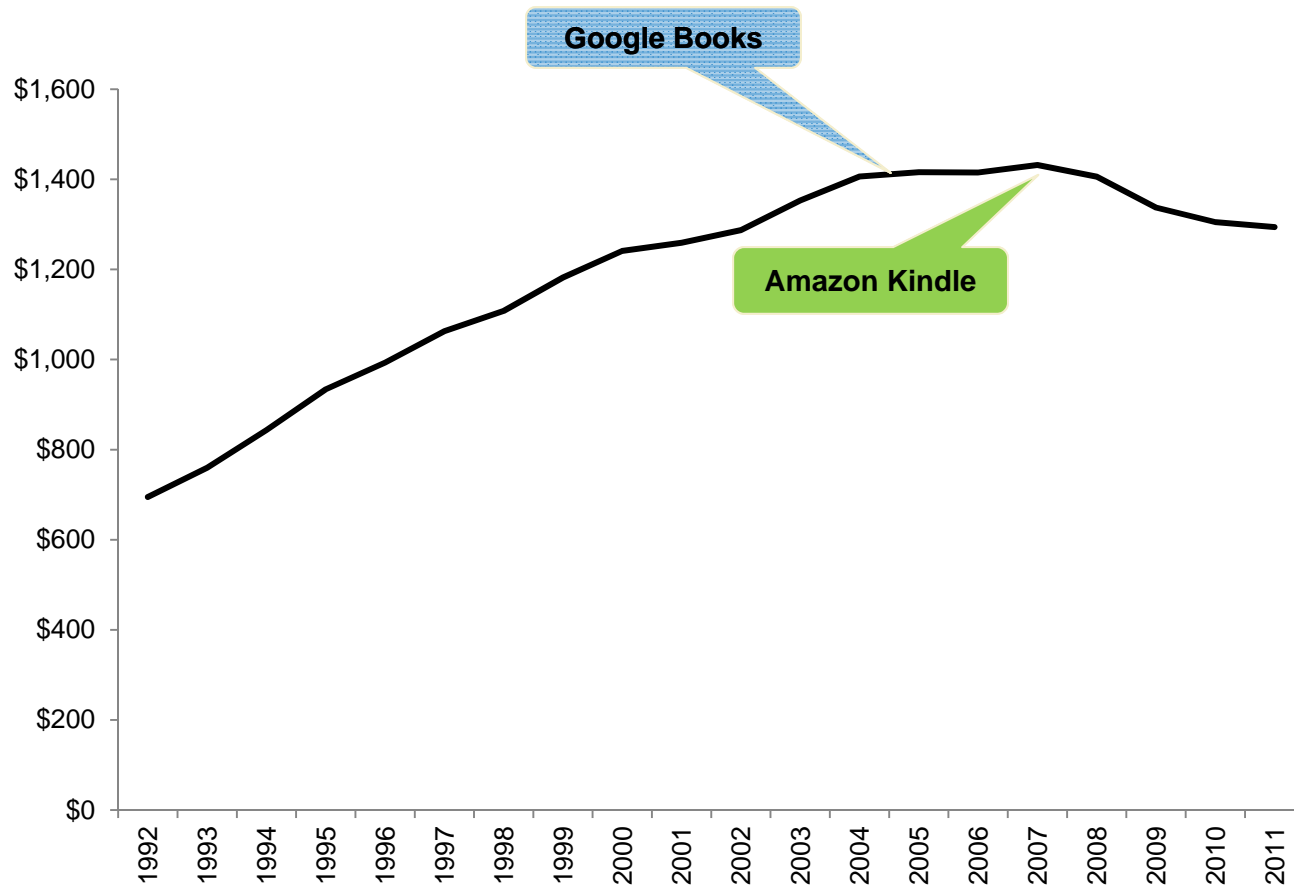


Sources: Census (Bookstores, 451211).



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Bookstore Average Monthly Retail Sales (Millions)

