

# Global eBook Report 2017

## Press release and preview selected findings

**\*\*\*Embargoed until Monday, May 15, 2017, 8.00 am CET\*\*\***

The **Global eBook Report 2017** ([www.global-ebook.com](http://www.global-ebook.com)) is highlighting, and measuring the relevant international trends:

- Tracking **main market developments** and the diversity of relevant drivers in **North and South America, Europe, and Asia**;
- The **segmentation of book markets** in print and digital;
- **European ebook markets** in great and **previously unavailable detail**, based on in depth data provided by leading **distributors**;
- **Ebooks** in the context of the overall **transformation** in international publishing;
- **Global players**, and their impact on re-shaping the international business of books.

By 2017, ebooks are so much more than yet another format and edition of printed books. Instead, in a global perspective, with in depth data analysis allow a **realistic and precise understanding of how consumer publishing has become a highly diverse and segmented business**, with hugely different developments in the big English language countries, in continental Europe and in emerging economies.

### 1. Segmentation of book markets

No one size, or angle, alone fits divergent economic fundamentals, market size, or consumer preferences.

- In **North America** and the **United Kingdom**, ebooks had quickly taken a share of between 15 and over 25 % of the largest publishers' sales, yet sliding again since 2013. Even more radically, self-published literature, particularly in the romance, fantasy, or science fiction genre, has reportedly overtaken sales of the Big Five traditional publishing groups.
- In **Western Europe**, in the context of flat, or even declining book markets after the economic crisis of 2008, ebooks account in most countries for well under 10 % of trade publishing. Only in Germany and the Netherlands, a mainstream audience of mostly heavy readers, and book buyers, have embrace reading on a screen more broadly. Overall digital sales have plateaued at much lower levels than in the English language, never up to the point of compensating for loss in print.
- Among the large emerging economies, **China** has seen a unique and continuous rise in book sales, with consumers only recently willing to pay for ebooks on a significant scale, yet with an also commercially thriving online reading market expanding now for well over a decade. In **Brazil** and **Mexico**, recent economic difficulties took away much of the dynamics seen for a few years, and government programs in support of digital educational innovation cut to the bone.

### 2. Innovative in depth analysis of European book markets by price and genre

A more granular analysis of the different developments in Europe, between **large and small markets**, for long had been next to impossible, as reliable detailed data had not been available.

The **Global eBook report 2017** is now offering **new ways** of looking in great detail into recent digital developments, by cooperating with, and analyzing data from, book distributors for measuring ebook trends in the **UK, Germany, France, Spain, Italy, the Netherlands, and Slovenia**.

The study reveals in much detail,

- How ebook sales allow largely **different business models** by highly **customized pricing policies**, which can be adjusted to different literary genres like **romance, thrillers, or general fiction**;
- How ebook sales have **two peak seasons**, a first in time for **summer reading**, and then a second for the **year-end holiday season**;
- How ebooks are very specific with regard to reading **target audiences**, with the **novel in depth analysis** provides keys for publishers to much better customize their marketing and sales strategies.

These new approaches to understanding a highly dynamic digital sector are based on sales data provided exclusively for the Global eBook report 2017 by Beletrina (Slovenia), Bookwire (Germany), edigita (Italy), Madrigall Group (France), Ingram (US/UK), Kobo Rakuten (Canada/Japan), and CB (Netherlands).

### **3. The new challenges in the global context for books and publishers**

The **Global eBook report 2017** looks into relevant challenges to book publishers as they come from **global players**, and the **digital transformation of all content and media industries**.

The study builds data driven case studies on key developments and actors:

- Book publishing and reading in a **world of mobile**, where a major part of all content is delivered, and commercialized, in digital format, across digital channels, in a paramount competition for consumers' attention;
- **Amazon's recent push for globalization** beyond Germany, the United Kingdom and Japan, as the share of all revenue from the rest of the world at Amazon has increased from a mere 8 % in 2010 to 24 % in 2016;
- Analyzing the accelerated **consolidation in international publishing**, as the already largest publishing groups tend to increase their market penetration to strengthen their position in a highly increasing competition against the expanding Internet giants.

**Take away:** Readers of the **Global eBook report 2017** retrieve a unique overview of **key developments in international book publishing**, and **novel in depth, data driven insights into the very diverse trends in digital**. Ebook market trends are presented as a relevant reflection of the much broader **overall transformation** of the international trade book market.

From **May 15, 2017**, the **Global eBook report 2017** is available for purchase at 20 € at [www.global-ebook.com](http://www.global-ebook.com), and at major international online retailers, in PDF, ePub and Mobi/Kindle formats.

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