

International Market Opportunities: Focus on Europe

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<idpf> 2011
**DIGITAL
BOOK**

where the digital book
industry convenes



Do you speak
English?

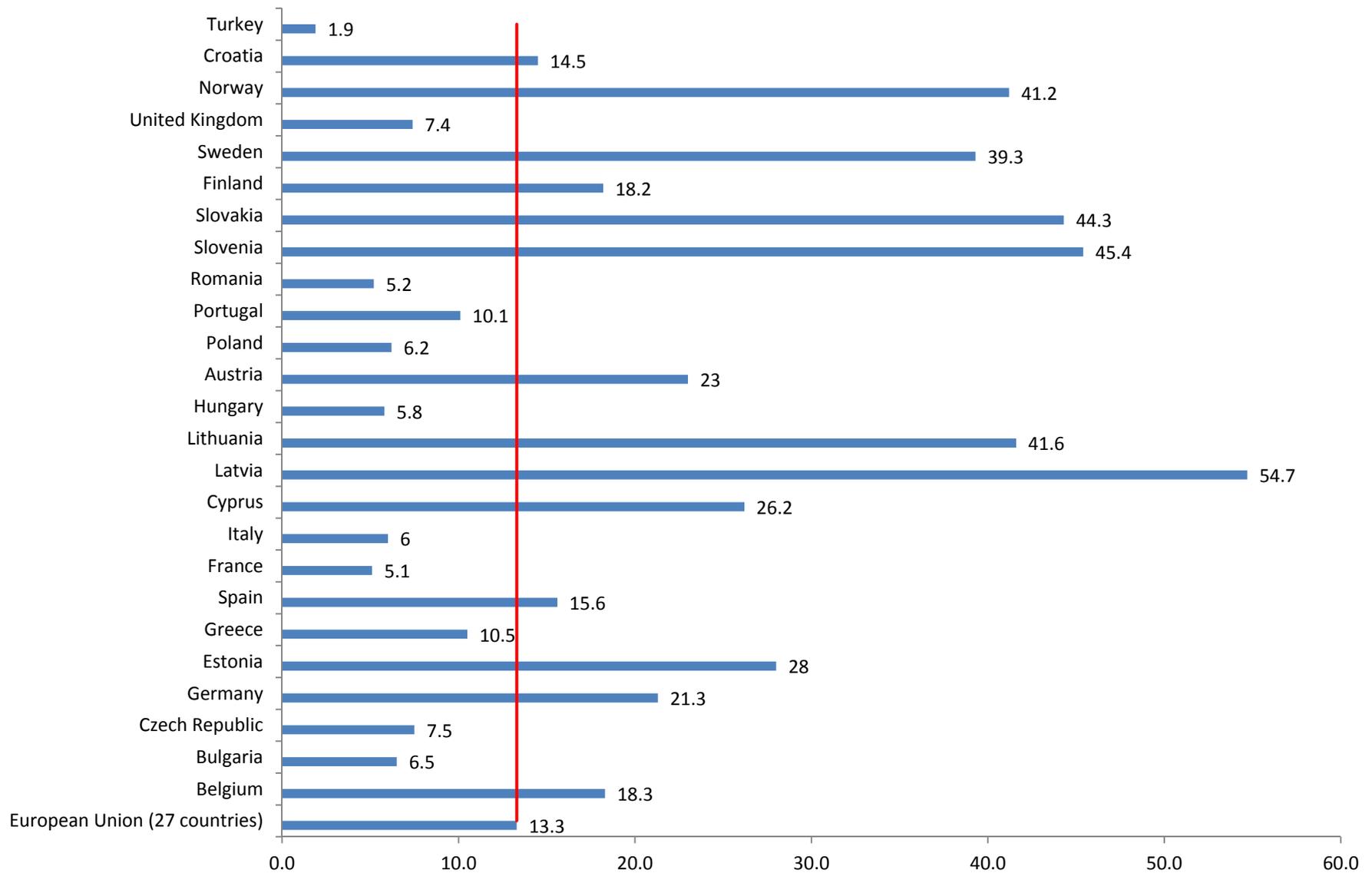
Main languages spoken in EU



EU-27: Five most learnt languages in upper secondary education (%)



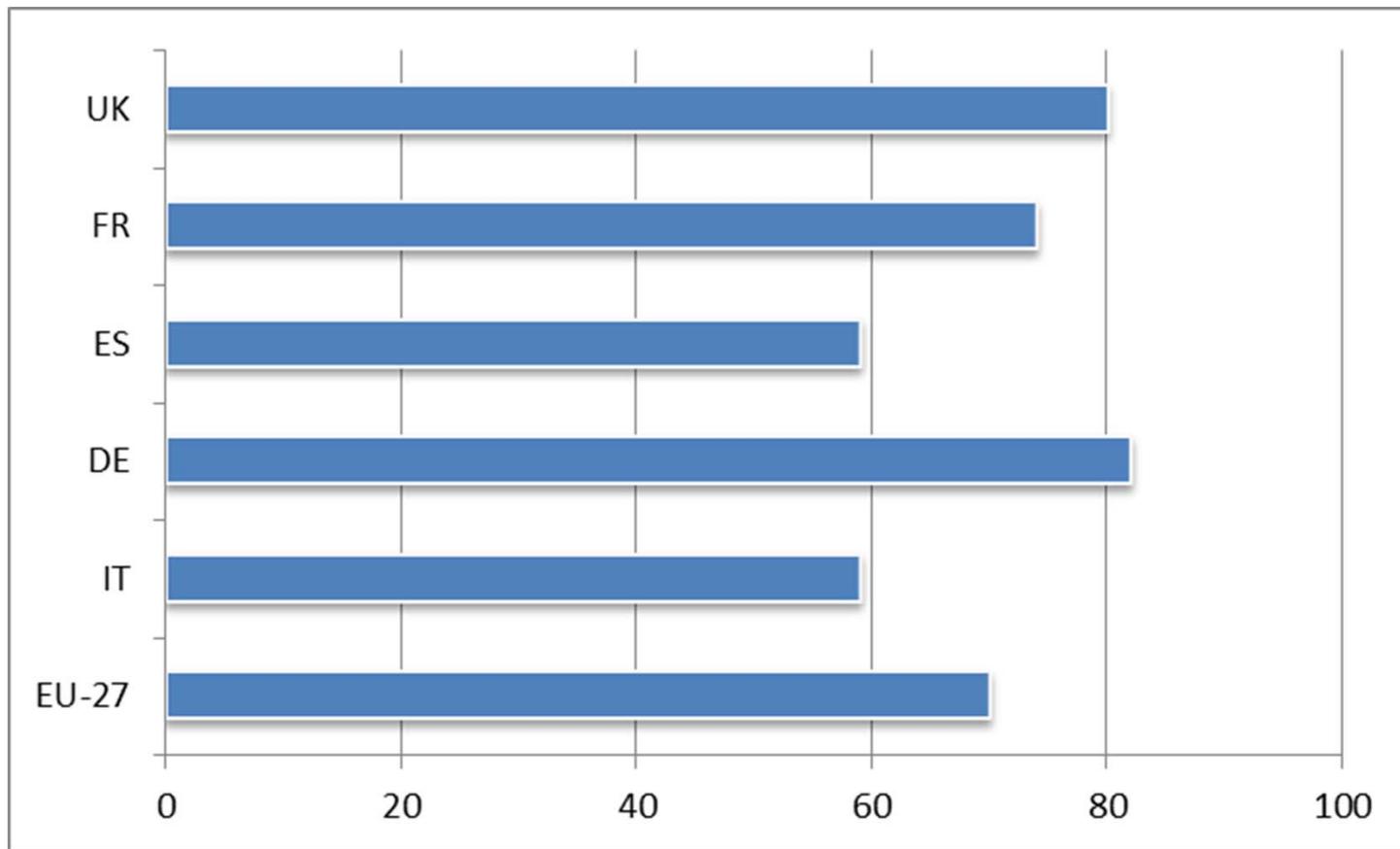
“Proficient” knowledge level of the best known foreign language (%)