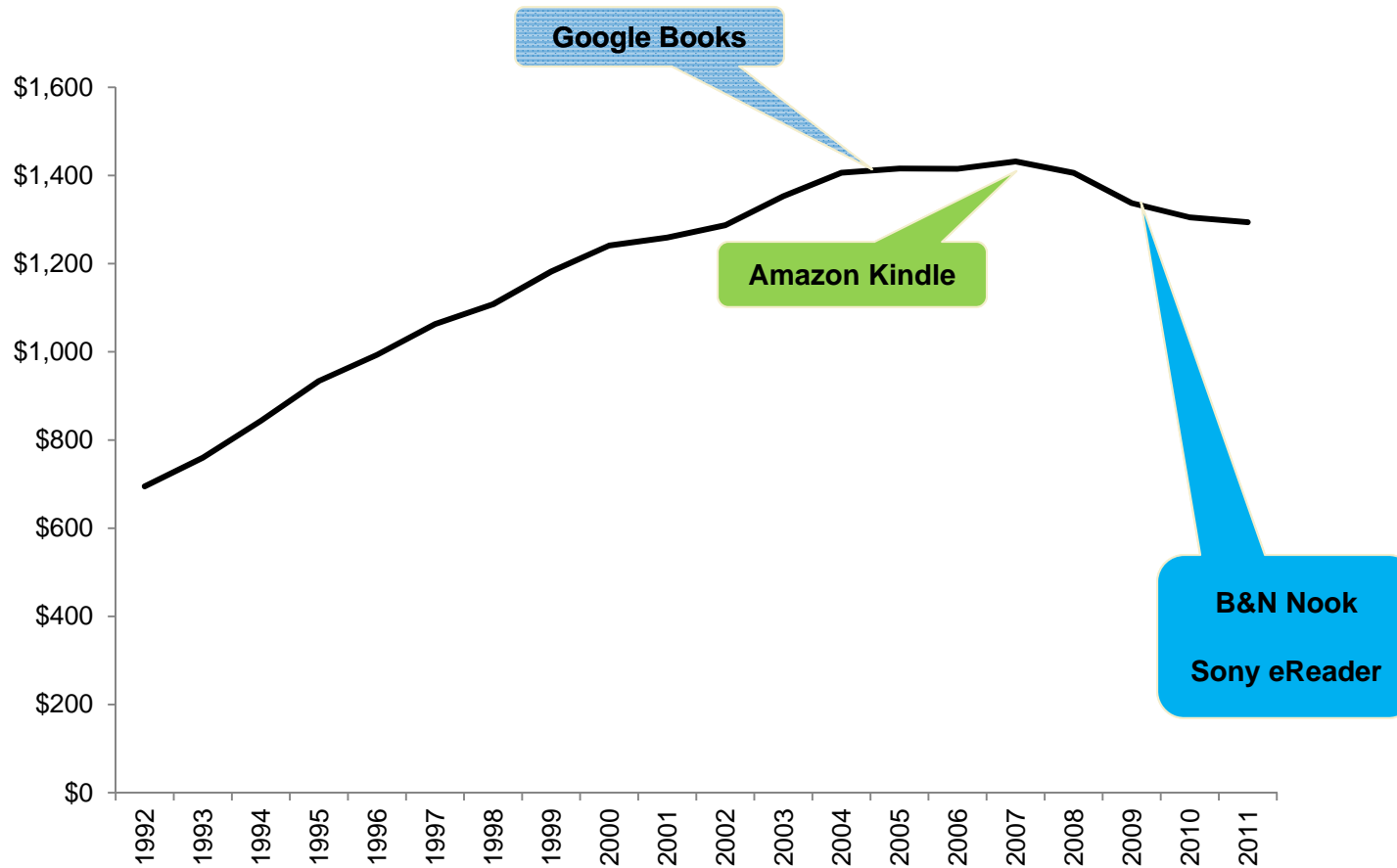


Sources: Census (Bookstores, 451211).



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Bookstore Average Monthly Retail Sales (Millions)

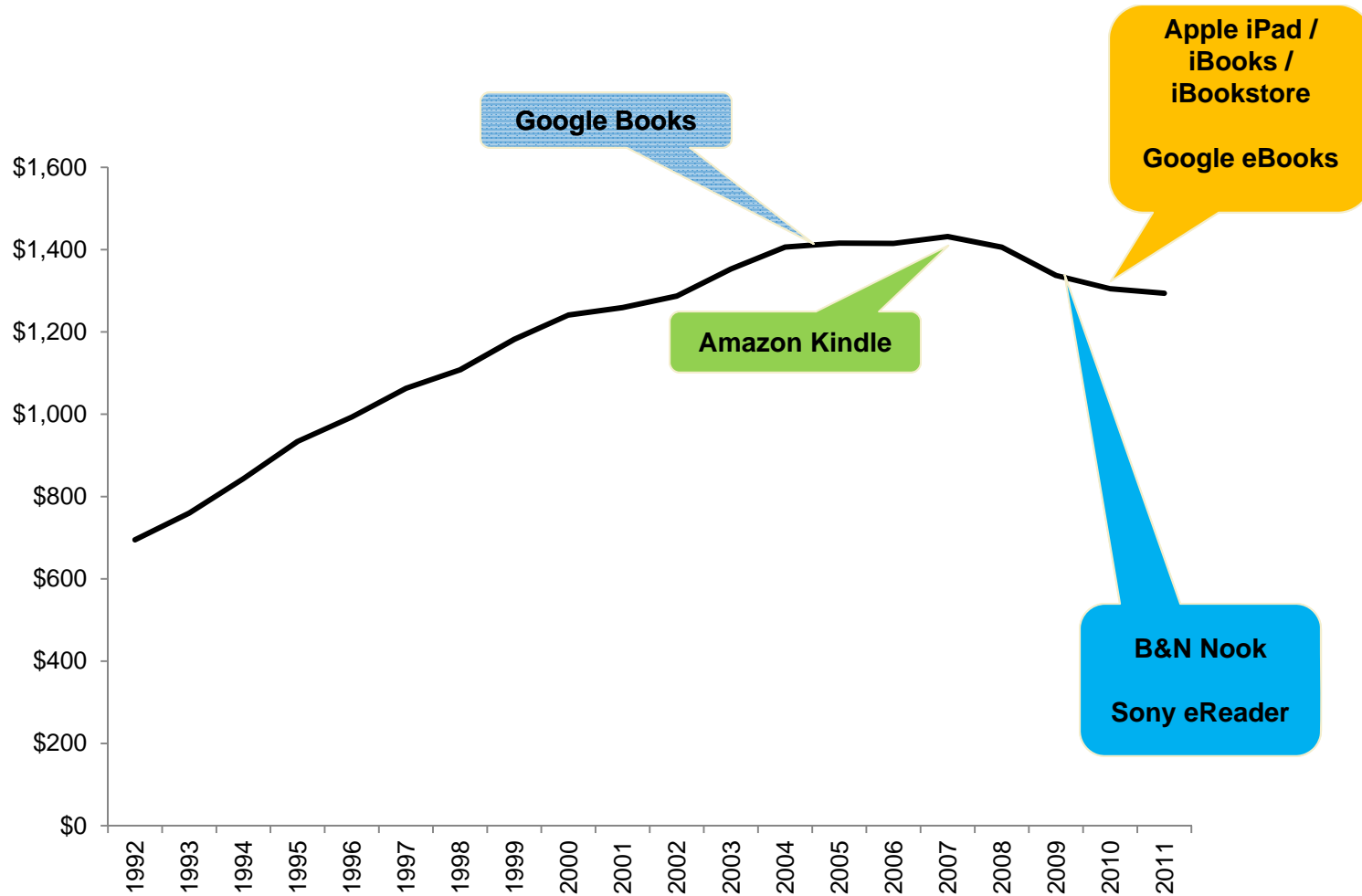


Sources: Census (Bookstores, 451211).



