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# Global eBook Report 2015

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## Dissemination and feedback summary

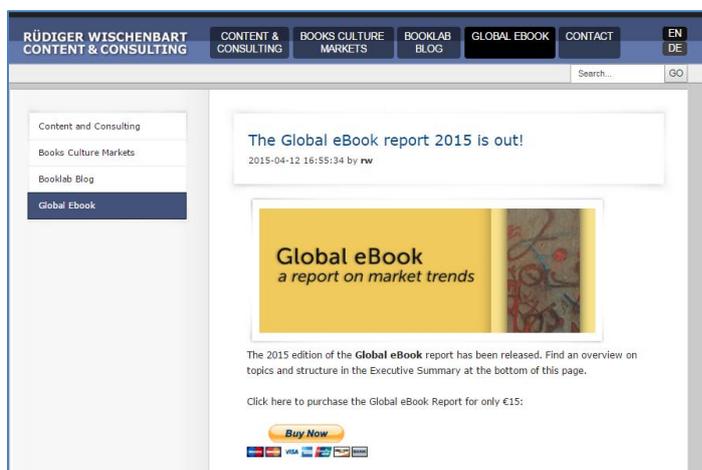


Illustration 1 [www.Global-Ebook.com](http://www.Global-Ebook.com)

## 1. Presentation and promotion of the report 2015

The Global eBook report 2015 was released in the first week of April 2015, in time before the London Book Fair, and Publishers' Forum in Berlin.

The study was promoted in a number of channels and platforms:

- **Dedicated website** at [www.global-ebook.com](http://www.global-ebook.com), including **preview widget** from book2look, allowing a preview of the table of content and the executive summary, **direct download of the executive summary**, plus a **direct purchase** of the report from this page;
- **Global distribution** of the report through all major international online book retail platforms (including Amazon, iTunes, Kobo, and numerous local and regional e-tailers);
- **Articles** in most leading professional publishing **trade magazines** through a global network of trade partners, notably BookDao (China), The Bookseller (UK), buchreport (Germany), Livres Hebdo (France), PublishNews (Brazil), et al.
- **Articles** and quotes in the **general press** (e.g. Sueddeutsche Zeitung and Handelsblatt, Germany)
- **Presentations** at various **trade conferences**, including at book fairs and professional events in Beijing, Berlin, Cracow, Prague, Rio de Janeiro, Warsaw;

The website and the presentations all highlighted the sponsors and partners of the Global eBook report.

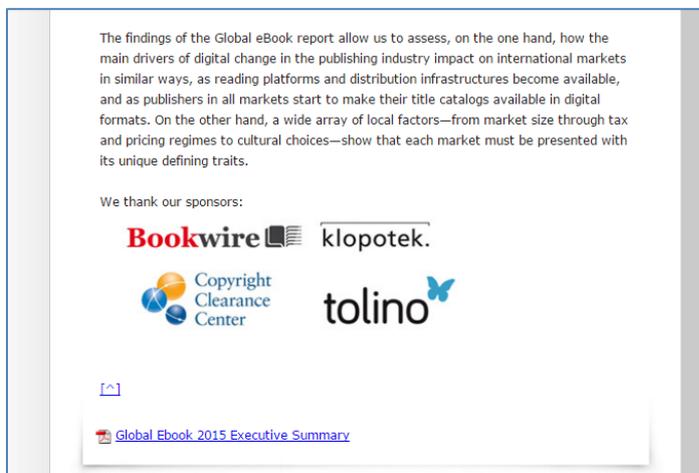


Illustration 2 Screen shot of the main article introducing the Global eBook report 2015 at [www.global-ebook.com](http://www.global-ebook.com)

The **Global eBook report 2016** will be released in **April 2016**.

## 2. Reach

The **Global eBook report 2015** has become a **standard reference** for anyone interested in the evolution of ebooks and the digital transformation in (book) publishing worldwide.

After having distributed free of charge in the past, in 2015, the Global eBook report has been sold, at 15 Euros, for the first time.