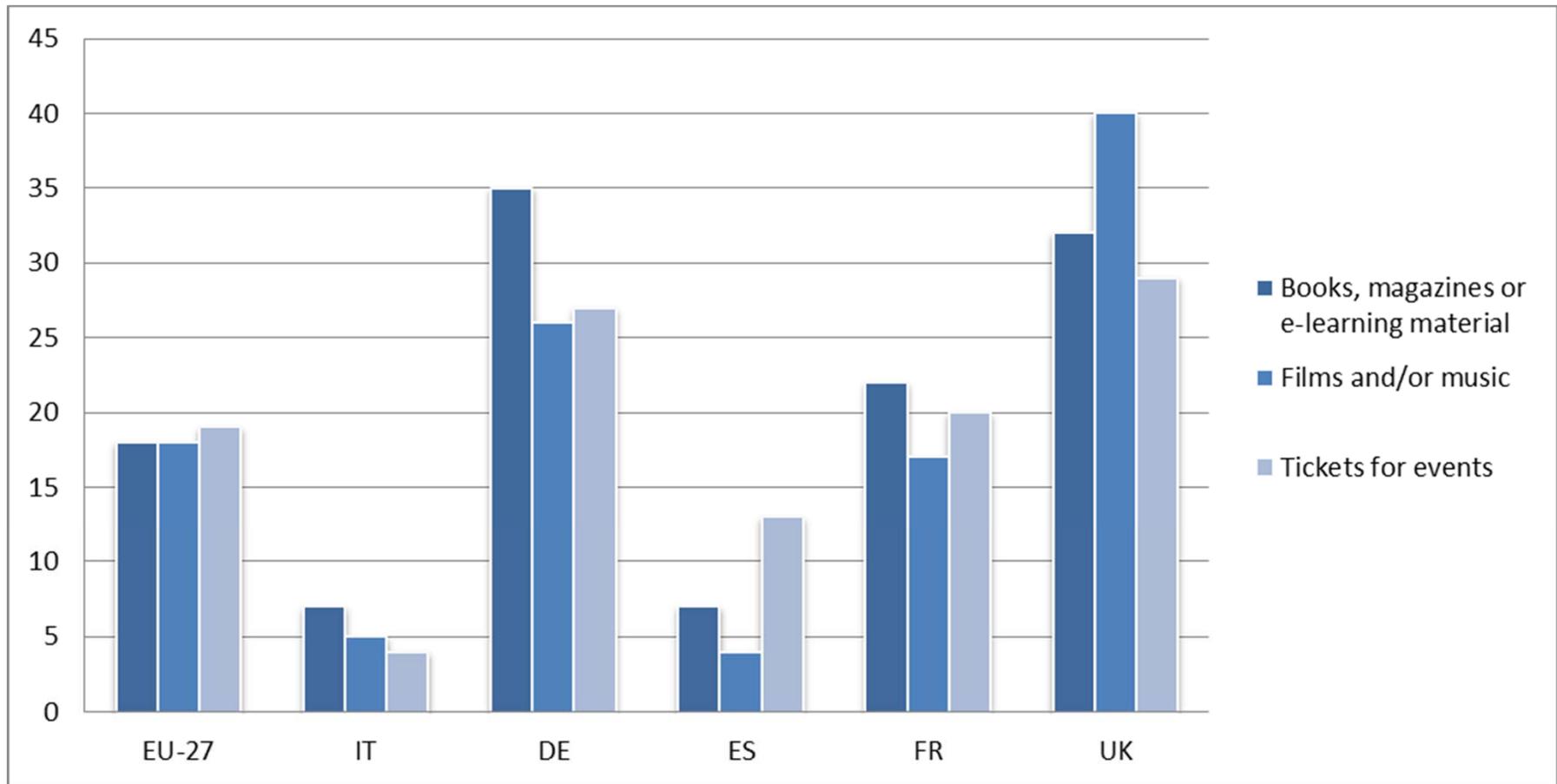


Europeans and technologies

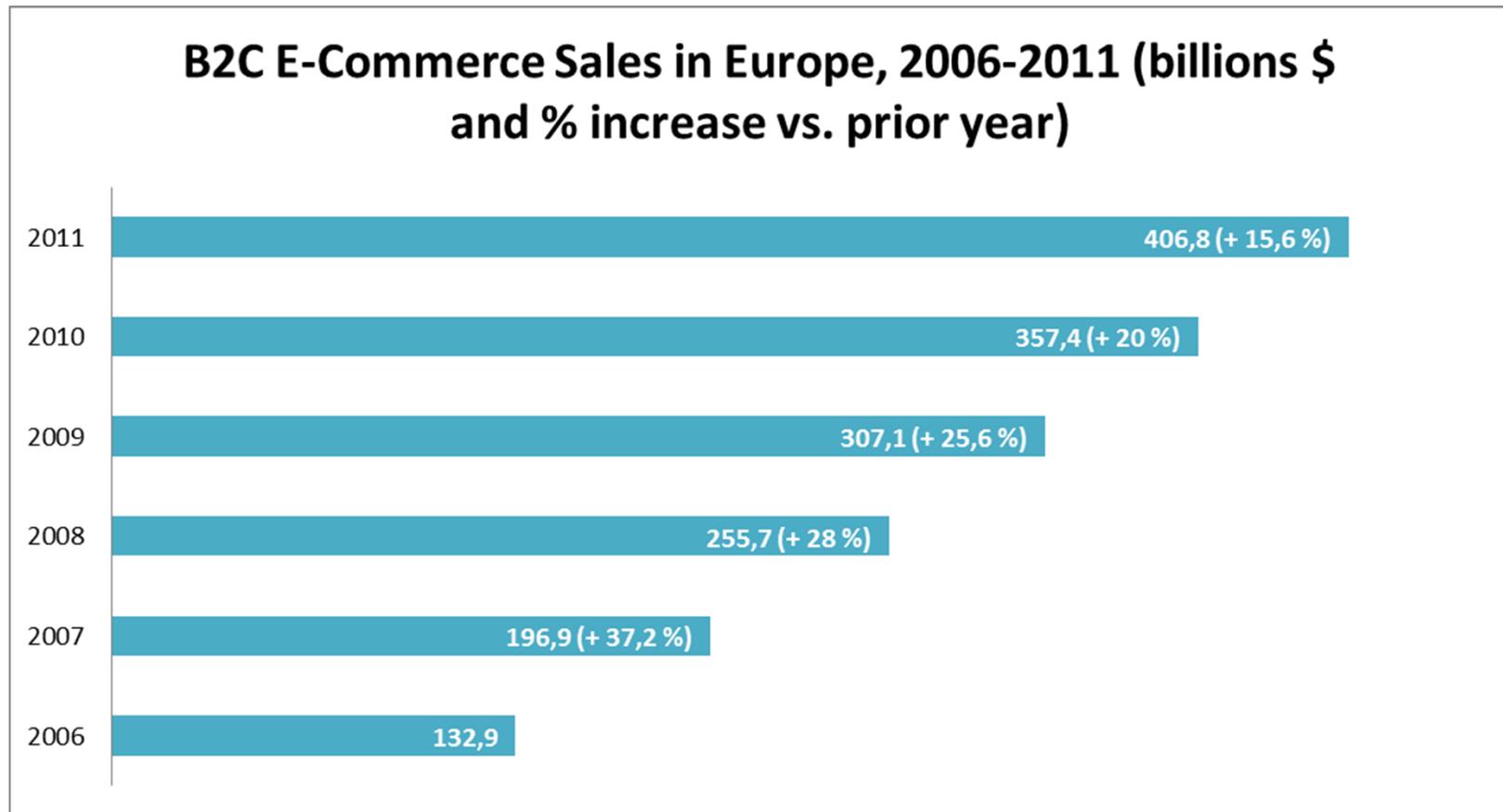
Households having access