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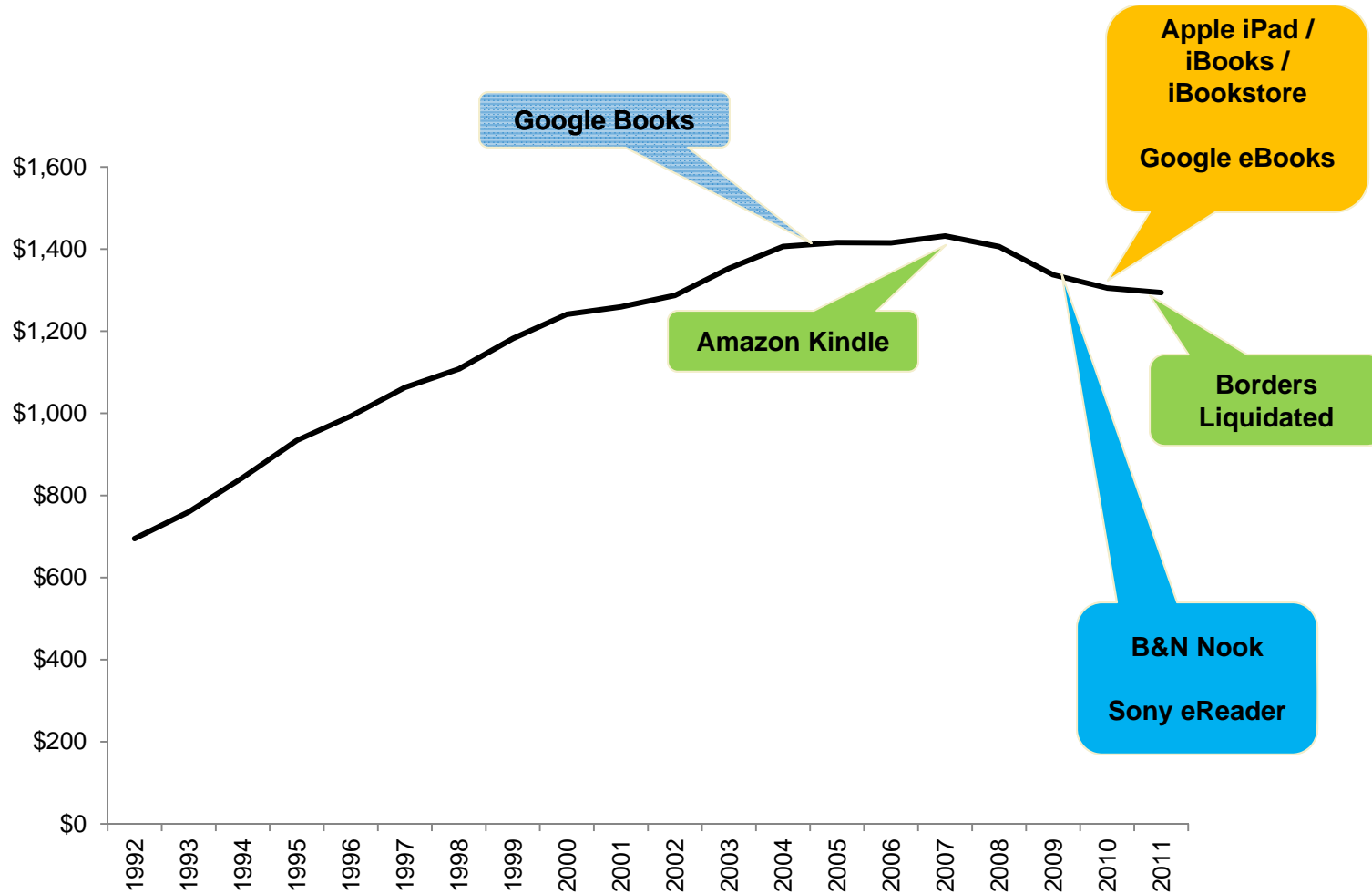
Bookstore Average Monthly Retail Sales (Millions)



Sources: Census (Bookstores, 451211).



Bookstore Average Monthly Retail Sales (Millions)

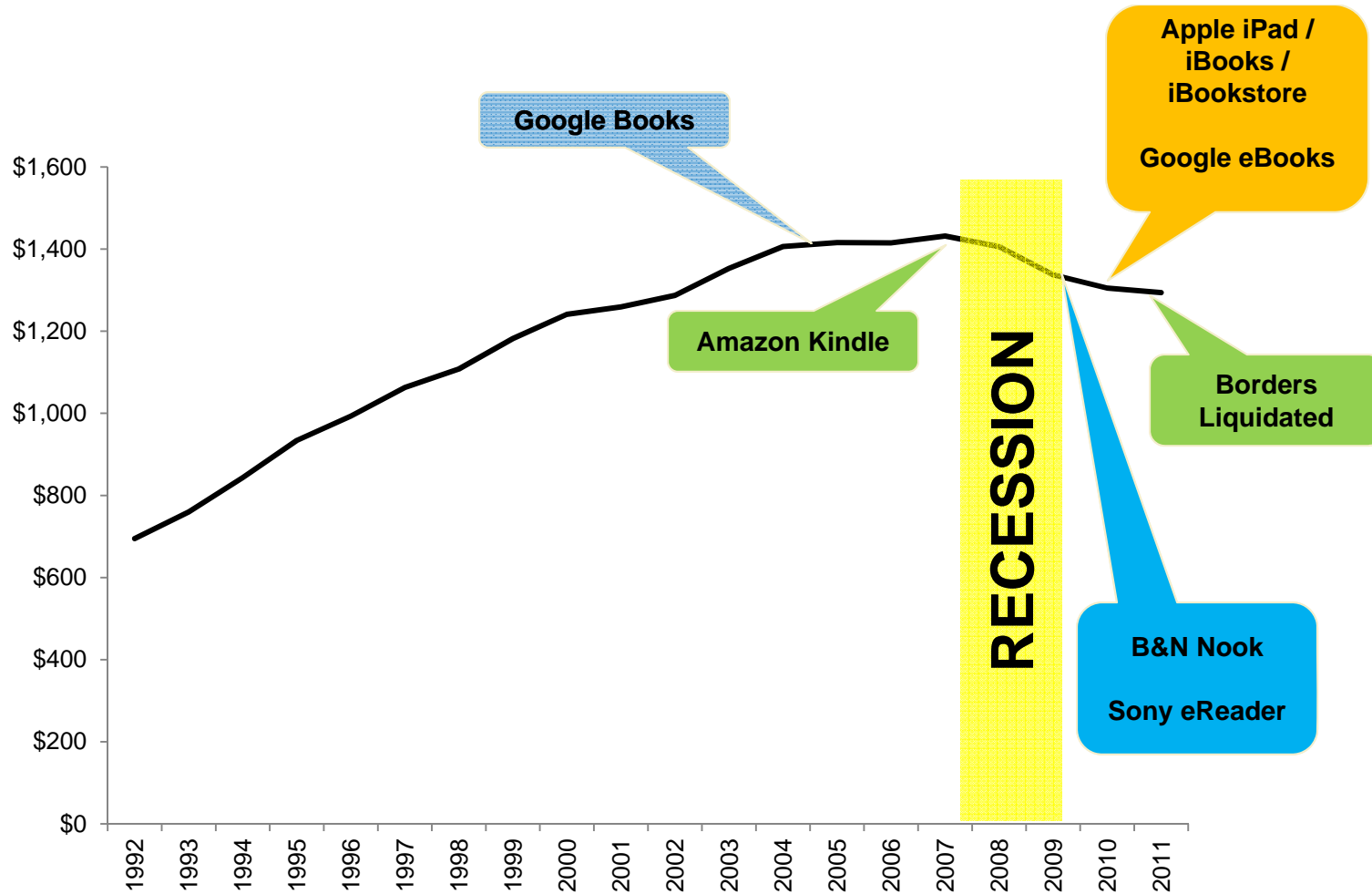


Sources: Census (Bookstores, 451211).



