

19.5%

ONLINE SHARE IN TOTAL SALES (IN NUMBERS)

▲ 1.8%

93.1%

PRINT SHARE IN TOTAL SALES (IN NUMBERS)

▼ 0.2%

13.5%

TOP-100 TITLE SHARE IN TOTAL SALES (IN NUMBERS)

▼ 0.3%

79.1%

SALES AFTER PUBLICATION VERSUS PROCUREMENT OF TOP-100 TITLES<sup>1</sup>

▼ 1.0%

## Development in the market for print books in The Netherlands

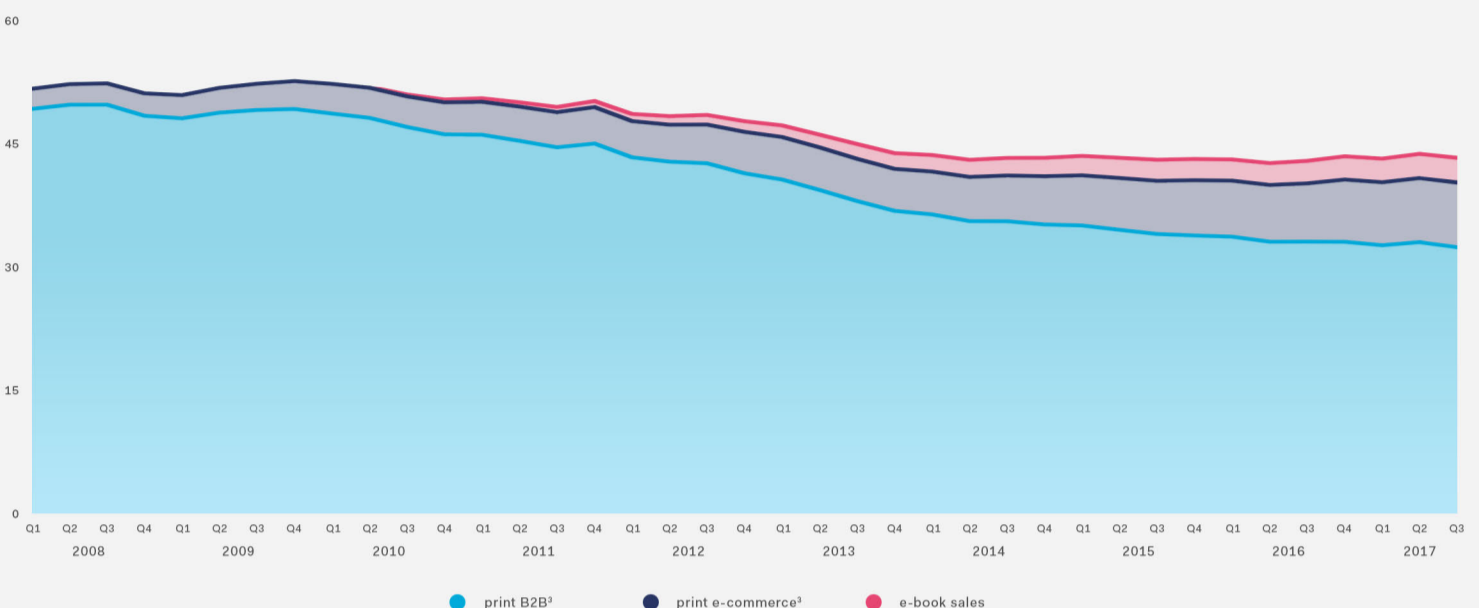