Roughly **300 copies have been purchased** through both the dedicated website [www.global-ebook.com](http://www.global-ebook.com) and online e-tailers.

**Clients** come from all the major publishing markets worldwide, notably Europe, North and South America and Asia.

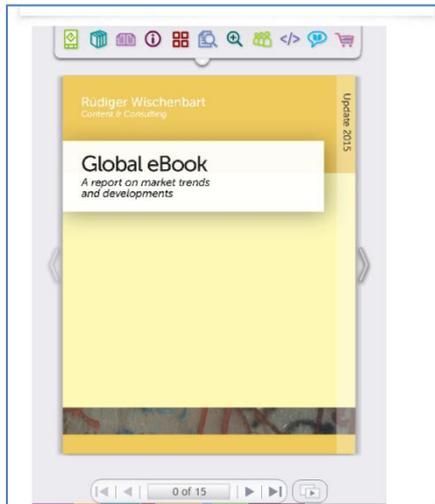
By **profile**, the report has been embraced by a majority of the leading publishing corporations, in both trade, educational and professional publishing, as much as by a significant number of independent publishers. It has been acquired by leading Internet companies, book wholesalers, literary agents, banks, service providers to the publishing sector, as well as national and university libraries – and it has been pirated.

We assume that each purchased copy has been, on average, circulated throughout the relevant teams in the acquiring organization, with several staff using the study. We have made it our policy to grant libraries simultaneous access to an unlimited number of users, and sent free sample companies to media, students, and colleagues.

## 2.1. Web traffic related to the Global eBook report 2015

The dedicated website [www.global-ebook.com](http://www.global-ebook.com) has seen from April to November 2015 a total 7266 page views coming from 4465 unique visitors.

The executive summary has been downloaded 1577 times.



The book2look widget which had been embedded in the dedicated website has recorded a total of 9872 views between April and November 2015.

Traffic on all relevant platforms has shown a quick climb upon launching the report in April, which maintained significant levels until circa mid-summer, and even a continuity of some steady views today, half a year after the publication of the report.

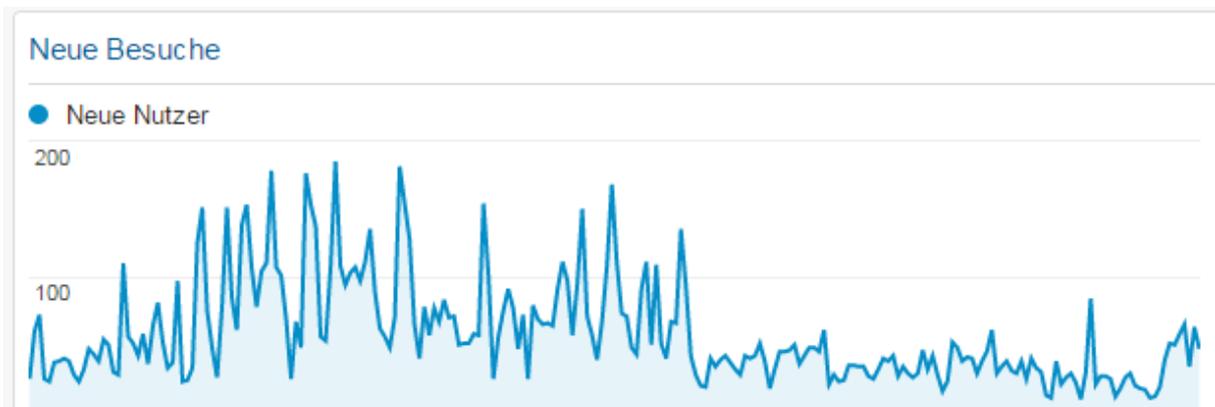


Illustration 3 Traffic ("new visitors") at [www.global-ebook.com](http://www.global-ebook.com) from April to November 2015 (Source: Google Analytics)

## 2.2. Geography and languages

The distribution of visits across territories emphasizes the global reach of the report.