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Bookstore Average Monthly Retail Sales (Millions)

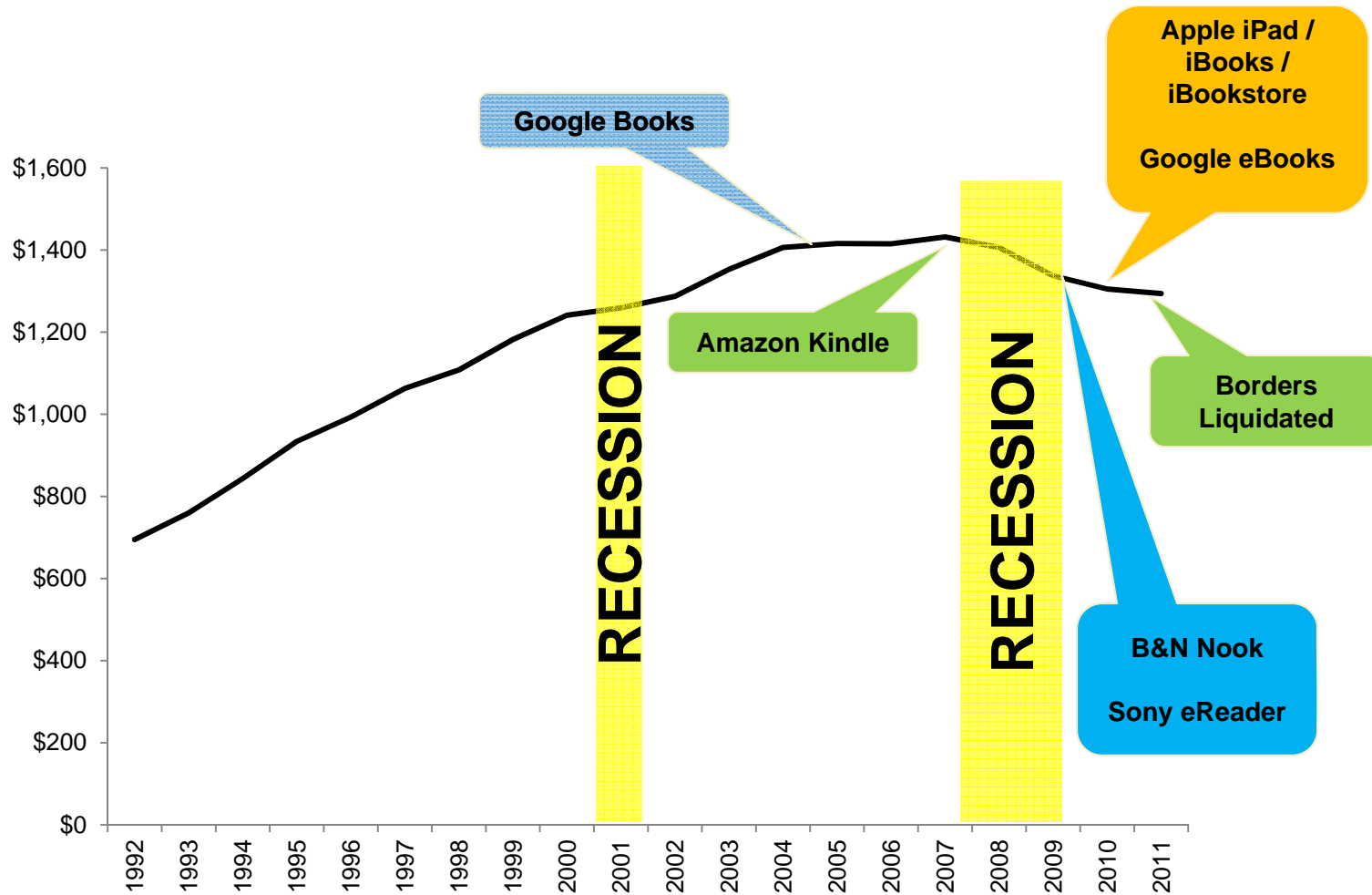


Sources: Census (Bookstores, 451211) and NBER.



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Bookstore Average Monthly Retail Sales (Millions)



Sources: Census (Bookstores, 451211) and NBER.



Data

- Several datasets to study evolution of search for books:
 - comScore qSearch
 - comScore Search Planner
 - comScore Micro Data
- Relate to “browsing” behavior
- No data on behavior in closed platforms (Kindles, mobile apps, etc.)



ComScore Data Sources

- qSearch
 - Aggregate search activity, 200 properties
 - Monthly, from 9/10 to 3/13
- Search Planner
 - Search terms and traffic from major engines
 - Monthly, from 2/10 to 3/13
- Micro Data
 - Online browsing and transactions of a large panel of Internet users
 - Monthly, for 2002, 2004, 2006, 2007 & 2011



ComScore qSearch

- Measures monthly search activity on 200 broadly defined properties such as Google, Yahoo!, Bing, eBay, Amazon, Expedia, Wikipedia, etc.
- Key measures include
 - Searches, search result pages, search visits
 - Unique searchers, visits, result pages and searches per searcher
 - Searcher conversion and penetration



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Welcome **MyMetrix** Search Planner Media Planner Delivery Center Direct Social Analytix AdEffx



For best performance, use Internet Explorer 7+, Firefox 3.0+, or Chrome.

★ Media Metrix Segment Metrix Reach Frequency Plan Metrix Ad Metrix MediaBuilder qSearch Video Metrix Mobile GSMA Multi-Screen OfficeLink

