Dr. Rüdiger Wischenbart
Content and Consulting

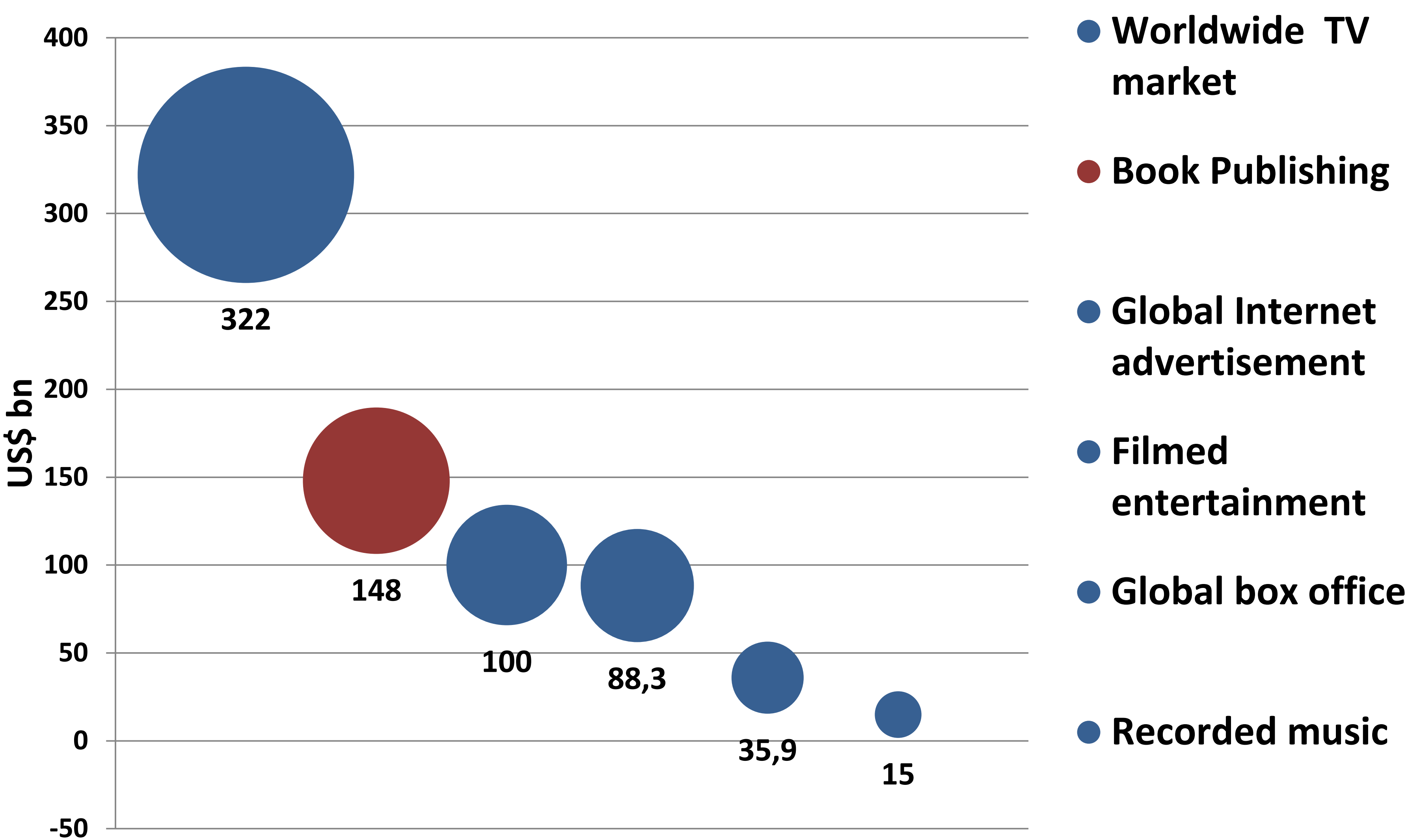
Publishing 2015
Data • Drivers • Trends

Publishers' Forum 2015

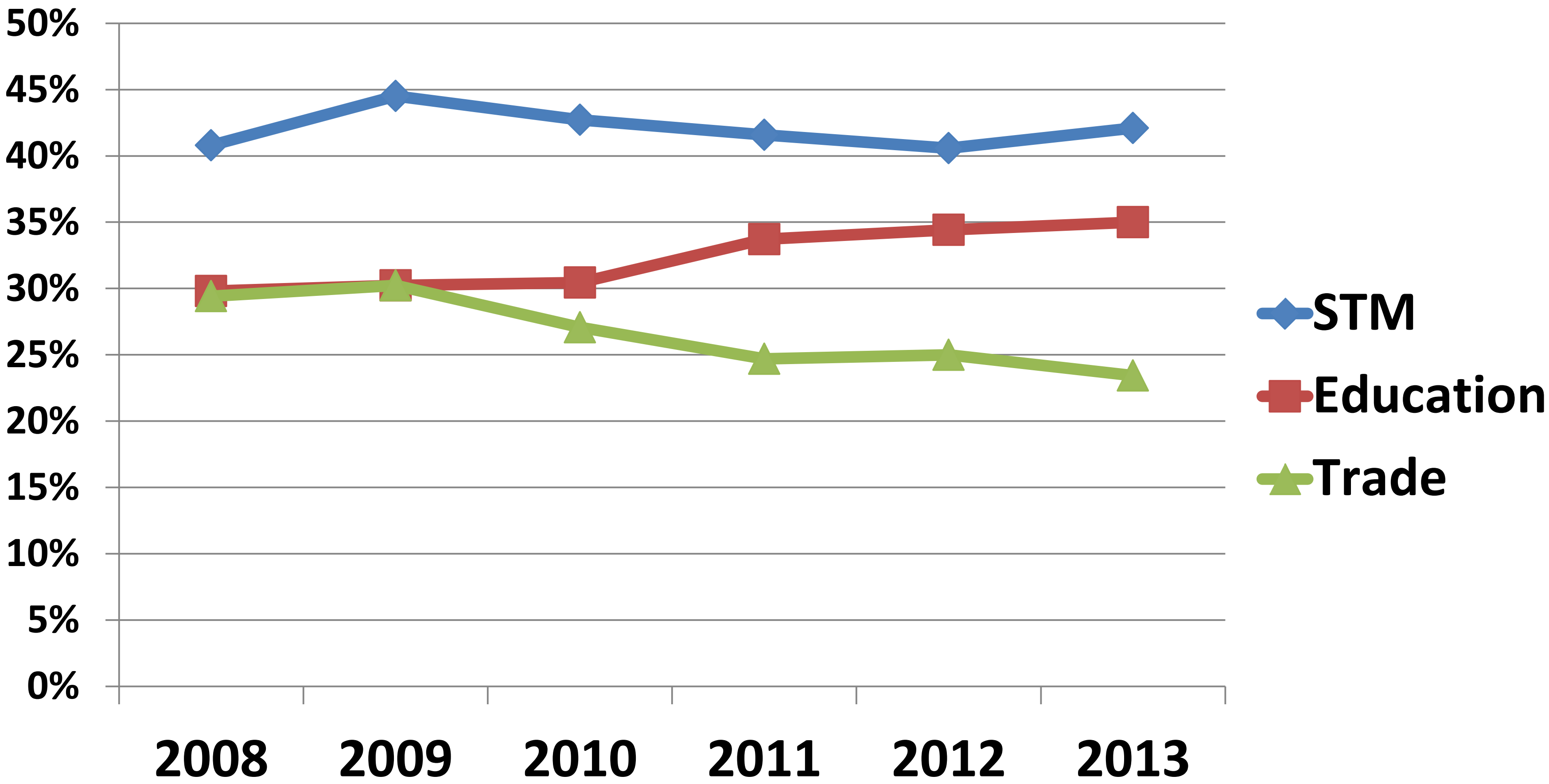