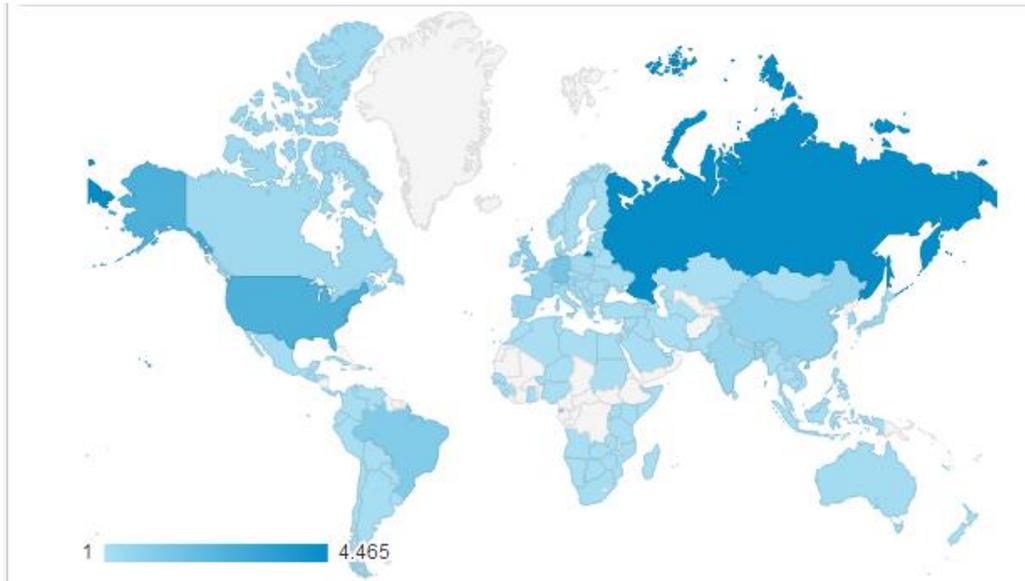


Illustration 4 [www.global-ebook.com](http://www.global-ebook.com) unique visits by territory. (Source: Google Analytics)

By territory and language, downloads of the Executive Summary 2015 have seen the following distribution:

1. US
2. Germany
3. France
4. Brazil
5. UK

By language:

1. EN 26,61%
2. Not set 15,03%
3. DE 8,58%
4. PT/BR 4,97%
5. CN 2,36

For the complete website of [www.wischenbart.com](http://www.wischenbart.com) , which had [www.global-ebook.com](http://www.global-ebook.com) embedded, top visits show the following distribution by country:

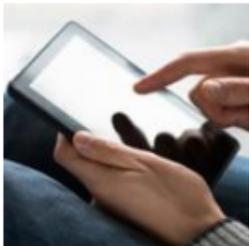
US 13,6%  
Germany 7,36%  
Brazil 5,77%  
Not set 4,3%  
China 3,47%  
France 3,46%  
Austria 3,27%  
India 2,70%

On average, 24.67% were returning visitors who stayed for 1.42 minutes.

### 3. Media coverage and availability through a broad variety of channels & platforms

Reviews and references of the Global eBook report 2015 came from professional trade publications as much as from general media and from the publishing community, through social media, notably Twitter, Facebook and blogs.

In the following, only a few samples are reproduced.



## Global E-book Report highlights unequal markets

Published May 6, 2015. By Philip Jones

Share    

International e-book markets continue to develop at different rates, with growth in some continental digital marketplaces appearing to have stalled despite increasing activity from global tech companies and local players.