to the Internet at home



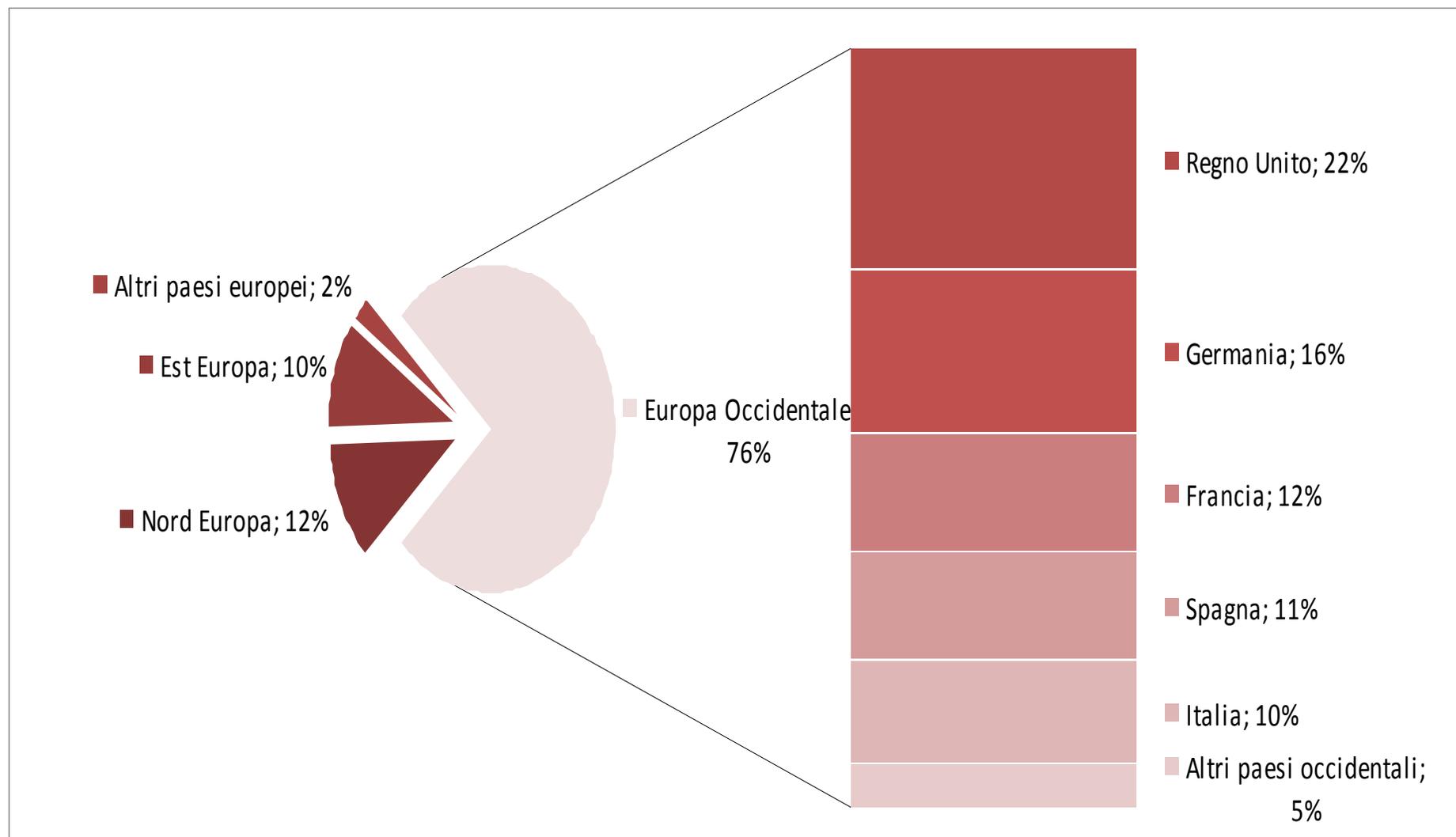
Use of the Internet for purchasing cultural goods and services



