Today, digitisation is changing how books are produced, distributed and read. The market for e-books in Sweden is still fairly small, but it is growing, leading to increased tension among the actors in the Swedish book market. The focus of this thesis is the distributing actors, including public libraries and commercial actors, such as online booksellers, physical bookshops, subscription services, and aggregators, lending and selling consumer e-books in Swedish to the user/customer or business-to-business.

This doctoral thesis, apply the theoretical lens of field theory to explore the positions, dispositions and capitals of the distributing actors in the literary field in Sweden. Public libraries’ and booksellers’ emergent and planned strategies, in order to cope with the changing market, are studied. Furthermore, the thesis examines the supervening social necessity and suppression of radical potential, enabling or preventing the expansion of e-books on the Swedish book market.