

## Introducing a data map and information platform for digital books:

### The new European e-Book Barometer provides handy insights and guidance to digital book sales in Germany, Italy, the Netherlands and Spain

E-books are different. To better understand the specifics of digital book sales to consumers, publishers must **learn** about when readers **pick up e-books** along the year, what characterizes **popular literary genres**, or how **sweet pricing** allows to optimize marketing strategies.

The new **European e-Book Barometer** provides an **intuitive and easy to read map** for the e-book segment, based on precise aggregated sales data and **chart driven** trend information to publishers, retailers, authors as well as any other stakeholder interested in digital consumer books.

With a **unique set of reliable sales data**, the Barometer visualizes four leading European e-book markets – **Germany, Italy, the Netherlands and Spain**. For the first time, sales trends and consumer habits can be compared in a broader cross-market perspective. This opens entirely innovative perspectives in a book market and consumer segment that is highly specific and different from the general entertainment markets.

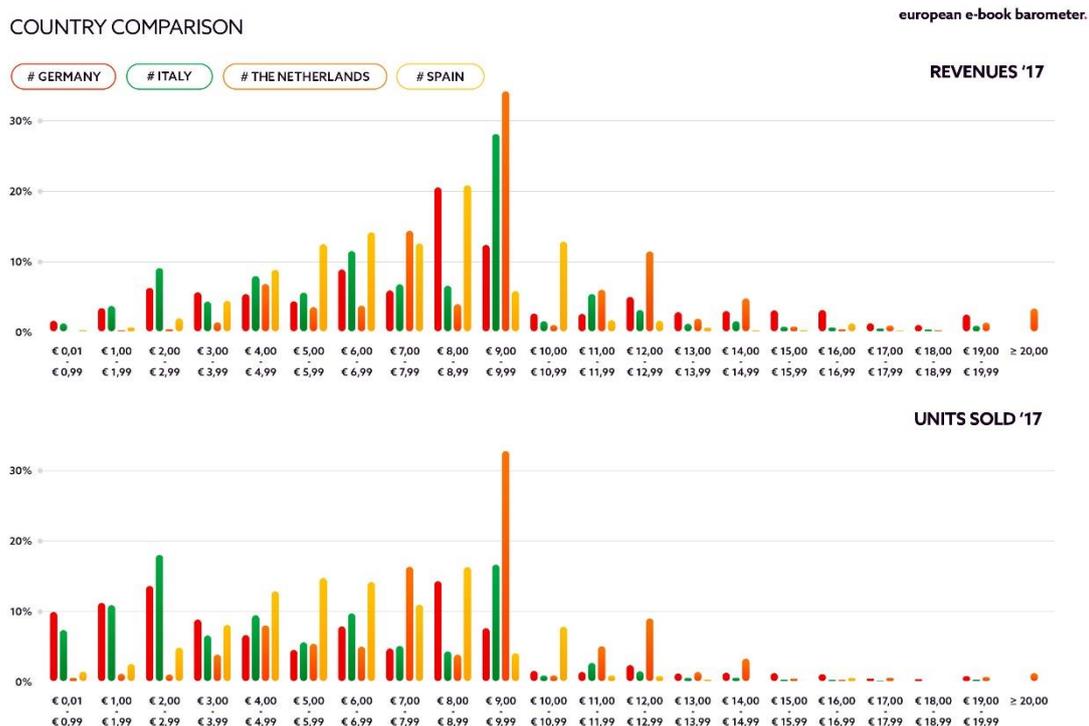


Figure 1 Comparing Germany, Italy, Spain and The Netherlands

Key findings from the first European e-Book Barometer include:

- E-Books **target consumer groups in highly specific ways**, by their preferred reading genre, at unique price points, along the year, with more than one high point at Christmas sales;
- **Marketing and pricing strategies** for e-Books must therefore be based on a specific knowledge of those **different audiences**;

- Only a **clear data driven understanding of segments and consumer preferences**, as provided by the e-Book Barometer, brings publishers and authors optimal returns from digital;
- The international perspective allows to **learn lessons to improve results and limits risks** from innovation and marketing experiments.

**The European e-Book Barometer opens a valuable instrument to drive sales in times of challenging and complex competition for consumers' choices of entertainment and learning.**

The European e-Book Barometer is an innovative **collaborative initiative** by e-book distributors in Germany, Italy, the Netherlands and Spain who otherwise are direct competitors on the respective territories. The strategic aim of this unique cooperation is to produce **more detailed and reliable insights** into today's increasingly complex and competitive digital content markets.

The Barometer has been launched and sponsored by **Bookwire, CB the International Publishing Distribution Association, IPDA, and Libranda**. The Barometer aggregates data provided by the following e-book distributors: *Bookwire* (Germany and Spain), *CB* (formerly Centraal Boekhuis, the Netherlands), *edigita* (Italy), *Libranda* (Spain), and *Readbox* (Germany).

The Barometer has been researched and produced by *Rüdiger Wischenbart Content and Consulting* and the **Global eBook** report, to add more in-depth data and urgently needed orientation for the next phase of digital consumer publishing.

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Free downloads of the European e-Book Barometer are available at each of the data contributing partners, and at [www.Global-eBook.com](http://www.Global-eBook.com)