Ecommerce is growing...

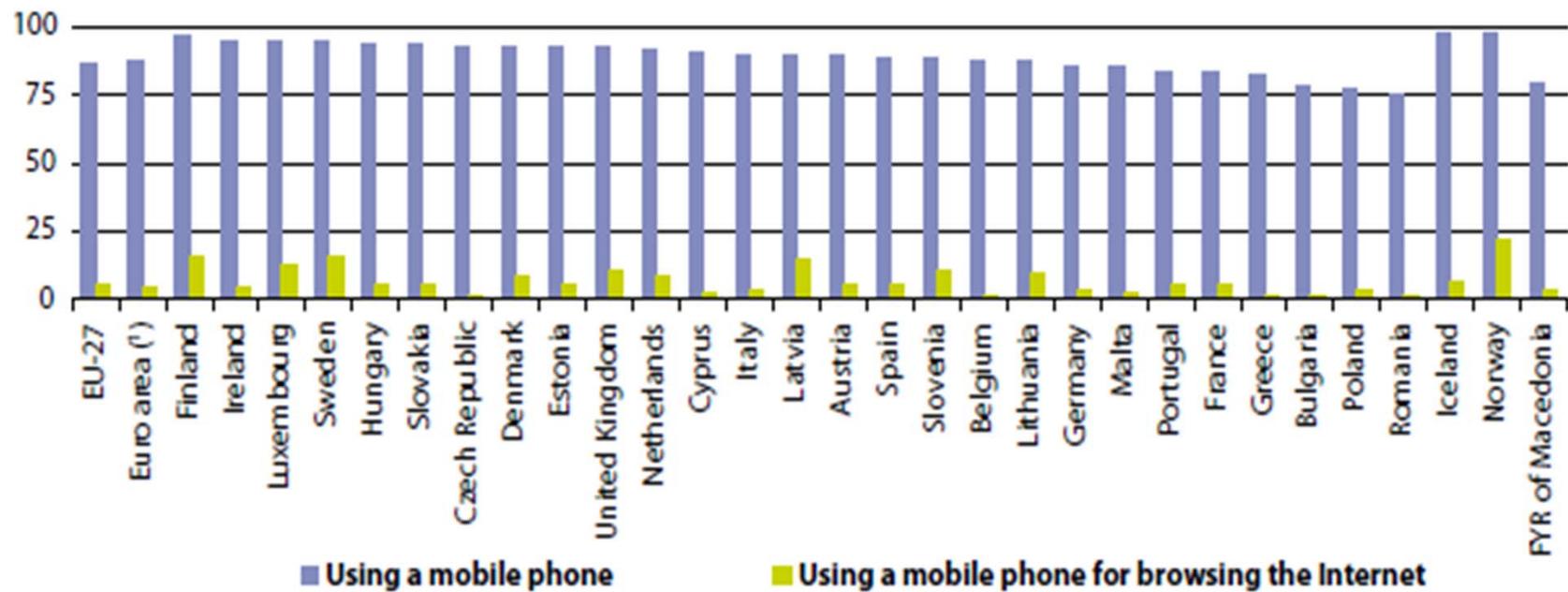


Credit and debit cart usage in EU.



Smartphone usage is widespread

Figure 7.27: Individuals using a mobile phone for browsing the Internet, 2008
(% of individuals aged 16 to 74)



(*) EA-15 instead of EA-16.

Source: Eurostat (isoc_cias_mph)



Book and ebook market

The EU book market in 2009

The total annual sales revenue of book publishers of the EU and the EEA in 2009 was approximately € 23 billion.

This represents a decrease from the last estimate of € 23.75 billion for 2008, but for the second year in a row such a decrease was to a great extent only nominal, due to changes in exchange rates.

The largest markets in terms of publishers' turnover in 2009 were Germany, followed by the UK, France, Spain and Italy.

Number of titles (backlist and new titles)

A total of about 515,000 new titles were issued by publishers in 2009 with an increase of an estimated 1% in the title output from 2008

