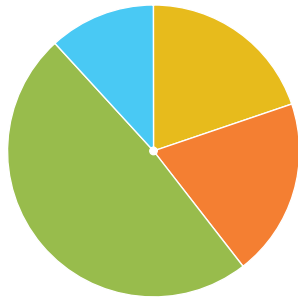


BOOKS IN EUROPE

FACTS AND FIGURES

TURNOVER

A turnover of 22-24 billion euros benefiting the EU economy - estimated market 35-40 billion euros (in 2015)



TITLES AVAILABLE

22 million titles are available in Europe, 5 million are ebooks



WORLD LEADERS

European publishing, world leaders. Of the top 10 publishers, 6 are European



EMPLOYMENT

More than half a million people work in publishing*



*Direct and indirect employment in the book sector (authors, publishers, booksellers, printers, designers, etc.)

PRINT RUN

On average, a book has a print run of...



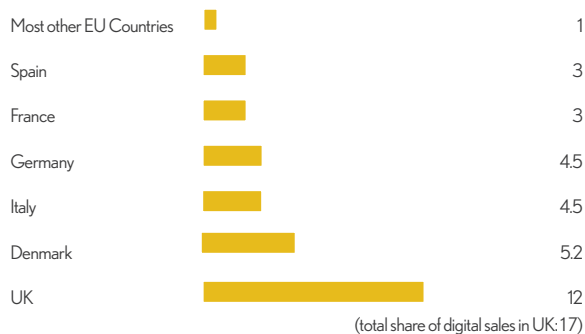
5000 in France

3000 in Spain

500 in Bulgaria

E-BOOK MARKET

The ebook market is a nascent one



*Ebooks sales as a share of the total trade book market (in %)

BOOKSHOPS

Bookshops account for the majority of books sold in Europe*



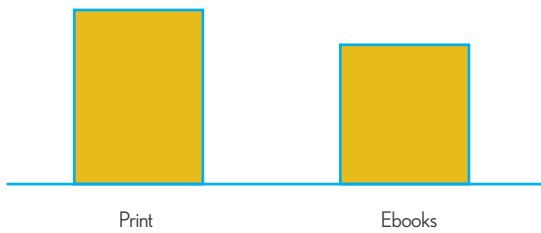
*Varies from 49% to 89% of the trade book market in different countries

BOOKS IN EUROPE

FACTS AND FIGURES

COSTS OF PUBLISHING

Ebooks are only 15-20 % cheaper to produce than physical books



Producing ebooks generates certain costs which do not apply in the case of printed books

SUCCESS STORIES

Successful self-published authors often sign with publishers

50 Shades of Grey (E.L. James)

First self-published: sold 250 000 copies

Published by Random House: over 100 million copies

BOOKS FOR CHRISTMAS

Books were one of the most desired and offered Christmas gift in many EU countries for 2015 and 2016 *



* Deloitte Xmas Survey 2015 (France, UK), 2016 (Belgium, Germany, Italy)

E-BOOKS PRODUCTION

4 out of 5 European publishers publish ebooks



AT THE HEART OF E-COMMERCE

1 citizen out of 5 buys books online *



*one out of 3 in Germany, The Netherlands and the UK

RENTABILITY

On average, out of 10 books, only 1 generates profits



2 break even, the rest loses money. However it is responsibility of the publishers to publish all of the books which contribute to cultural diversity.

NEW TITLES

Over half a million new titles are published every year



Cross-subsidisation from best-sellers enables investment in new talents