Berlin, 28 April 2015

- Publishing: Moving markets in context
- Defining drivers of change
- A few snapshots on Europe
- Outlook

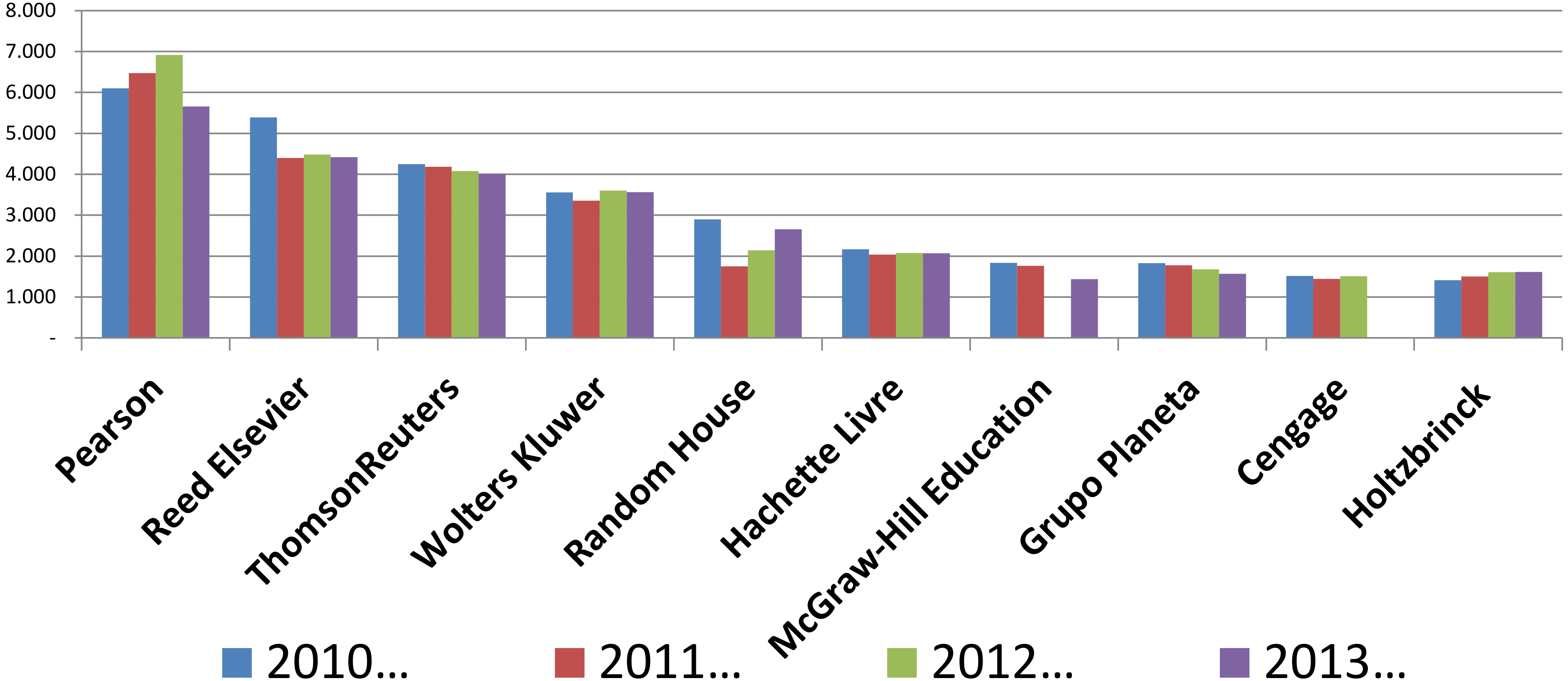
Global revenues of selected content media