TOTAL PRINT SALES IN RELATION TO Q3 '16

-5.2%

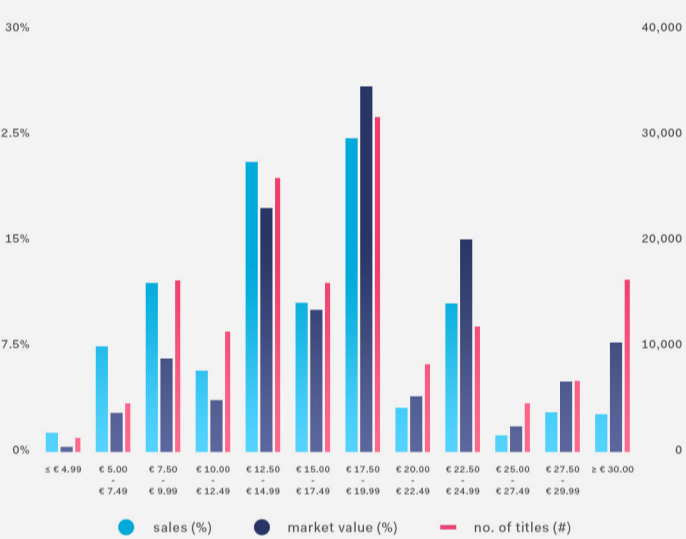
TOTAL PRINT SALES IN RELATION TO LAST 12 M

+0.4%

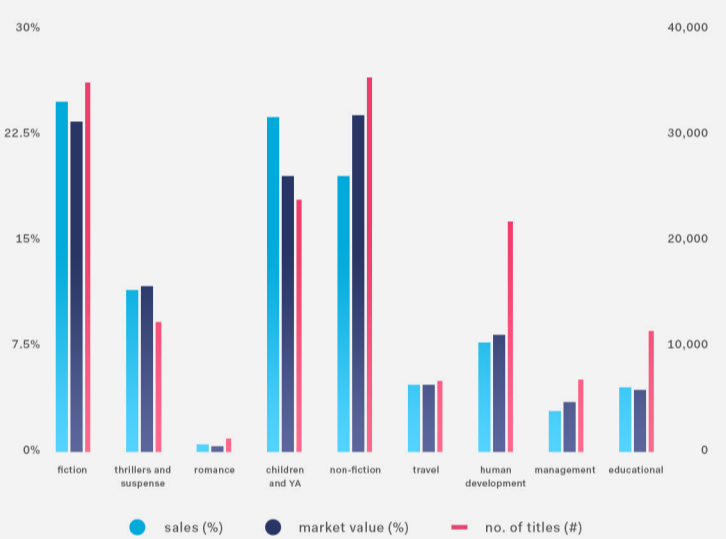
### Sales development<sup>2</sup>



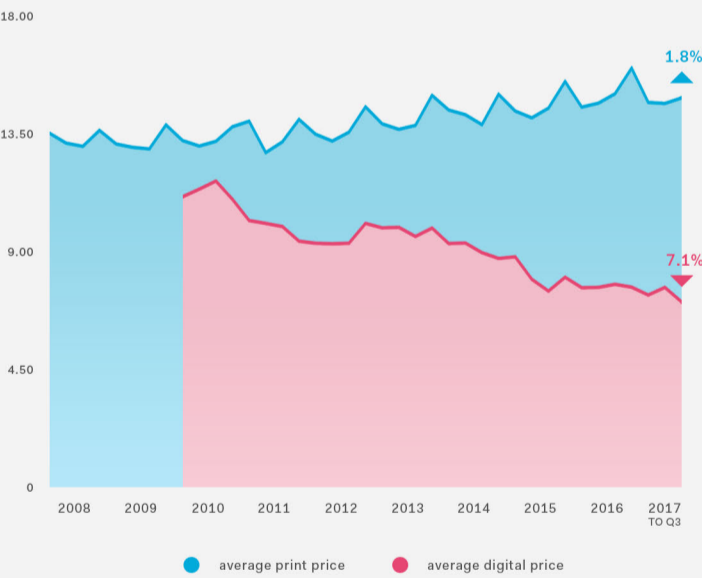
### Sales/market value per price range<sup>4</sup>



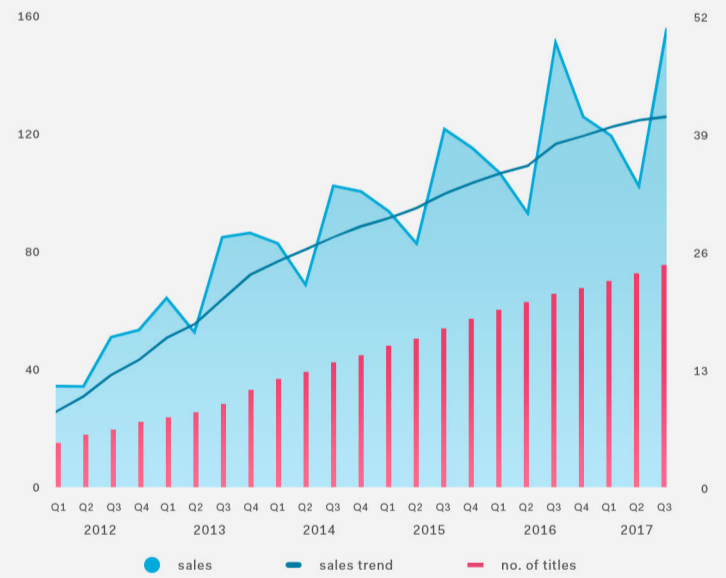
### Sales/market value per genre<sup>4</sup>