Illustration 5 The Bookseller

<http://www.thebookseller.com/news/global-e-book-report-highlights-unequal-markets>

#### Mercado

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## Global eBook ganha nova edição

PUBLISHNEWS, REDAÇÃO, 05/05/2015

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*Relatório organizado por Rüdiger Wischenbart está completamente reeditado em sua versão 2015 e dedica 14 páginas ao Brasil*

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A edição 2015 do *Global eBook: a report on market trends and developments*, organizado pelo consultor austríaco Rüdiger Wischenbart, acaba de ser publicada e já está disponível em [www.global-ebook.com](http://www.global-ebook.com) e nas principais lojas globais de e-books. O relatório apresenta uma visão geral dos mercados internacionais de livros digitais, trazendo os melhores dados e estatísticas disponíveis. “Esta edição de 2015 não é uma simples atualização das edições anteriores, uma vez que o relatório foi completamente reescrito”, explica Wischenbart. “Desta vez, procuramos enfatizar como o

Illustration 6 PublishNews Brazil

<http://www.publishnews.com.br/materias/2015/05/05/81727-global-ebook-ganha-nova-edicao>

### Difference, Not Hegemony, in Global Ebook Markets (Futurebook)

"The evolution of ebooks in non-English language European book markets is highly diverse both in terms of market penetration, and by showing significant differences in policy debates, expectations by various stakeholders, and overall market contexts," one analyst writes-and that's just in Europe. In other words, global ebook growth means adapting strategically to a vast patchwork of local conditions. In other words, it probably won't be easy.

Illustration 7 Digital Book World

The screenshot shows the homepage of 'buchreport'. At the top, there is a red navigation bar with links for 'Newsletter', 'Vertrieb/Abos', 'Anfahrt', 'Kontakt', and 'Mediadaten'. The main title 'buchreport' is displayed in large white letters on a red background. Below the title is a horizontal menu with links for 'praxis', 'Nachrichten', 'Videos', 'Blog', 'Analysen', 'Bestseller', 'Webinare', and 'Indie-Katalog'. Social media icons for Twitter, Facebook, Google+, and RSS are visible. The main content area features a red sub-header 'Verlage' and a date 'Dienstag, 19. Mai 2015 (10:07 Uhr)'. The article title is 'Studie sucht Ursachen disparater Marktentwicklungen' with a sub-headline 'Clash der Preiskulturen'. The text discusses the dominance of Amazon's Kindle program in digital book markets, contrasting the USA and Great Britain with Germany, and mentions Rüdiger Wischenbart's study 'Global eBook'.

Newsletter Vertrieb/Abos Anfahrt Kontakt Mediadaten

# buchreport

praxis | Nachrichten | Videos | Blog | Analysen | Bestseller | Webinare | Indie-Katalog

**Verlage** Dienstag, 19. Mai 2015 (10:07 Uhr)

## Studie sucht Ursachen disparater Marktentwicklungen

### Clash der Preiskulturen

Im Jahr acht, nachdem **Amazon** mit dem **Kindle**-Programm das digitale Lesen neu erfand, herrscht auf der Weltkarte der digitalen Buchmärkte die größtmögliche Uneinheitlichkeit. Da gibt es digitale Weltmächte wie die USA und Großbritannien, in denen Ebooks den Markt vorantreiben. Daneben ähnlich strukturierte Buchmärkte wie in Deutschland, in denen digitale Bücher bislang aber nur bestenfalls einzelne Genres befeuern. Und digitale Schwellenländer wie Frankreich, wo Kindle und Co. unterentwickelt bleiben, ohne Perspektive auf neues Wachstum. „Die frühen Wachstumsprognosen fußten eher auf der Fantasie von Marketingleuten als einer Realität von Märkten und Verbrauchern“, schlussfolgert **Rüdiger Wischenbart** in seinem jüngsten Update der Studie „**Global eBook**“.

**Deutsche Bestseller doppelt so teuer wie britische**

Illustration 8 buchreport (Germany)

[http://www.buchreport.de/nachrichten/verlage/verlage\\_nachricht/datum/2015/05/19/clash-der-preiskulturen.htm](http://www.buchreport.de/nachrichten/verlage/verlage_nachricht/datum/2015/05/19/clash-der-preiskulturen.htm)

Par Hervé Hugué, le 29.05.2015 (mis à jour le 29.05.2015 à 10h29)

MUTATIONS

# Le numérique à deux vitesses

FAIRE L'ARTICLE (15)