Evolution of main sectors in the Global Ranking of the Publishing Industry (among the Top 10 in %)

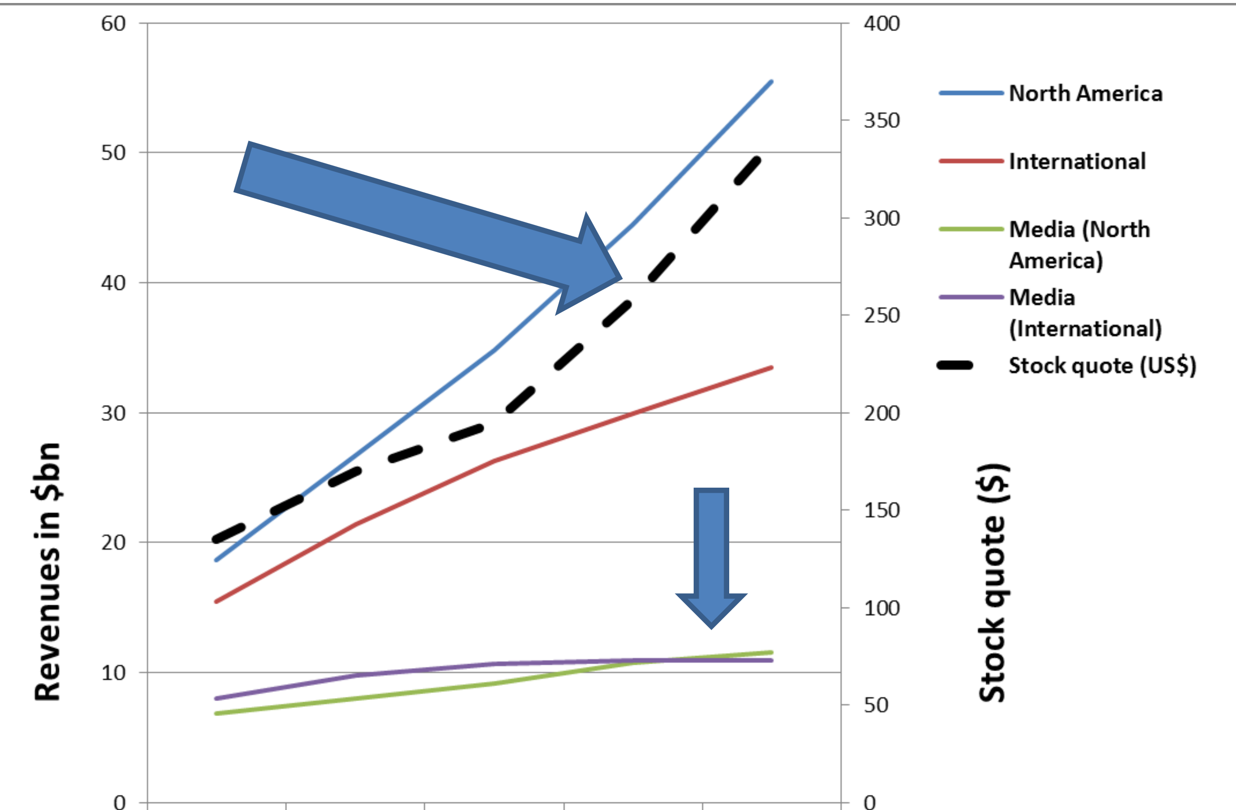


Global Ranking of the Publishing Industry: Revenues Top 10 Groups (in m€)