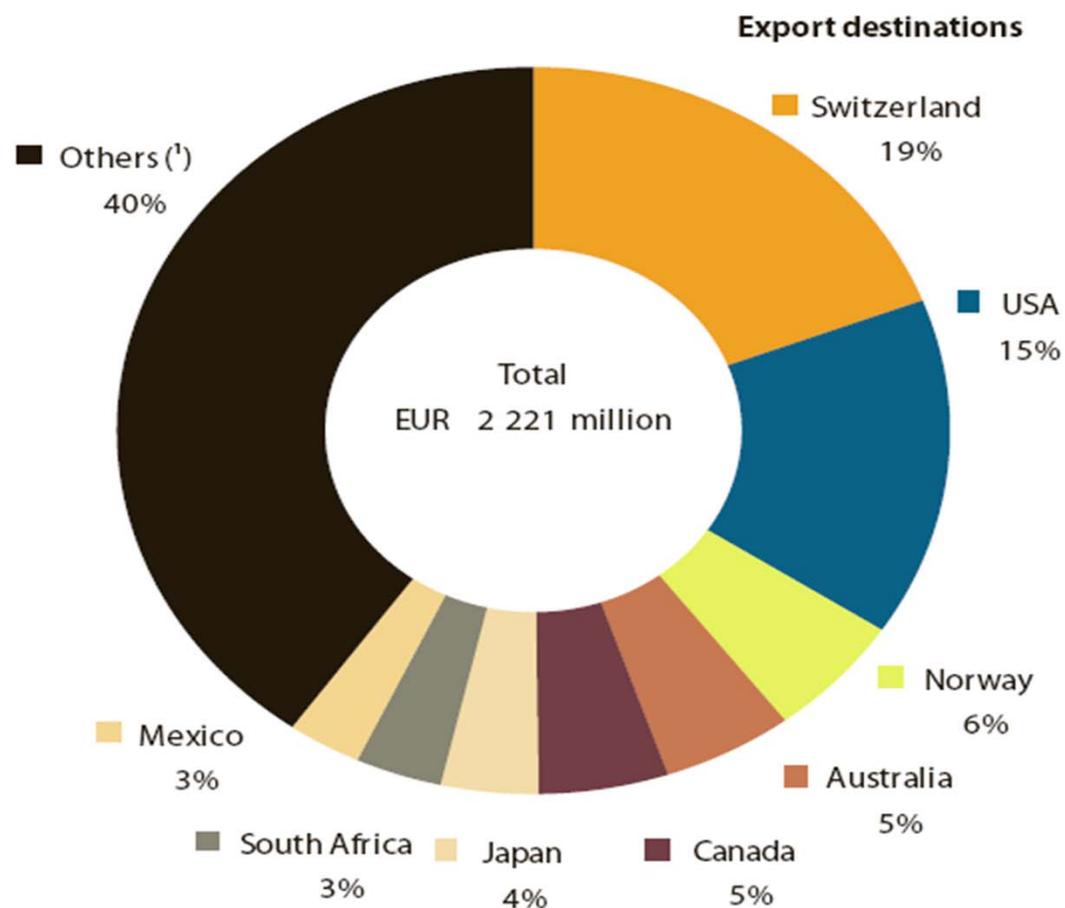
European publishers held a total of close to 6.5 million different titles in stock

	Backlist	New titles
UK	2.4 million	133,224
Germany	around 1.2 million	81,793
Italy	almost 700,000	37,845
France	over 600,000	38,445
Spain	over 400,000	41,917

Estimated online sales of print books

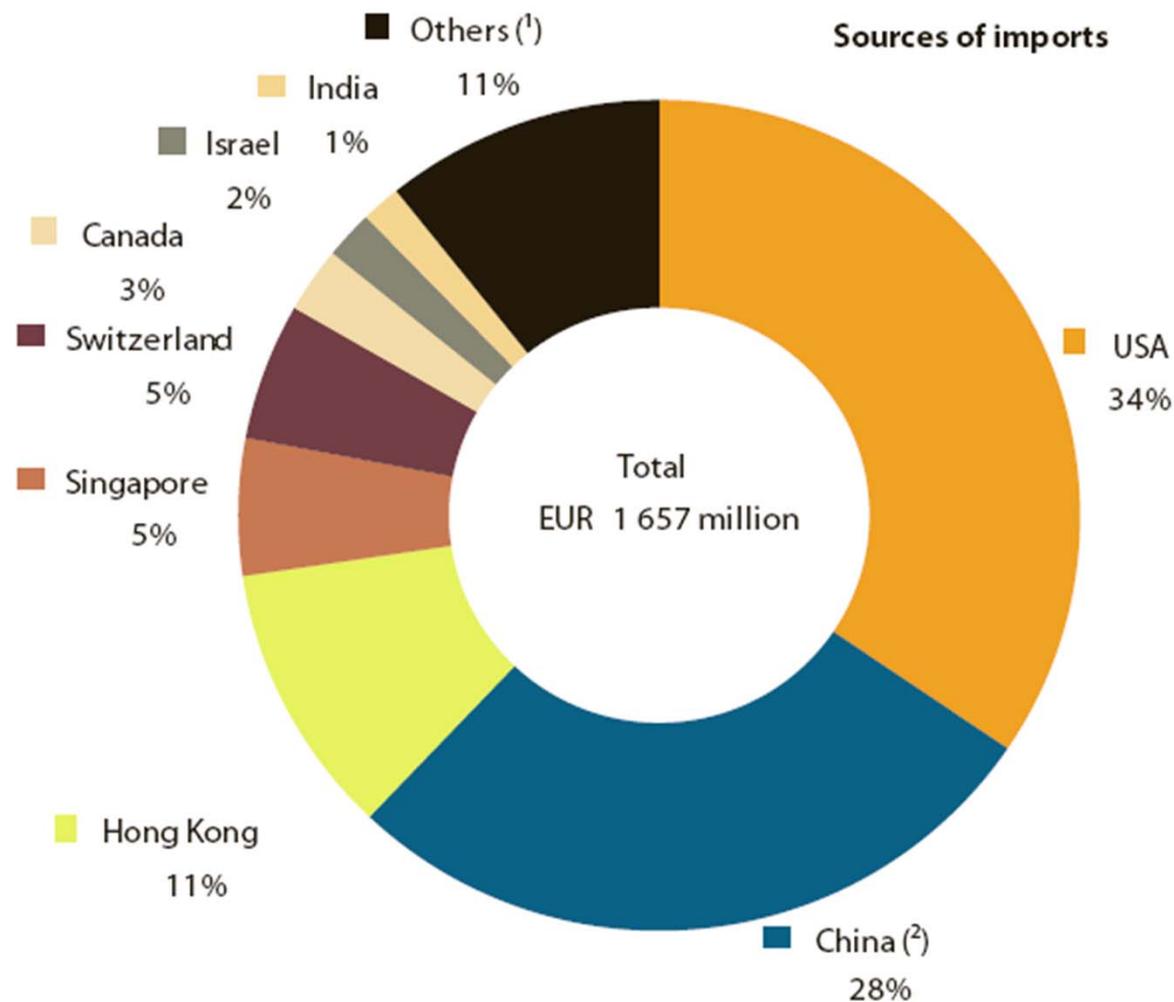
	% on the overall sales	% growth in 2009
France	7	3 in 2005
Germany	12,2	+ 14,9
Italy	4,4	+ 13,9
Spain	1,9	+ 20
UK	17,1	+ 27,6

EU-27 external trade in books, export destinations



⁽¹⁾ Others: 189 trading partners including 28 with > EUR 10 million.