Facebook

Tweet

Partager

IMPRIMER

AFFICHAGE

Thématiques

DECRYPTAGES  
LIVRE NUMERIQUE  
EBOOK  
ETUDE



O. DICI

**L'édition 2015 de l'étude mondiale "Global eBook" donne une vision d'ensemble du marché du livre tel qu'il se transforme avec le développement, inégalement réparti, du numérique.**

*Les ebooks ont commencé à modifier la totalité de l'écosystème des auteurs, des livres et de la lecture [...]. L'évolution est bien plus profonde que le niveau limité des ventes pourrait le faire croire, dans la mesure où c'est toute la chaîne de valeur de l'édition et de la librairie qui est reconfigurée, sinon totalement transformée", écrit le consultant autrichien Rüdiger Wischenbart, auteur et c.*

Abbildung 9 Livres Hebdo (France)

<http://www.livreshebdo.fr/article/le-numerique-deux-vitesses-0>

Cependant le Québec est dans la moyenne des pays européens. La récente mise à jour de l'étude [Global Ebook Report](#), indique que les livres numériques représentent 13 % du marché global du livre aux États-Unis en 2012 (21% dans le cas de la littérature générale) et 11,5% en Grande-Bretagne en 2013 (25% dans le cas de la littérature générale).

Dans les pays européens, dont la France, l'Allemagne, l'Espagne, la Suède et les Pays-Bas, cette proportion varie entre 1% et 5% (3% à 11% dans le cas de la littérature générale).

Illustration 10 Report in IDBox on Canada.

<http://www.idbox.com/etudes/le-poids-du-marche-du-livre-numerique-au-quebec-7m/>

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## The Global eBook Report 2015

*A report on market trends and developments.*

by Rüdiger Wischenbart, Carlo Carrenho, Miha Kovac, Vinutha Mallya, Javier Celaya

*Global eBook Report*

#6 in Nonfiction , Computers , Internet , Electronic Commerce  
#1 in Nonfiction , Reference & Language , Reference , Catalogues & Directories

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**SYNOPSIS**

The Global eBook report documents and analyses how ebook markets evolve in the US, UK, continental Europe, Brazil, and Russia. It combines the best available data and references to specialized local actors and global players, as well as

Illustration 11 Screenshot at Kobo books

**bol.com**

Kies een categorie ▾

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🏠 > Boeken > Engelse boeken > ... > Meer naslagwerken > **The Global eBook Report 2015**

**The Global eBook Report 2015** EBOOK

A report on market trends and developments.

Auteur: Rüdiger Wischenbart | ★★★★★ Schrijf een review | Stel een vraag

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Illustration 12 Screenshot at BOL.com (Netherlands)

## 4. About The Global eBook report

The Global eBook report has been initiated in fall 2011 by the Tools of Change conferences and O'Reilly Media, and has been updated on a regular basis.

Since fall 2013, the report is published by Ruediger Wischenbart Content and Consulting, (RWCC), who had developed the format and authored the reports from the beginning.

Currently, the Global eBook report is updated annually. The 2016 will be released in April 2016.

This study provides an overview of internationally emerging ebook markets, with a unique set of data from a wide array of the best available sources, a thorough analysis and a synopsis of key global developments, and a broad set of detailed references to both global and local actors, forming a resource for anyone interested in the globalization of digital (book) content production and dissemination.

The 2015 edition of the Global eBook report, which has not only updated previous versions, but is re-written entirely, particularly emphasizes how digital developments are embedded in the overall evolution of publishing markets, by providing context data as well as historical statistics to spot trends and developments over the past 3 to 5 years.

To support the Global eBook report, we offer several - highly customizable - sponsorship opportunities.

We applaud our sponsors, Bookwire, Copyright Clearance Center, Klopotek and Tolino!

**Bookwire** 

**klopotek.**



**tolino** 

We are furthermore grateful to our media partners for helping to disseminate this report!

If interested in becoming a sponsor, or to advertise in the Ebook Yellow Pages, let us know by sending an email to ebookYP (at) wischenbart.com, or use the contact form at [www.global-ebook.com](http://www.global-ebook.com)

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