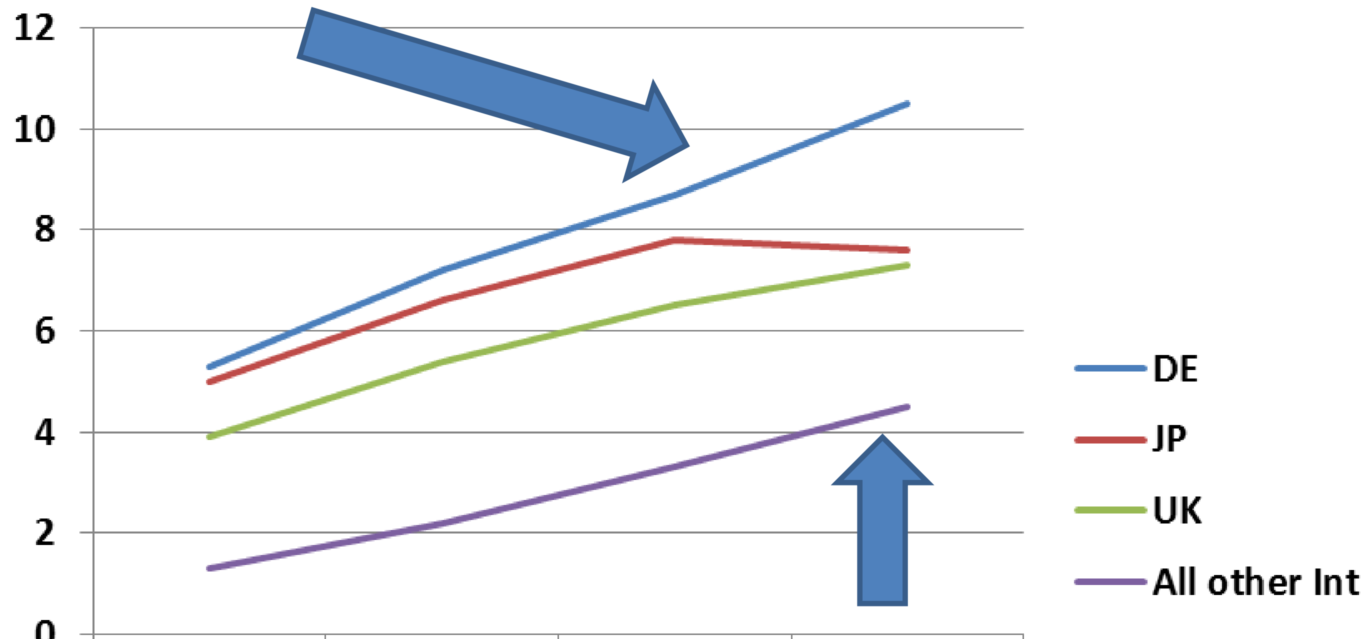
Source: Global Ranking of the Publishing Industry 2014 - by ruediger (at) wischenbart.com 2015 © Livres Hebdo

The world according to Amazon



	2010	2011	2012	2013	2014
North America	18,7	26,7	34,8	44,5	55,5
International	15,5	21,4	26,3	29,9	33,5
Media (North America)	6,9	8	9,2	10,8	11,6
Media (International)	8	9,8	10,7	10,9	10,9
Stock quote (US$)	135	170	195	258	338

The world according to Amazon



	2010	2011	2012	2013
DE	5,3	7,2	8,7	10,5
JP	5	6,6	7,8	7,6
UK	3,9	5,4	6,5	7,3
All other Int	1,3	2,2	3,3	4,5

Forces re-shaping the industry

- Consolidation
- Digital
- Globalisation
- Many centers of gravity

Forces re-shaping the industry

- Consolidation
- Digital
- Globalisation
- Many centers of gravity

- Penguin Random House (incl. Spanish & Latam; China; D2C et al.)
- HarperCollins > Harlequin (from global English to Global)
- Mondadori > RCS (?)
- Yet NO big casualty (so far)

Forces re-shaping the industry

- Consolidation
- Digital
- Globalisation
- Many centers of gravity

- IT goes center Stage
- From books to content + media + formas
- An increase in complexity

