



E-BOOK BAROMETER

The developments of e-books in the Dutch language area

Q1 2018

SHARE E-BOOKS¹
7.1%

▲ 0.1%

SHARE IN ONLINE SALES¹
26.7%

▼ 0.5%

BESTSELLER 60 AS E-BOOK
91.7%

▼ 1.6%

E-BOOK PRICE W.R.T. PRINT²
49.7%

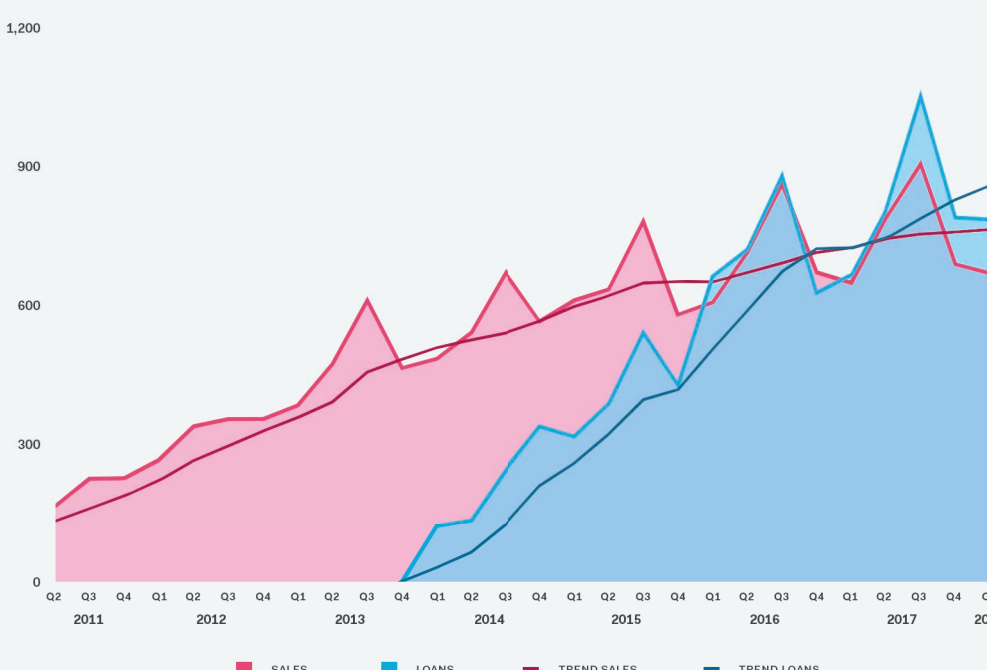
▼ 1.7%

SALES
vs Q1 '17
+3.2%
vs -12m
+5.4%

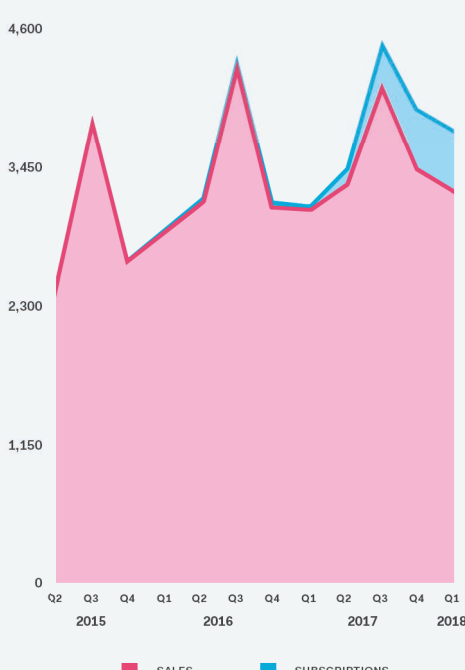
LOANS
vs Q1 '17
+18.0%
vs -12m
+18.7%

SUBSCRIPTIONS
vs Q1 '17
+2,291%
vs -12m
+1,194%

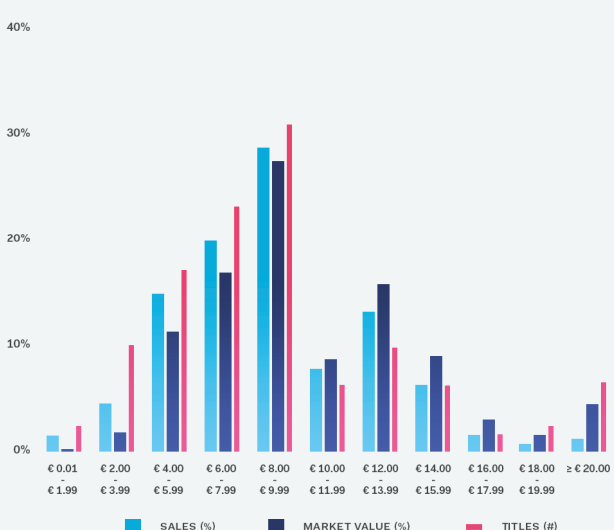
SALES & LOANS IN NUMBERS³



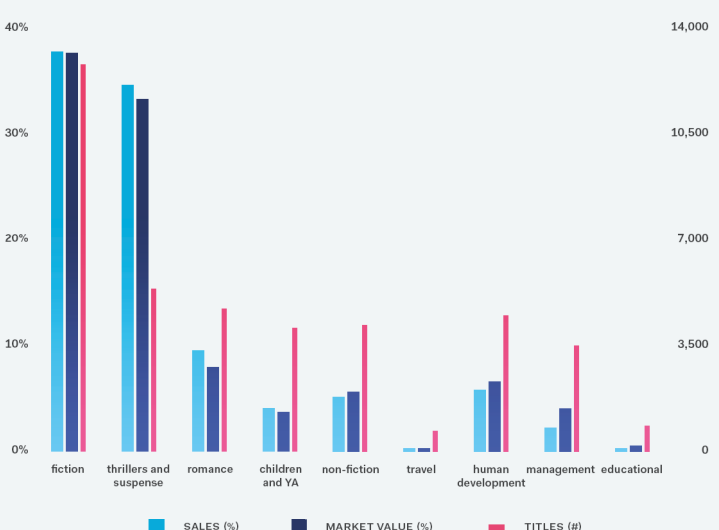
SALES & SUBSCRIPTIONS IN TURNOVER⁴



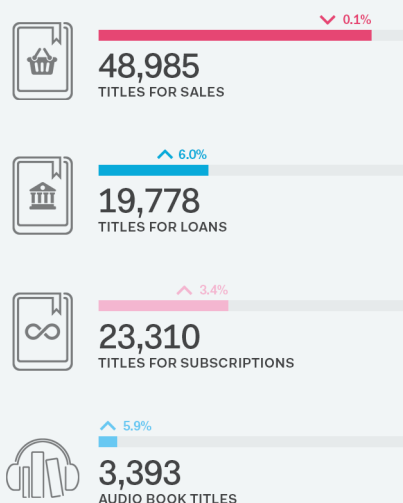
SALES & MARKET VALUE PER PRICE RANGE⁵



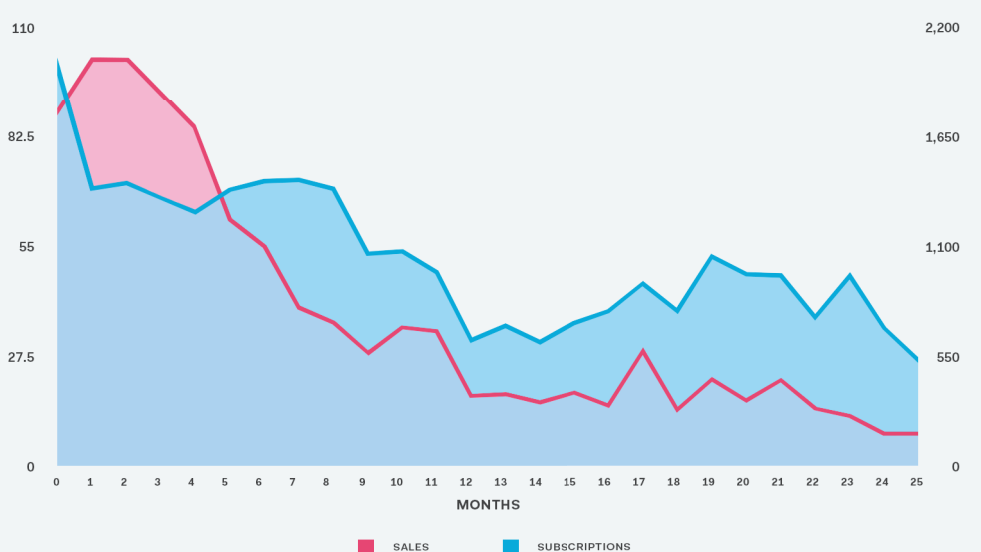
SALES & MARKET VALUE PER GENRE⁵



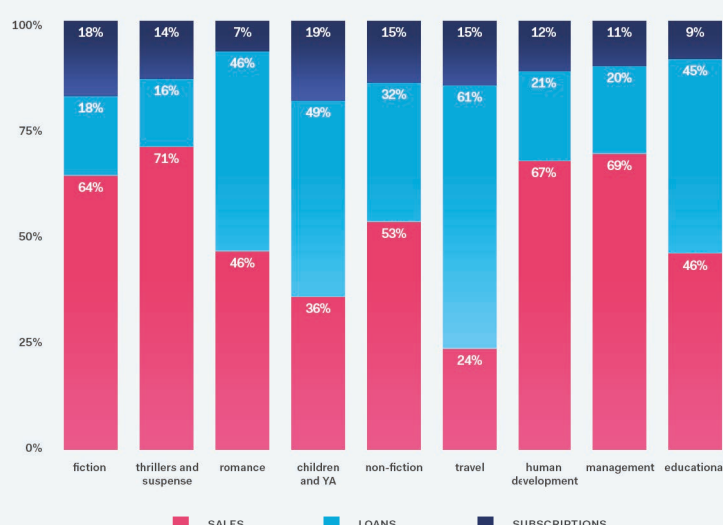
AVAILABILITY PER CHANNEL