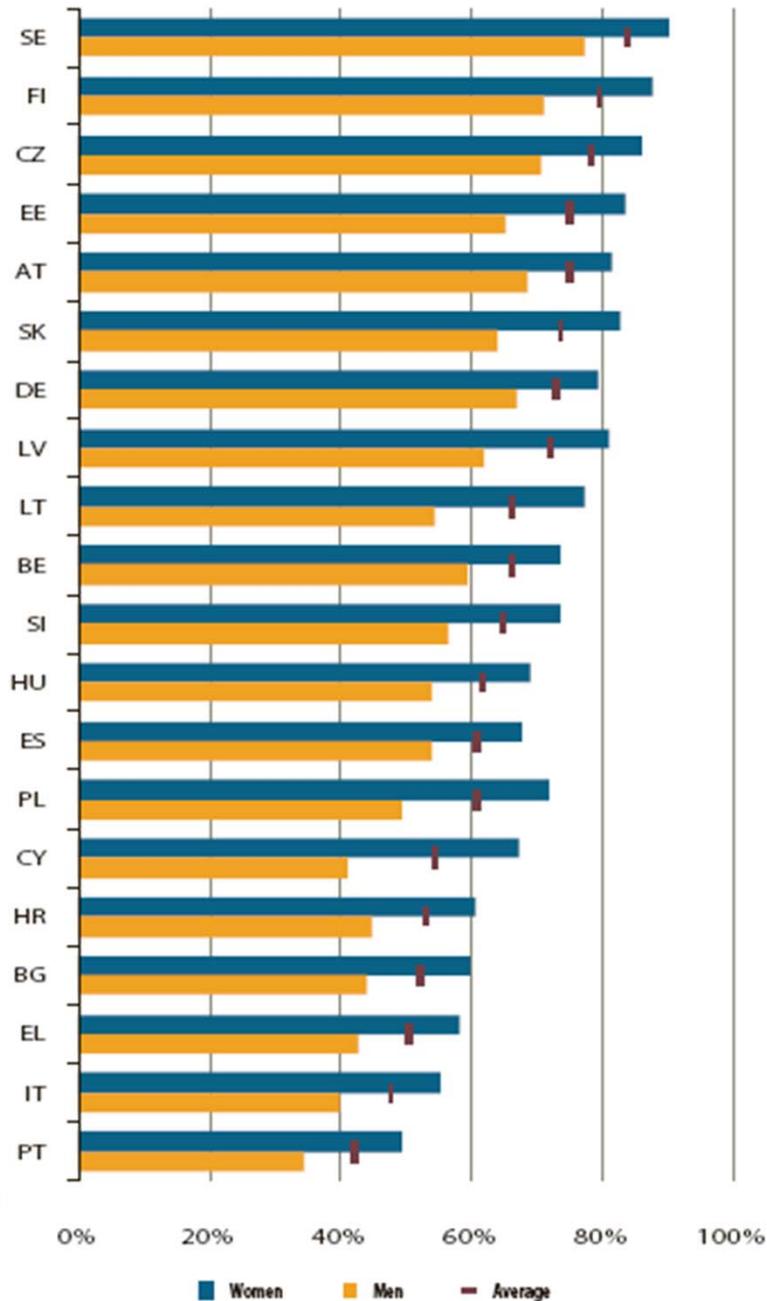
EU-27 external trade in books, sources of imports



(¹) Others: 172 trading partners including 7 with > EUR 10 million.

(²) CN: excluding Hong Kong.