Forces re-shaping the industry

- Consolidation
- Digital
- Globalisation
- Many centers of gravity

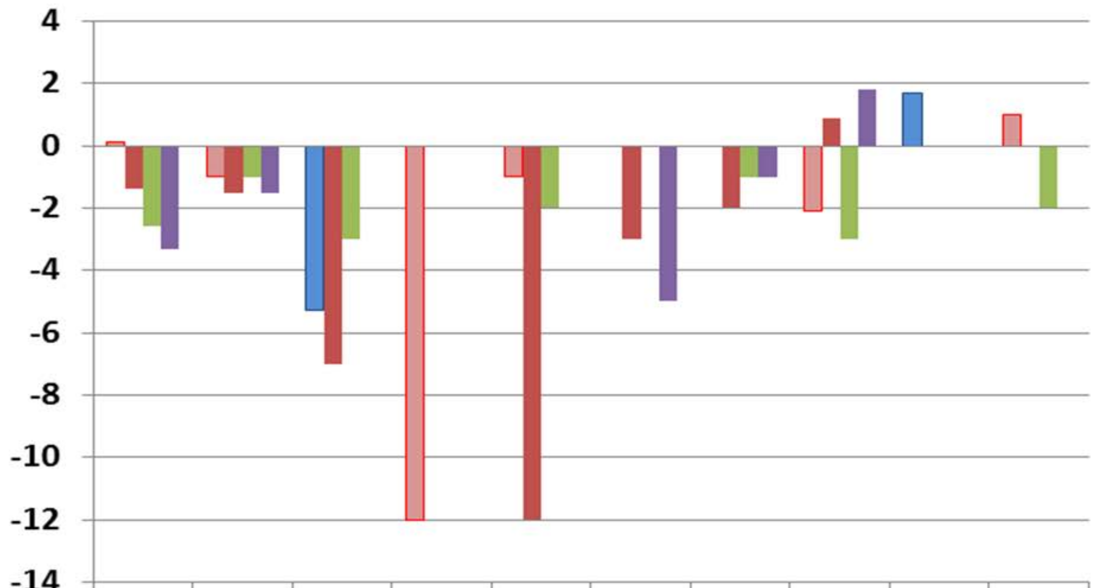
- Formation of truly global corporations (at last)
- Formation of regional (non-English) ‚big players' (e.g. Planeta, Bonnier)
- New entrants (e.g. subscription providers, Telcos, games)
- Amazon + Apple

Forces re-shaping the industry

- Consolidation
- Digital
- Globalisation
- Many centers of gravity (*not just regional*)

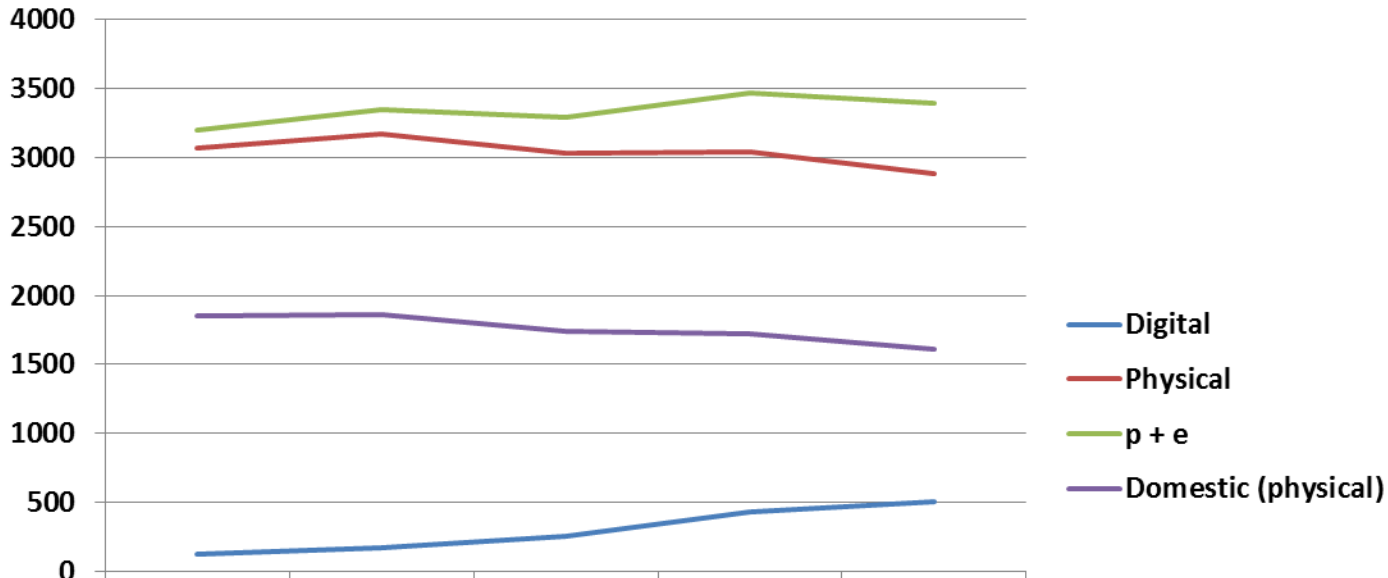
- Books >>> multiple formats and channels
- Readers >>>multiple audiences
- 1 device (print book OR e-reader) >>>multi-functional, mobile, cross-platform access
  - US/UK/English
  - Continental Europe
  - Asia, Latam
  - Africa ?