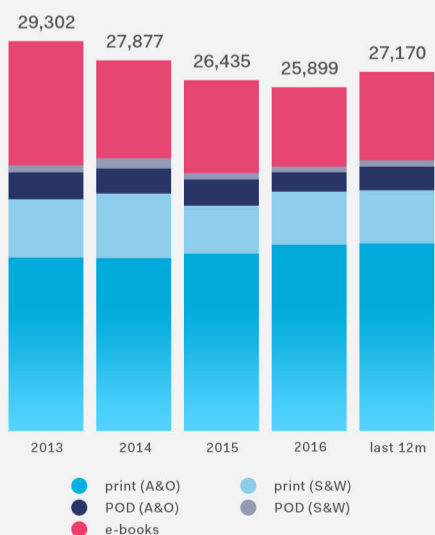
### Trends in prices<sup>5</sup>



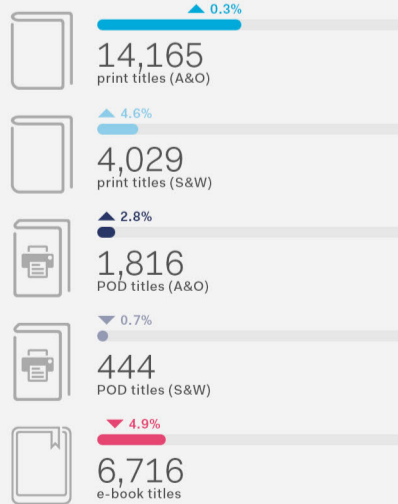
### Print on demand development<sup>6</sup>



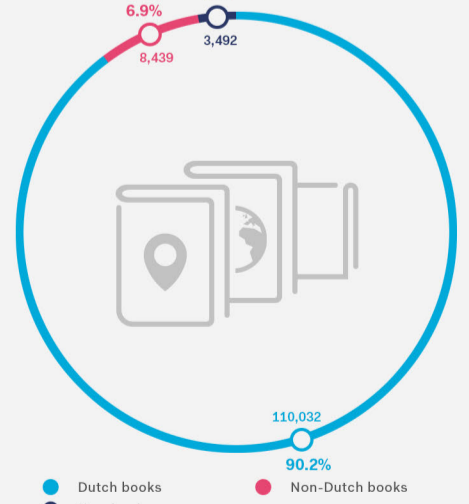
### New titles in recent years<sup>7</sup>



### New titles in the last 12m<sup>7</sup>



### Composition physical assortment<sup>8</sup>



CB has a central position in the distribution of physical books and e-books in The Netherlands and Belgium. CB takes care of distribution and invoices of physical books and e-books to all booksellers.

October 2017

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1. Procurement and sales after publication of the top-100 titles through bookstores (brick & mortar), based on the past 12 months.
2. Moving average over the last four quarters (x 1,000,000).
3. Total physical sales: B2B (from publisher to bookseller) and e-commerce.
4. Market value is the gross value (€) that represent the sales in the market. In other words: sales x gross sales price. No. of titles is the number of unique titles responsible for this sale and market value.
5. Based on the weighted average of the suggested retail price of e-books and the weighted average gross price of physical books per quarter.
6. Sales is per quarter (x 1,000, left Y-axis) and as a moving average of four quarters. Titles are the quarterly situation (x 1,000, right Y-axis).
7. Newly registered ISBN's with CB: General (A), Other (O), School books (S) and Scientific (W).
8. Assortment stored with CB.

Growth and/or shrink percentages are based on figures from previous infographics, unless indicated otherwise.