% of persons who have read at least one book in the last 12 months

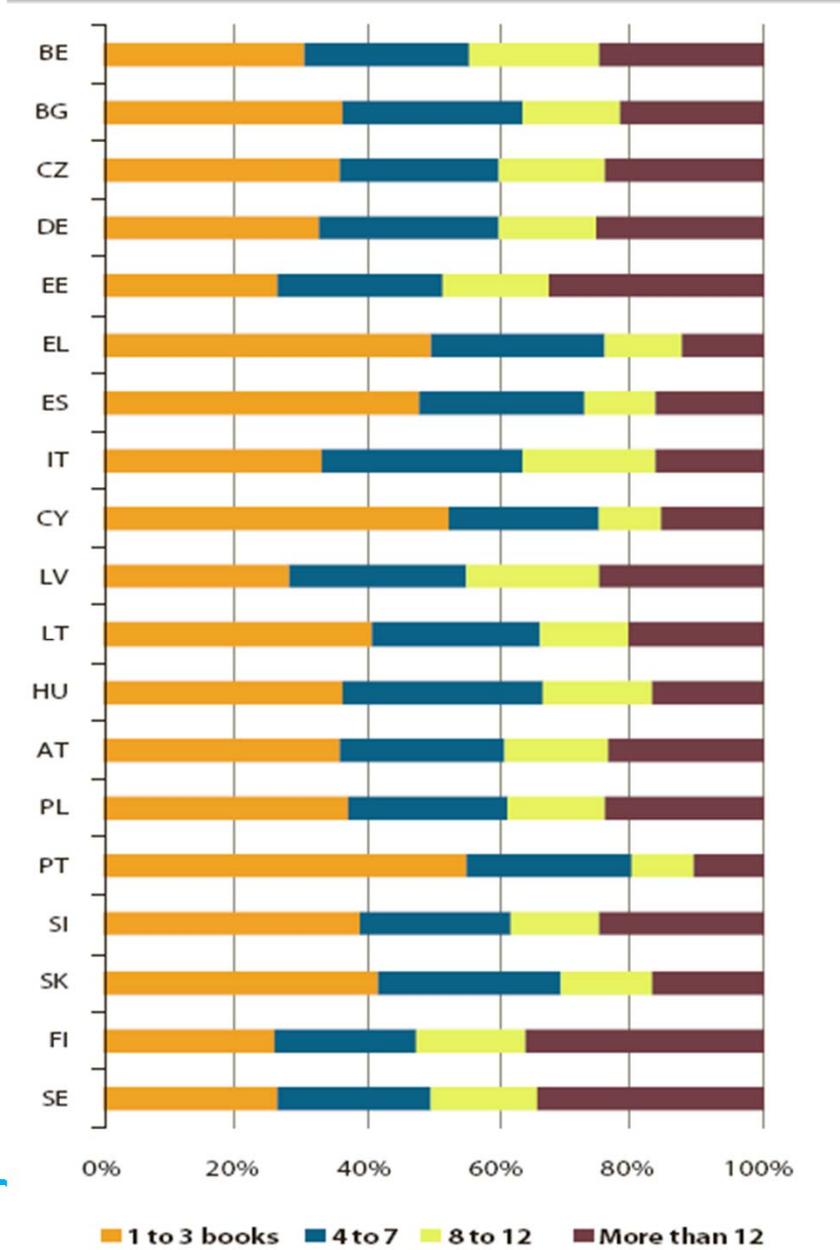


In nearly all countries under review, more than half of respondents aged 25–64 years declared having read at least one book in the last 12 months.

This proportion reached 80 % or more in Sweden and Finland.

Source: Eurostat

Average number of books read during the last 12

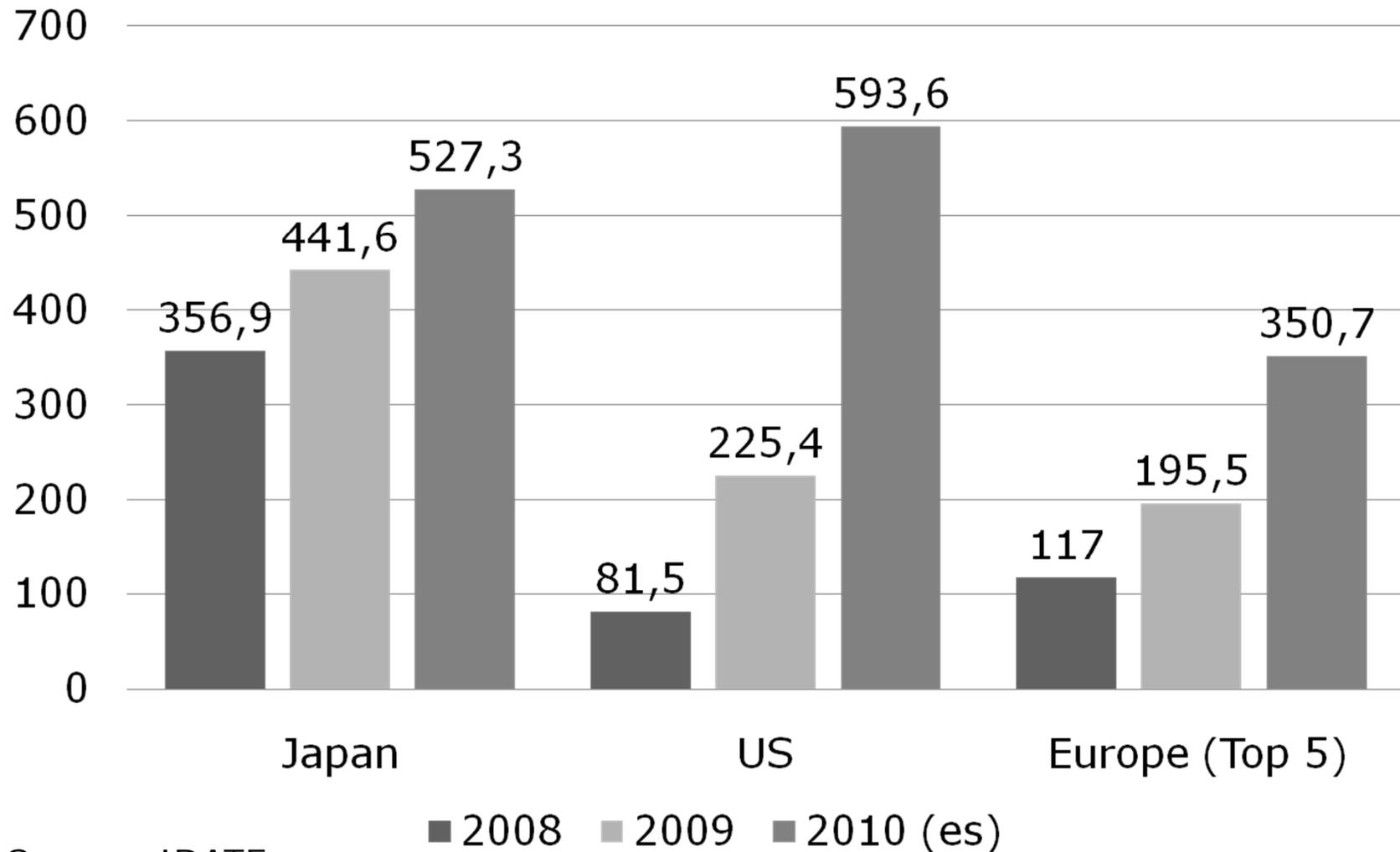


As for the number of books read, Finland, Sweden, Estonia and Latvia recorded the highest shares of persons who read more than 12 books per year.