Europe: Print is shrinking



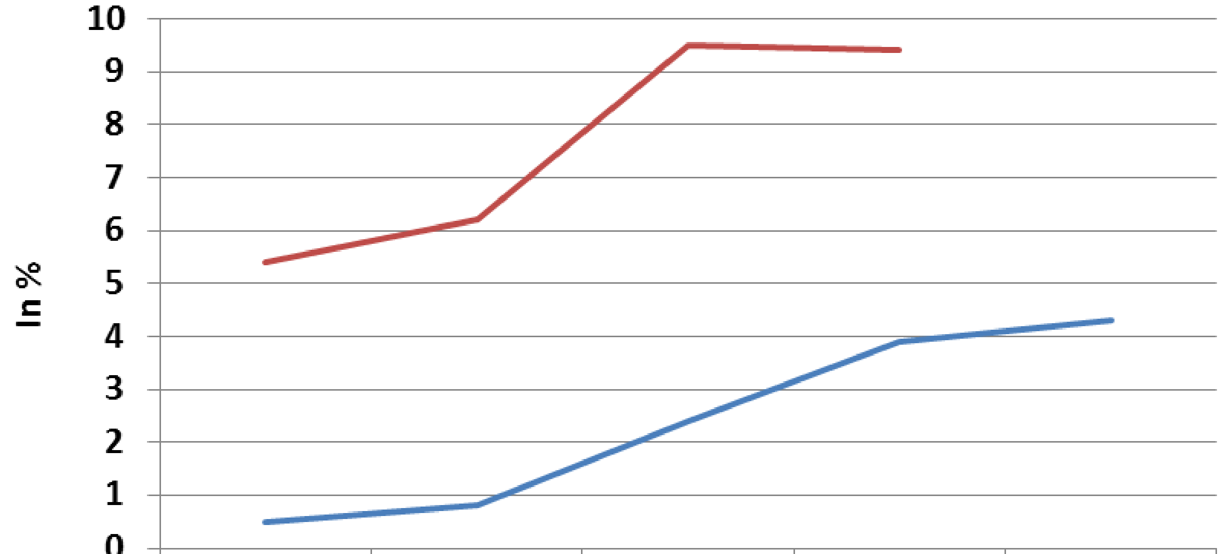
	DE	FR	IT	SP	SE	Finland	Norway	AT	CH	Belgium (FR)
2012>2013 sales bookstore (print), % value	0,1	-1	-5,3	-12	-1			-2,1	1,7	1
2011>2012 sales bookstore (print) % value	-1,4	-1,5	-7		-12	-3	-2	0,9		0
2010>2011 sales bookstore print % value	-2,6	-1	-3		-2	0	-1	-3		-2
2009>2010 sales bookstore print % value	-3,3	-1,5	0			-5	-1	1,8		

UK: Print loss is NOT compensated by e-gain



	2009	2010	2011	2012	2013
Digital	126	171	258	427	509
Physical	3072	3172	3030	3039	2880
p + e	3198	3343	3288	3466	3389
Domestic (physical)	1850	1861	1744	1721	1612

Germany: E-growth has stalled very early



	2010	2011	2012	2013	2014
Ebook market share of trade in %	0,5	0,8	2,4	3,9	4,3
Ebook revenue share of surveyed publishers in %	5,4	6,2	9,5	9,4	

Across Europe: E-growth has stalled very early

All % > sales (2014)	% of total trade	% of fiction & relevant segments	% in specific segments
US	13%	27%	Up to 50%
UK	11,5%	25%	40%
Germany	4,3%	10.6%	20% and more
France	1,1%	3%	20 to 30%
Spain	3 to 5%	8%	Up to 15%
Italy	n.a.	4 to 5%	Up to 40%
Netherlands	4,7%	10%	