🏠 **qSearch Key Measures (1)**

| | Media | Searches (MM) ▾ | Search Result Pages (MM) | Search Usage Days (MM) | Search Visits Per Searcher | Searches Per Search Usage Day | Unique Searchers (000) | Search Visits (MM) | Search Result Pages Per Searcher |
|----|------------------------|-----------------|--------------------------|------------------------|----------------------------|-------------------------------|------------------------|--------------------|----------------------------------|
| | Total Internet | 28,077 | 35,965 | 3,086 | 33.7 | 9.1 | 228,425 | 7,702 | 157.4 |
| | All Entities | ... | ... | ... | ... | ... | N/A | ... | ... |
| 1 | Total Internet | 28,077 | 35,965 | 3,086 | 33.7 | 9.1 | 228,425 | 7,702 | 157.4 |
| 2 | Google Sites | 17,316 | 20,549 | 2,337 | 27.1 | 7.4 | 204,844 | 5,559 | 100.3 |
| 3 | Google Search | 11,918 | 13,406 | 1,994 | 23.3 | 6.0 | 190,012 | 4,434 | 70.6 |
| 4 | Google Web Search | 10,349 | 11,483 | 1,969 | 23.1 | 5.3 | 188,792 | 4,366 | 60.8 |
| 5 | Yahoo! Sites | 2,841 | 3,903 | 604 | 9.7 | 4.7 | 108,718 | 1,051 | 35.9 |
| 6 | Yahoo! | 2,835 | 3,896 | 602 | 9.7 | 4.7 | 108,119 | 1,048 | 36.0 |
| 7 | Microsoft Sites | 2,809 | 3,577 | 478 | 8.7 | 5.9 | 95,680 | 836 | 37.4 |
| 8 | Bing | 2,635 | 3,316 | 444 | 9.3 | 5.9 | 84,858 | 787 | 39.1 |
| 9 | Bing Web | 2,256 | 2,787 | 429 | 9.4 | 5.3 | 80,774 | 762 | 34.5 |
| 10 | Yahoo! Search | 2,089 | 2,864 | 495 | 9.9 | 4.2 | 88,161 | 871 | 32.5 |
| 11 | Yahoo! U.S. Search | 2,036 | 2,791 | 485 | 9.9 | 4.2 | 86,264 | 855 | 32.4 |
| 12 | Yahoo! U.S. Web Search | 1,816 | 2,174 | 451 | 10.3 | 4.0 | 77,971 | 803 | 27.9 |
| 13 | Google Images Search | 1,393 | 1,657 | 373 | 5.6 | 3.7 | 91,366 | 514 | 18.1 |
| 14 | eBay | 928 | 1,667 | 177 | 4.6 | 5.2 | 54,455 | 253 | 30.6 |
| 15 | craigslist, inc. | 719 | 1,351 | 163 | 6.1 | 4.4 | 40,578 | 248 | 33.3 |
| 16 | CRAIGSLIST.ORG | 719 | 1,349 | 163 | 6.1 | 4.4 | 40,576 | 248 | 33.3 |
| 17 | Google Maps | 679 | 903 | 211 | 3.4 | 3.2 | 77,858 | 261 | 11.6 |
| 18 | Ask Network | 676 | 777 | 233 | 3.4 | 2.9 | 86,902 | 297 | 8.9 |
| 19 | AOL, Inc. | 420 | 530 | 142 | 4.8 | 2.9 | 44,801 | 215 | 11.8 |
| 20 | Amazon Sites | 382 | 439 | 146 | 3.5 | 2.6 | 52,583 | 182 | 8.4 |
| 21 | ASK.COM Sites | 347 | 403 | 142 | 2.6 | 2.4 | 65,850 | 170 | 6.1 |
| 22 | ASK.COM | 346 | 402 | 142 | 2.6 | 2.4 | 65,701 | 170 | 6.1 |
| 23 | FACEBOOK.COM | 344 | 461 | 122 | 2.8 | 2.8 | 50,796 | 142 | 9.1 |



Limitations of qSearch Data

- List of “properties” is limited (200 domains), most booksellers not included
 - Only measures search activity in search box, not other clicks
 - Most searches on search engines are not for books
-



ComScore Search Planner

- Search terms and traffic to and from the 5 major search engines (Google, Bing, Yahoo, Ask and AOL)
 - **Full search terms** and main **words** on searches that lead a user to a website from the search engines
 - Includes total, paid and organic clicks per search term
 - Incoming and outgoing number of visitors from the search engine to websites



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Amazon

Full searches

| Search term | % of clicks | % of paid | % of organic | % paid |
|------------------------------------|---------------|--------------|---------------|--------------|
| amazon | 12.87 | 2.39 | 14.69 | 2.75 |
| amazon.com | 2.26 | 0.42 | 2.58 | 2.74 |
| www.amazon.com | 0.34 | 0.07 | 0.38 | 2.89 |
| amazon kindle | 0.23 | 0.71 | 0.15 | 45.34 |
| amazon books | 0.21 | 0.77 | 0.11 | 54.65 |
| name fire | 0.19 | 0.69 | 0.10 | 54.62 |
| name "name" | 0.16 | 0.16 | 0.16 | 14.61 |
| facebook | 0.15 | 0.00 | 0.18 | 0.00 |
| kindle | 0.12 | 0.37 | 0.08 | 45.15 |
| name "last name" | 0.12 | 0.04 | 0.13 | 5.30 |
| ebay | 0.10 | 0.03 | 0.11 | 4.05 |
| *** | 0.10 | 0.03 | 0.11 | 5.08 |
| google | 0.09 | 0.02 | 0.10 | 2.85 |
| amazon prime | 0.08 | 0.20 | 0.06 | 37.89 |
| name store | 0.08 | 0.27 | 0.04 | 51.98 |
| amazon music | 0.07 | 0.24 | 0.04 | 50.06 |
| amazon shopping | 0.07 | 0.03 | 0.07 | 7.35 |
| amazon | 0.06 | 0.03 | 0.07 | 7.35 |
| amazon | 0.06 | 0.04 | 0.06 | 10.05 |
| youtube | 0.06 | 0.01 | 0.06 | 3.82 |
| All search terms (millions) | 120.13 | 17.76 | 102.37 | 14.79 |

Source: comScore Search Planner, February 2012.



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Amazon

Words

| Search term | % of clicks | % of paid | % of organic | % paid |
|------------------------------------|---------------|--------------|---------------|--------------|
| amazon | 45.50 | 17.42 | 50.52 | 5.80 |
| amazon.com | 7.29 | 1.47 | 8.33 | 3.05 |
| "name" | 4.54 | 7.08 | 4.09 | 23.65 |
| kindle | 1.40 | 3.85 | 0.97 | 41.58 |
| books | 1.34 | 3.41 | 0.97 | 38.70 |
| www.amazon.com | 1.08 | 0.24 | 1.23 | 3.38 |
| fire | 0.83 | 2.56 | 0.53 | 46.48 |
| "last name" | 0.71 | 0.19 | 0.80 | 4.05 |
| facebook | 0.53 | 0.00 | 0.63 | 0.00 |
| google | 0.42 | 0.14 | 0.47 | 5.02 |
| store | 0.38 | 0.98 | 0.27 | 39.06 |
| *** | 0.36 | 0.15 | 0.39 | 6.25 |
| ebay | 0.33 | 0.12 | 0.37 | 5.35 |
| canon | 0.33 | 1.45 | 0.13 | 67.21 |
| "first name" | 0.33 | 0.88 | 0.23 | 41.14 |
| prime | 0.31 | 0.77 | 0.23 | 37.72 |
| music | 0.29 | 0.82 | 0.19 | 42.87 |
| dvd | 0.28 | 0.31 | 0.27 | 17.01 |
| 3 | 0.27 | 0.98 | 0.14 | 55.88 |
| book | 0.25 | 0.04 | 0.29 | 2.38 |
| All search terms (millions) | 120.13 | 17.76 | 102.37 | 14.79 |

Source: comScore Search Planner, February 2012.



