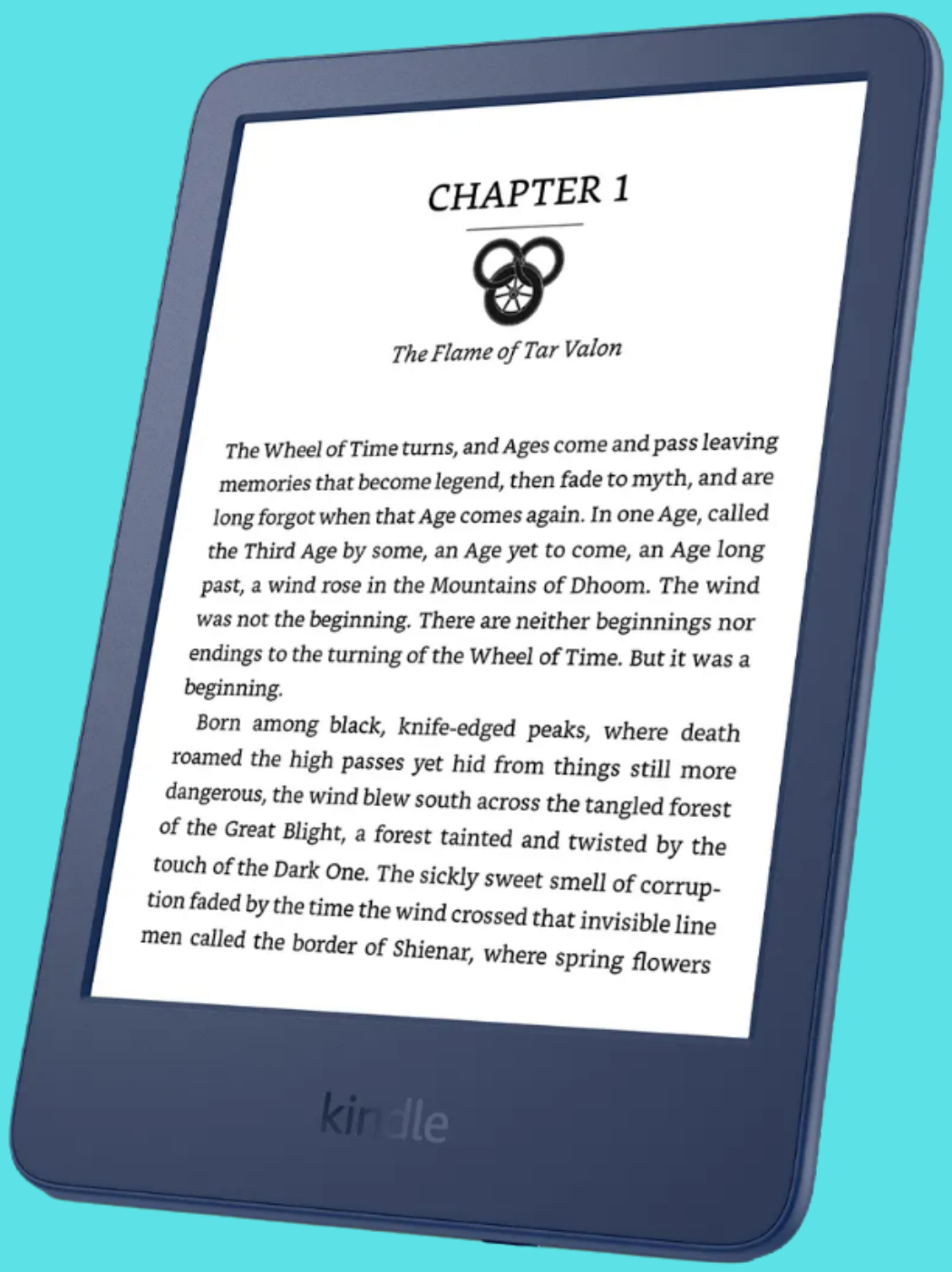


New Kindle (2022)

Who is it really for?

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Key Selling Points



Upgraded high-resolution display (330 ppi)

2x storage

USB-C Charging

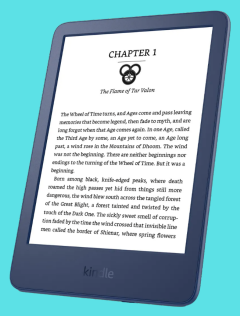
Longer Battery Life

$99.99
With Ads

$119.99
Without Ads

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But, all these features were available in previous Kindle models





Kindle (2022)

6-inch screen

No IP Rating

6-week backup

No warmth control

USB-C,300ppi, 16 GB

$99.99

With Ads

Kindle Paperwhite (2021)

6.8-inch screen

IPx8 - Waterproof

10-week backup

Display warmth control

USB-C,300ppi, 8 GB

$139.99

With Ads

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What will the customer do?



Existing Kindle Owners

→

No compelling reason to upgrade



New customers

→

Kindle Paperwhite anymore for **$40** extra, will prefer base model

The 2022 Kindle will cannibalize sales of the Kindle Paperwhite

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But the the eBook reader category itself is in decline because



Rapid rise of audio content such as audiobooks and podcasts



Low value perceived from dedicated eReaders vs more versatile tablets for content consumption

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Why not iPad?



Kindle (2022)

From $99



Base iPad

From $329

Read Kindle eBooks

Read in color!

Watch video content

Listen to audio content

Draw, write with Apple Pencil

Gaming

Video Calls, Messaging

The Internet!

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What should Amazon do?

Double-down on Hardware



Kindle Create

Productivity Redefined

- Color e-Ink
- eNote taking
- Multi-tasking OS - Android?
- Podcasts, audio books
- For enterprise, education

Kindle as a Platform

kindleunlimited

+

audible
an amazon company

+

Self-publishing, content creation platform

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Hello!

I am Ajay

I love talking about product management and technology!

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