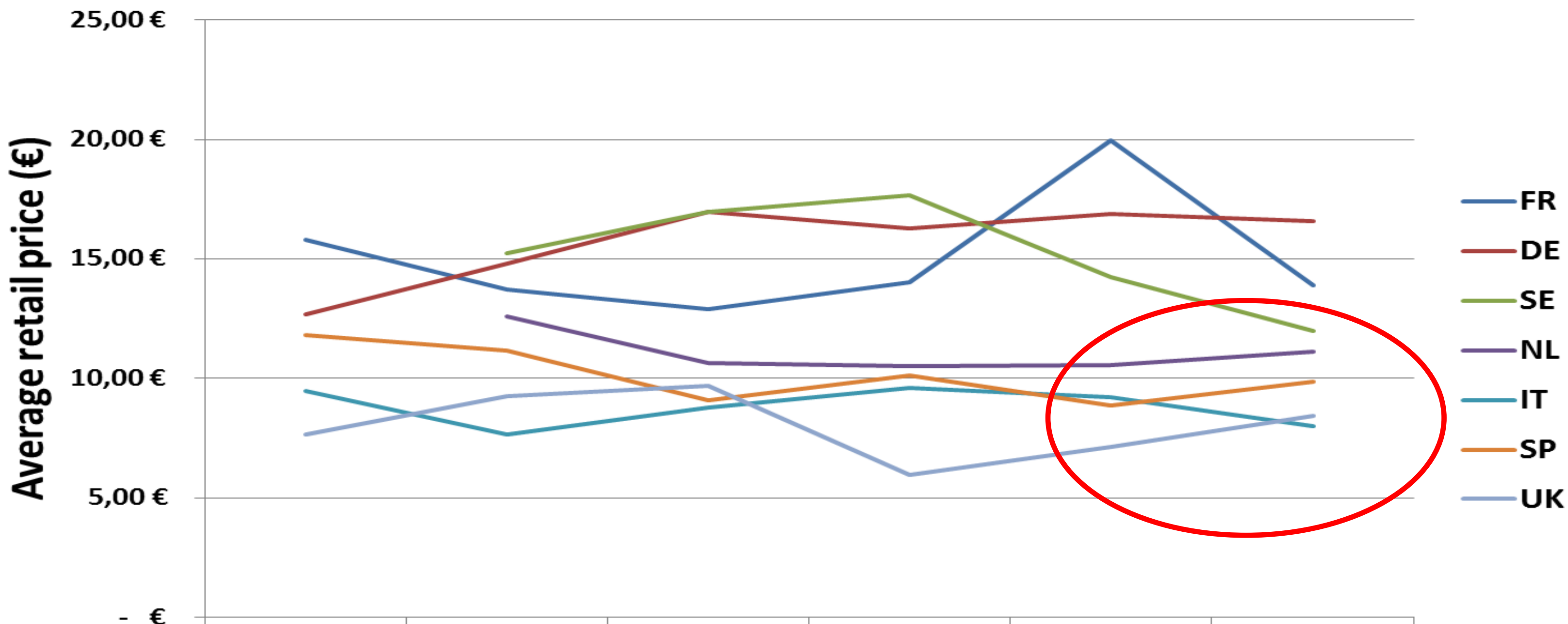
Across Europe: E-growth has stalled very early

- Why?

- High prices
- Confusing prices
- DRM
- Piracy

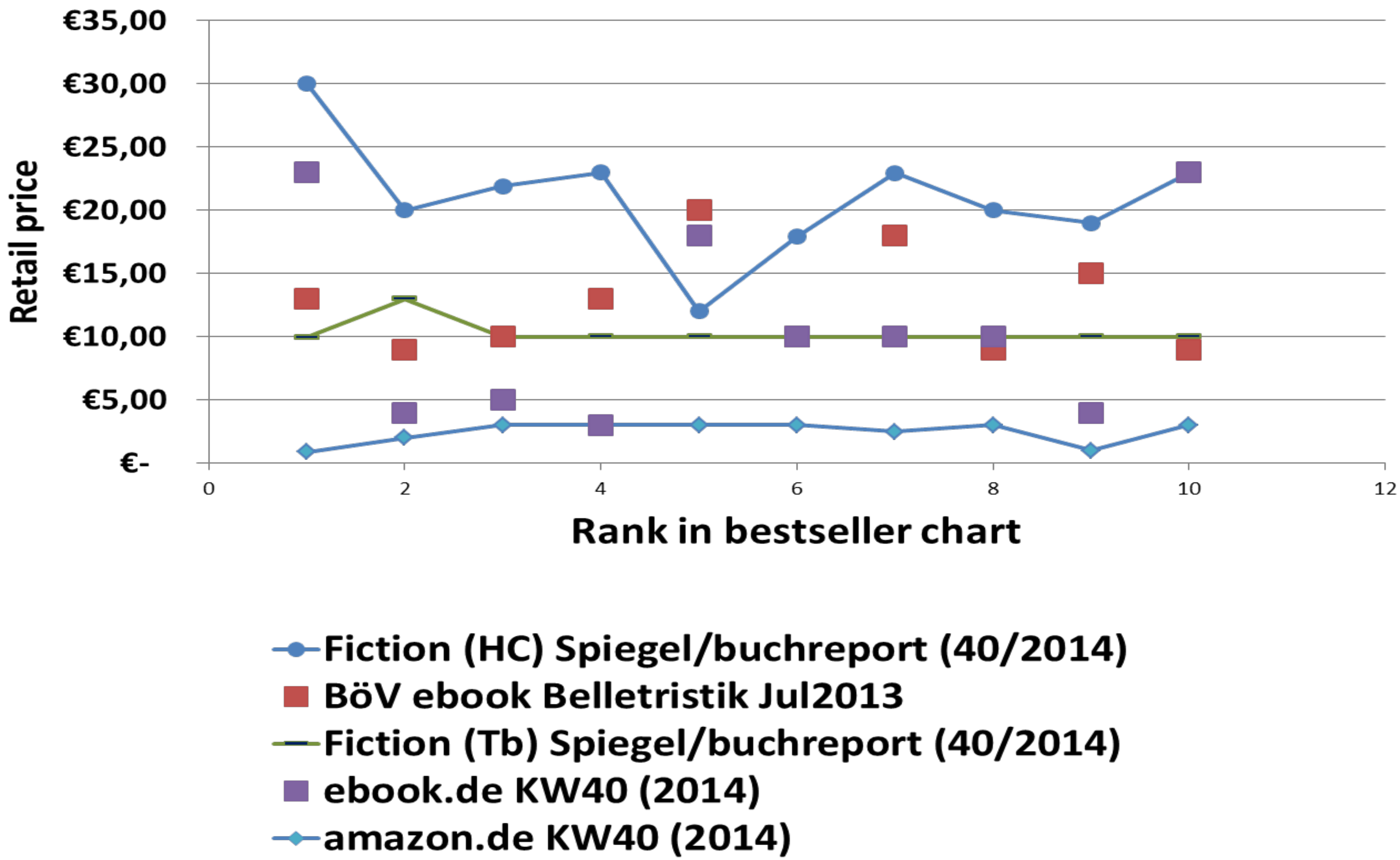
(source: Börsenverein)