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Barnes and Noble

Full searches

| Search term | % of clicks | % of paid | % of organic | % paid |
|------------------------------------|-------------|-------------|--------------|--------------|
| barnes and noble | 16.19 | 15.90 | 16.26 | 19.28 |
| barnes & noble | 1.59 | 3.80 | 1.05 | 46.83 |
| borders bookstore | 1.50 | 0.00 | 1.86 | 0.00 |
| barnes and nobles | 1.04 | 2.59 | 0.66 | 49.03 |
| borders book store | 0.94 | 0.00 | 1.17 | 0.00 |
| nook | 0.86 | 2.71 | 0.40 | 62.16 |
| books | 0.74 | 0.44 | 0.82 | 11.71 |
| borders | 0.64 | 1.43 | 0.45 | 43.69 |
| bn.com | 0.63 | 2.21 | 0.24 | 68.81 |
| nook tablet apps | 0.60 | 0.02 | 0.74 | 0.49 |
| *** | 0.59 | 0.43 | 0.63 | 14.35 |
| b&n.com | 0.57 | 0.97 | 0.47 | 33.42 |
| barnes and noble bookstore | 0.55 | 1.05 | 0.43 | 37.06 |
| barnesandnoble | 0.54 | 1.11 | 0.40 | 40.41 |
| barnesandnoble.com | 0.49 | 0.05 | 0.60 | 1.81 |
| www.bn.com | 0.43 | 0.70 | 0.37 | 31.75 |
| barnes %26 noble | 0.43 | 1.26 | 0.22 | 57.96 |
| "name" "name" book list | 0.41 | 2.10 | 0.00 | 100.00 |
| barnes and noble locations | 0.39 | 0.00 | 0.49 | 0.00 |
| "name" "name" | 0.37 | 0.00 | 0.47 | 0.00 |
| All search terms (millions) | 5.52 | 1.08 | 4.43 | 19.63 |

Source: comScore Search Planner, February 2012.



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Barnes and Noble

Words

| Search term | % of clicks | % of paid | % of organic | % paid |
|------------------------------------|-------------|-------------|--------------|--------------|
| barnes | 29.58 | 26.73 | 30.65 | 24.56 |
| noble | 27.91 | 24.77 | 29.08 | 24.13 |
| borders | 4.38 | 1.65 | 5.39 | 10.25 |
| nook | 3.59 | 4.81 | 3.14 | 36.42 |
| bookstore | 3.17 | 1.71 | 3.72 | 14.68 |
| & | 2.54 | 4.42 | 1.85 | 47.18 |
| book | 2.45 | 2.84 | 2.30 | 31.54 |
| store | 1.97 | 1.35 | 2.20 | 18.60 |
| "name" | 1.93 | 3.31 | 1.41 | 46.70 |
| books | 1.79 | 1.54 | 1.88 | 23.43 |
| nobles | 1.51 | 2.83 | 1.02 | 50.94 |
| tablet | 1.50 | 1.10 | 1.64 | 19.96 |
| apps | 0.89 | 0.01 | 1.22 | 0.45 |
| bn.com | 0.86 | 2.17 | 0.37 | 68.81 |
| *** | 0.80 | 0.42 | 0.94 | 14.35 |
| barns | 0.80 | 1.77 | 0.43 | 60.45 |
| b&n.com | 0.78 | 0.96 | 0.71 | 33.42 |
| barnesandnoble | 0.73 | 1.09 | 0.60 | 40.41 |
| barnesandnoble..com | 0.67 | 0.04 | 0.90 | 1.81 |
| www.bn.com | 0.59 | 0.69 | 0.55 | 31.75 |
| All search terms (millions) | 5.52 | 1.08 | 4.43 | 19.63 |

Source: comScore Search Planner, February 2012.



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Books-A-Million

Full searches

| Search term | % of clicks | % of paid | % of organic | % paid |
|------------------------------------|-------------|-------------|--------------|--------------|
| books a million | 38.91 | 58.31 | 29.88 | 47.59 |
| booksamillion | 6.64 | 19.34 | 0.73 | 92.48 |
| bam | 2.02 | 1.66 | 2.19 | 26.06 |
| books a million locations | 1.97 | 0.00 | 2.89 | 0.00 |
| bamm | 1.23 | 3.54 | 0.16 | 91.31 |
| bam.com | 1.05 | 0.00 | 1.53 | 0.00 |
| booksamillion.com | 0.60 | 0.00 | 0.88 | 0.00 |
| www.booksamillion.com | 0.55 | 1.39 | 0.16 | 80.54 |
| bam bookstore | 0.21 | 0.00 | 0.31 | 0.00 |
| book a million | 0.21 | 0.00 | 0.31 | 0.00 |
| books | 0.15 | 0.00 | 0.22 | 0.00 |
| world works mcgraw hill | | | | |
| uncharted territori download | | | | |
| yoga and anxiety books | | | | |
| "name" wives books | | | | |
| books a maillion | | | | |
| "name" volume one and two | | | | |
| "last name" ebook | | | | |
| david terrell and tax evasion | | | | |
| medical terminology-"name" | | | | |
| All search terms (millions) | 0.22 | 0.07 | 0.15 | 31.76 |

Source: comScore Search Planner, February 2012.



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Books-A-Million

Words

| Search term | % of clicks | % of paid | % of organic | % paid |
|------------------------------------|-------------|-------------|--------------|--------------|
| million | 42.44 | 40.90 | 43.79 | 45.06 |
| books | 42.38 | 40.90 | 43.67 | 45.13 |
| booksamillion | 6.86 | 13.57 | 0.97 | 92.48 |
| bam | 2.30 | 1.16 | 3.31 | 23.59 |
| locations | 2.04 | 0.00 | 3.83 | 0.00 |
| bamm | 1.27 | 2.48 | 0.21 | 91.31 |
| bam.com | 1.08 | 0.00 | 2.03 | 0.00 |
| booksamillion.com | 0.62 | 0.00 | 1.17 | 0.00 |
| www.booksamillion.com | 0.57 | 0.98 | 0.21 | 80.54 |
| bookstore | 0.22 | 0.00 | 0.41 | 0.00 |
| book | 0.22 | 0.00 | 0.41 | 0.00 |
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| All search terms (millions) | 0.22 | 0.07 | 0.15 | 31.76 |

Source: comScore Search Planner, February 2012.