Source: Eurostat

Estimate on digital book market evolution

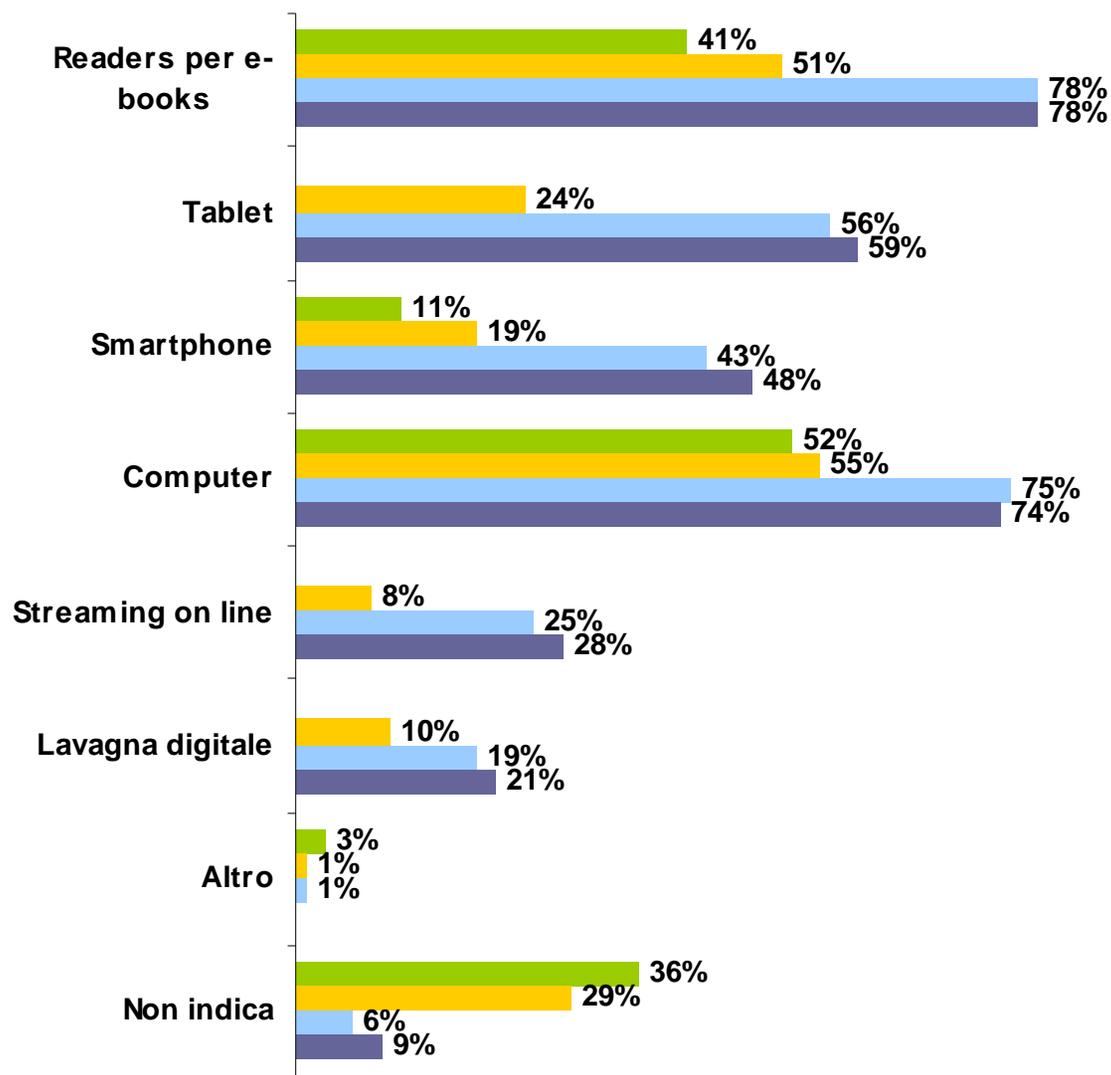
Digital book market (million €)



Source: IDATE

Estimate of sales per device.

% publishers (on 280 publishing houses)



■ 2009 ■ 2010 ■ 2011 ■ 2012

Source: 2a Encuesta sobre el libro digital en España, March 2011 (research done in 2010)



Regulation



VAT Rates in Europe

	VAT Standard	VAT Books	VAT e-books	VAT audiobooks
Italy	20	4	20	4
France	19,6	5,5	19,6	5,5
Germany	19	7	19	19
Great Britain	20	0	20	20
Spain	18	4	18	4
Luxembourg	15	3	15	15

VAT rules in Europe are defined by the Directive Directive2006/112/EC Article 98.2 that is then been implemented at national level.

France ruled to align the print and digital VAT in December 2010, starting from 2012

Fixed price law

	Print	E-book
Italy	X	
France	X	X
Germany	X	X
Great Britain		
Spain	X	



Players in the European ebook market

Big players?

amazon



Google ebookstore

Country			
UK	YES	YES	NO
Germany	YES	YES	NO
Italy	YES (no Kindle store)	NO	NO
France	YES (no Kindle store)	YES	NO
Spain	NO	NO	NO

Publishers have a stronger role in distribution

In all the EU main countries publishers are strongly involved in the ebook distribution through their own platforms

Telcoms are active in the distribution

National online bookstore are actively involved opening a ebook section and now providing its own device with direct access to their ebookstore (ie Thalia Germany, IBS Italy, Waterstone UK)

Italy



Ebook prices

Ebook price comparison in EU on the basis of the 10 ebook bestsellers

Amazon UK

Position	Title	Author	eBook (€)	book (€)	Format
1	Truth Dare Kill	G. Ferris	1	-	Kindle
2	Sugar and Spice	S Desfroges	0,69	-	Kindle
3	The Crimsom Petal and the White	M. Faber	5,57	6,19	Kindle

Medium Price UK
8,67€ (6,94) (eBook)
21,28 € (book)

Fnac

Position	Title	Author	eBook (€)	book (€)	Format
1	L'étrange voyage de Monsieur Landry	M. Levy	15,99	19,95	ePub
2	L'appel de l'ange	G. Musso	13,99	19,86	ePub
3	Le cimetière de Prague	U. Eco	16,99	21,85	ePub

Medium Price FR
7,59 (6,1) € (eBook)
21,19 (20,02) € (book)

Bol.de

Position	Title	Author	eBook (€)	book (€)	Format
1	Deutschland schafft sich ab	T. Sarrazon	18,99	22,99	ePub
2	Sturz der titanen	K. Follet	19,99	28	ePub
3	Das andere kind	C. Link	8,99	24,95	ePub

Medium Price GER
10,73 (8,69) € (eBook)
21,43 (19,939) € (book)

Casa del libro

Position	Title	Author	eBook (€)	book (€)	Format
1	El angel perdido	J. Sierra	12,99	21,9	ePub
2	Los enamoramientos	J. Marias	12,99	19,5	ePub
3	Indignaos!	S. Hessel	4,5	5	ePub

Medium Price SP
12,17 (9,98) € (eBook)
21,77 (20,9) € (book)



Source: Statistics Office Italian Publishers Association



Thank you.