Europe: Ebook retail prices (fiction bestsellers)



	Aug/Sept 2011 (€)	Aug/Sept 2012 (€)	Aug/Sept 2013 (€)	Jan. 14	Aug 14	Feb 15
FR	15,80 €	13,70 €	12,89 €	14,04 €	19,94 €	13,88 €
DE	12,66 €	14,79 €	16,99 €	16,29 €	16,89 €	16,59 €
SE		15,24 €	16,97 €	17,68 €	14,23 €	11,97 €
NL		12,59 €	10,64 €	10,52 €	10,56 €	11,12 €
IT	9,49 €	7,66 €	8,79 €	9,59 €	9,21 €	7,99 €
SP	11,82 €	11,18 €	9,07 €	10,12 €	8,86 €	9,87 €
UK	7,67 €	9,24 €	9,67 €	5,98 €	7,12 €	8,45 €

Germany: Ebook retail prices (fiction bestsellers)



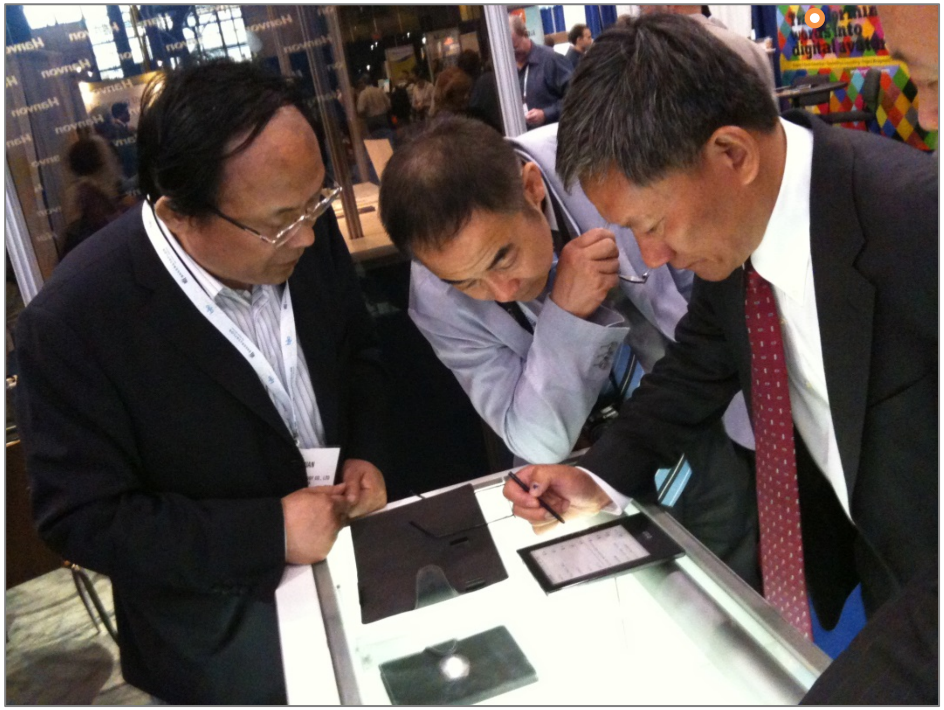
A maturing piracy ‚*market*‘ (e.g. Germany, France, Spain, Italy – 04/2015)

	Monthly visits	Local page rank	Direct access
B***.to (DE)	6.8 m	134	67.2%
V**B**.net (FR)	2 m	834	51%
T***.io (FR)	11 m	131	57.7%
ExV***.com	2 m	314	61.3%
D**S**.info (IT)	3.8 m	170	61.3%
L**G**.org (ROS/Int.)	3 m	8447 (global)	68.6%

The winding road ahead

- The transformation has only begun

Not good enough



More at the Global eBook report 2015

www.gobal-ebook.com

Media partners:

BookDao • BookExpo America • BookIndustryMagazine • The Bookseller • buchreport • DosDoce.com • Informazioni editoriali • Livres Hebdo • The London Book Fair • PublishNews • Publishers Weekly