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Powell's Books

Full searches

| Search term | % of clicks | % of paid | % of organic | % paid |
|--|-------------|-------------|--------------|-------------|
| powells | 1.04 | 0.00 | 1.05 | 0.00 |
| powell's books | 0.84 | 100.00 | 0.05 | 93.49 |
| the zombie combat manual free pdf | 0.16 | 0.00 | 0.16 | 0.00 |
| "name" "name" "name" | 0.03 | 0.00 | 0.03 | 0.00 |
| fire in the minds of men pdf | | | | |
| "lucia tripodes" +"twitter" | | | | |
| body systems lesson plans | | | | |
| prealgebra a la carte by margaret ... | | | | |
| white like me summary | | | | |
| favrote book fear and loathing on ... | | | | |
| books about david ortiz – big "name" | | | | |
| safety association of ontario mobile ... | | | | |
| breaking through by francisco jimenez | | | | |
| japanese: the spoken language ... | | | | |
| smartest state award 2010 | | | | |
| s "last name" he loves us | | | | |
| a very bad case of stripes | | | | |
| a summary of "last name" trouble ... | | | | |
| future of social psychology | | | | |
| audio book matigari | | | | |
| All search terms (millions) | 0.43 | 0.00 | 0.42 | 0.78 |

Source: comScore Search Planner, February 2012.



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Powell's Books

Words

| Search term | % of clicks | % of paid | % of organic | % paid |
|------------------------------------|-------------|-------------|--------------|-------------|
| powells | 29.50 | 0.00 | 52.99 | 0.00 |
| powell's | 23.71 | 50.00 | 2.77 | 93.49 |
| books | 23.71 | 50.00 | 2.77 | 93.49 |
| zombie | 4.43 | 0.00 | 7.95 | 0.00 |
| combat | 4.43 | 0.00 | 7.95 | 0.00 |
| manual | 4.43 | 0.00 | 7.95 | 0.00 |
| free | 4.43 | 0.00 | 7.95 | 0.00 |
| pdf | 4.43 | 0.00 | 7.95 | 0.00 |
| "name" | 0.95 | 0.00 | 1.71 | 0.00 |
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| All search terms (millions) | 0.43 | 0.00 | 0.42 | 0.78 |

Source: comScore Search Planner, February 2012.

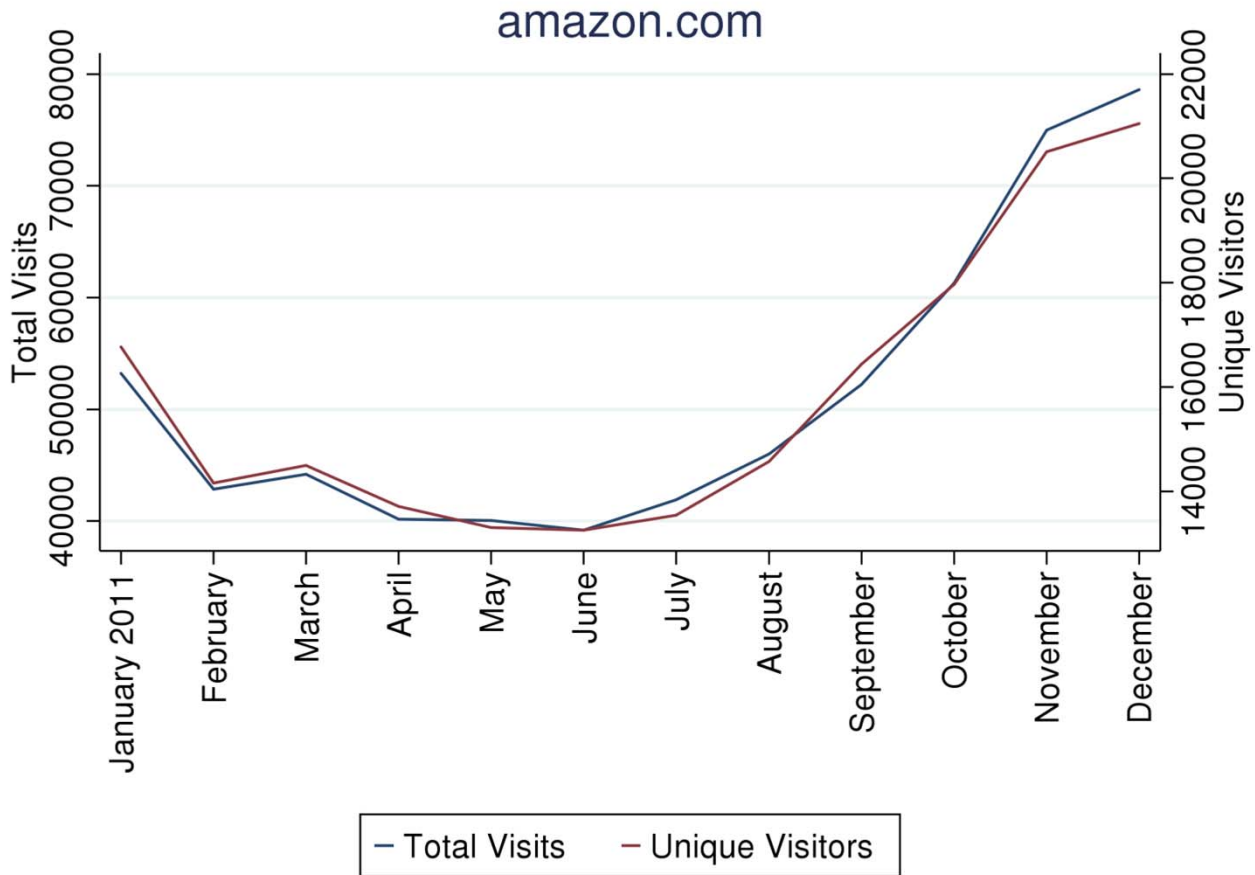


ComScore Micro Data

- Online browsing and transaction data at the domain level for 100,000 randomly selected internet users
- Date, time, and duration of each visit to a website or domain
- Price, quantity, and description of product purchased during a session