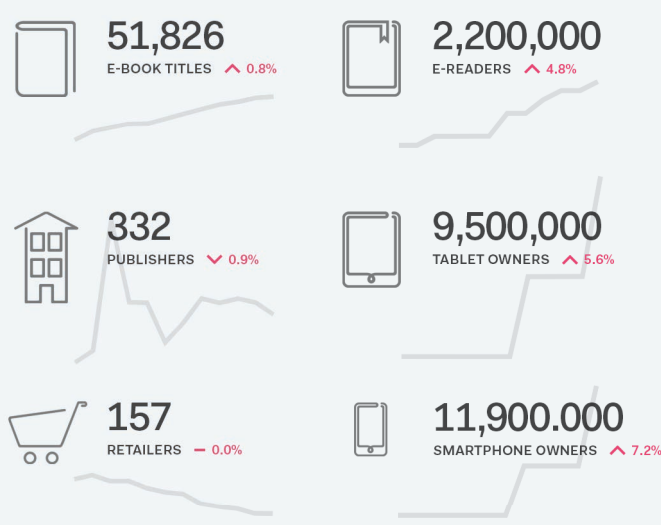
SALES vs SUBSCRIPTIONS AS LIFECYCLES⁶



SALES IN CHANNELS PER GENRE



THE E-BOOK MARKET & DEVICES IN NUMBERS⁷



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

APRIL 2018

This infographic is compiled from data from CB, Luisterhuis and GfK. Misprints reserved. No part of this publication may be reproduced without permission from CB. Growth and/or shrink percentages are based on figures from previous infographics, unless indicated otherwise.

- E-book share is with relation to the total book sales (including print, in numbers) and the e-book share in the total online book sales (also known as e-commerce, including print, in numbers).
- Based on weighted average of the suggested retail price of e-books and the weighted average gross price of physical books per quarter.
- Based on sales (x 1,000). Loans are loaned titles through the Dutch library. Trends are a moving average over the last four quarters.
- Based on net turnover (x 1,000).
- Market value is the gross value (€) that represent the sales in the market. In other words: sales x gross sales price. Number of titles is the unique number of titles responsible for these sales and market value.
- Average trend of e-books available in both subscription services (x 1,000), right Y-axis is net turnover from e-book sales (x 1,000). The lifecycles are synchronized at the first availability with subscription services.
- The graphs for the e-book market and devices are based on quarterly figures from the past 36 months. Source for devices: GfK (February 2018: e-readers, December 2017: tablets and smartphones).