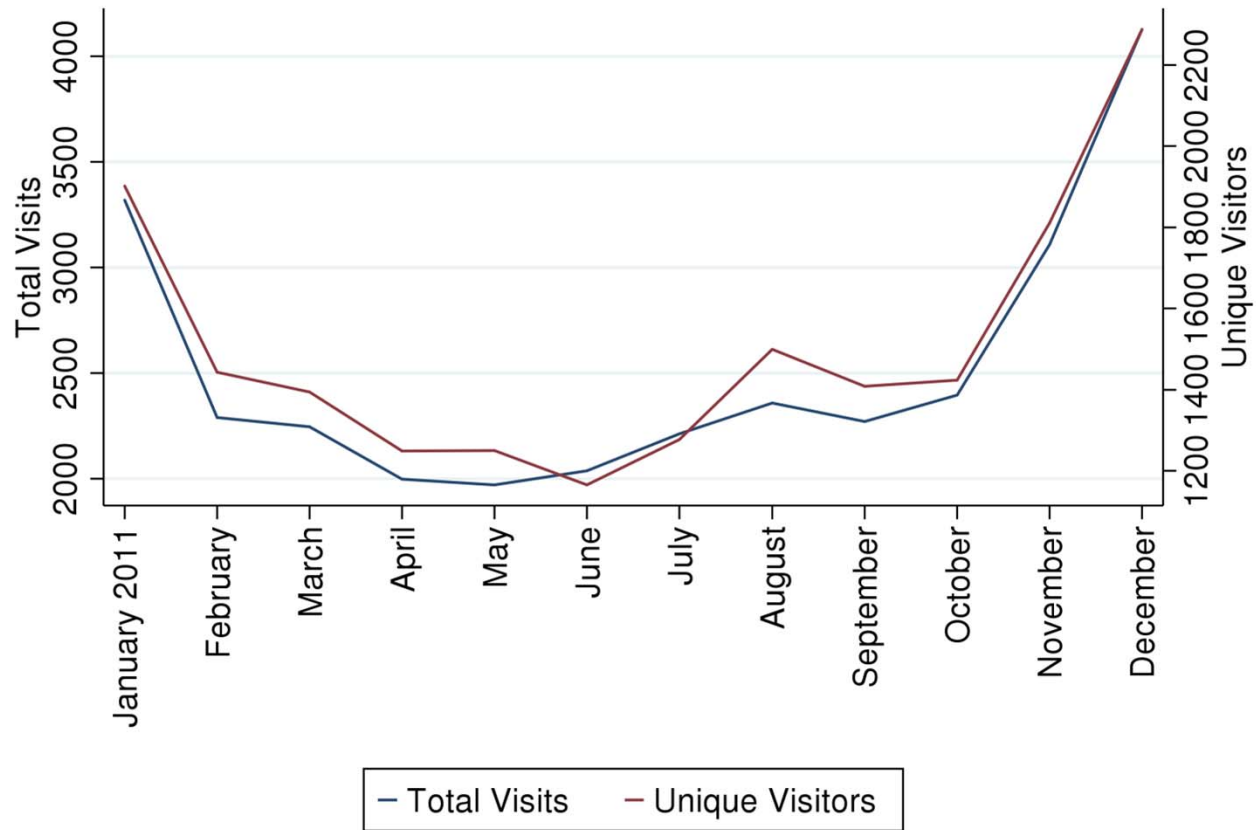
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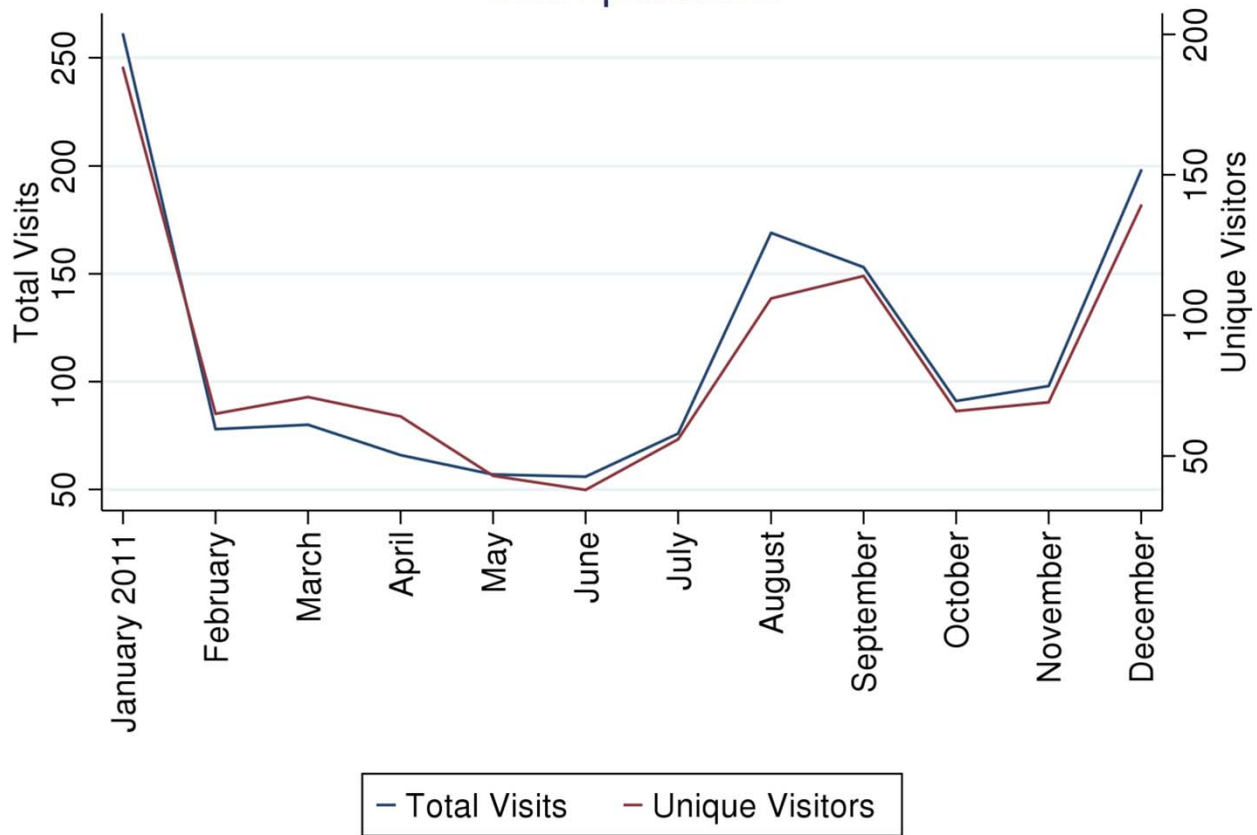
barnesandnoble.com





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Challenges in Measuring the Evolution of Platforms' Shares of Book Searches

- Navigational searches on main search engines
- Long-tail in *Search Planner* data
- Non-book searches on main search engines, Amazon, and Walmart
- Searches on closed platforms
- Definition of “search”
- Seasonality



Tentative Methodology

- Combine micro data on browsing behavior and book sales with qSearch and Search Planner data
- Estimate determinants of search at platforms where book searches are transparent
 - # searches = $f(\text{visit duration, book purchase, etc.})$
- Use these results to “predict” search at platforms where searches are not transparent
 - Booksellers not included in qSearch
 - Searches in the long-tail of Search Planner
 - Book searches at retailers selling items other than books