

6.7%

DIGITAL SHARE IN TOTAL SALES (IN NUMBERS)

▲ 0.1%

30.9%

DIGITAL SHARE IN TOTAL ONLINE SALES (IN NUMBERS)

▲ 3.7%

88.3%

TITLES OF THE BESTSELLING 60 ALSO PUBLISHED AS AN E-BOOK

▲ 1.6%

52.7%

AVG. SUGGESTED RETAIL PRICE OF E-BOOKS IN RELATION TO THE PRICE OF PRINT BOOKS¹

▲ 2.4%

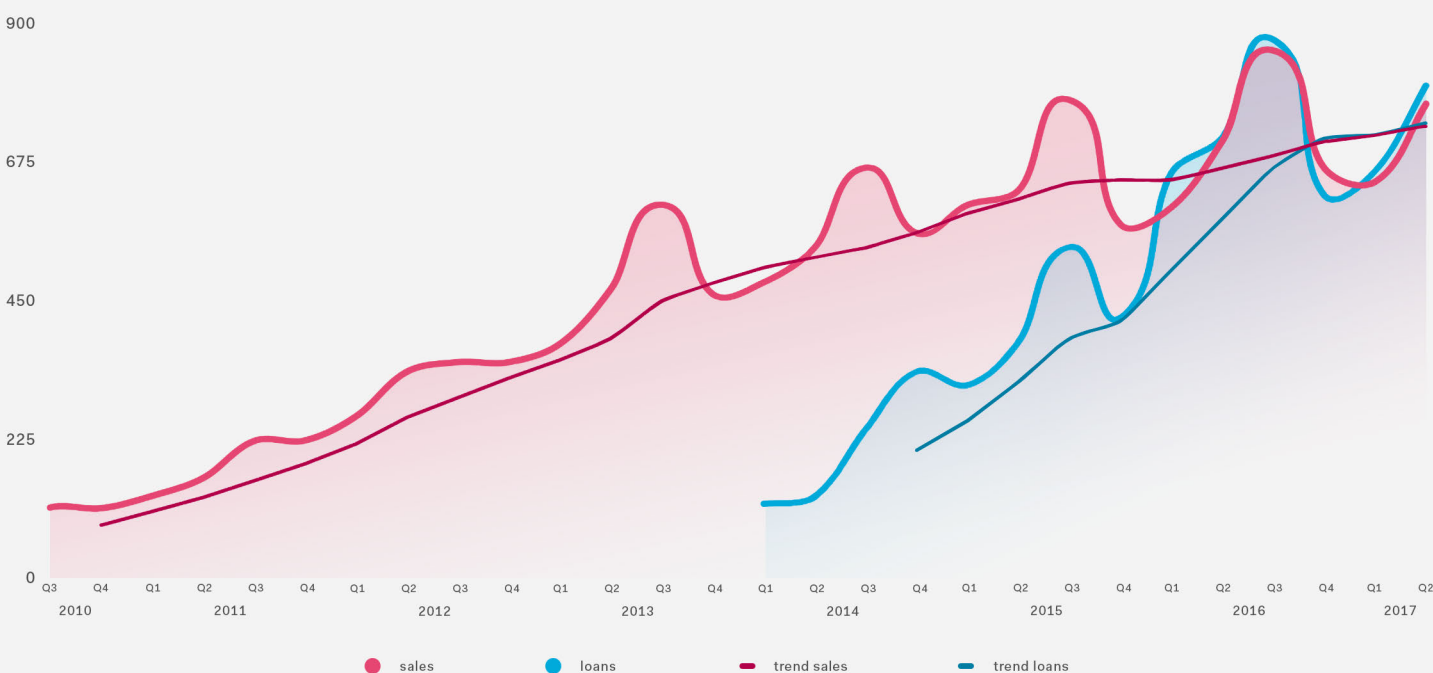
The development of e-books in the Dutch language area

E-BOOK SALES IN RELATION TO Q2 '16
+8.4%

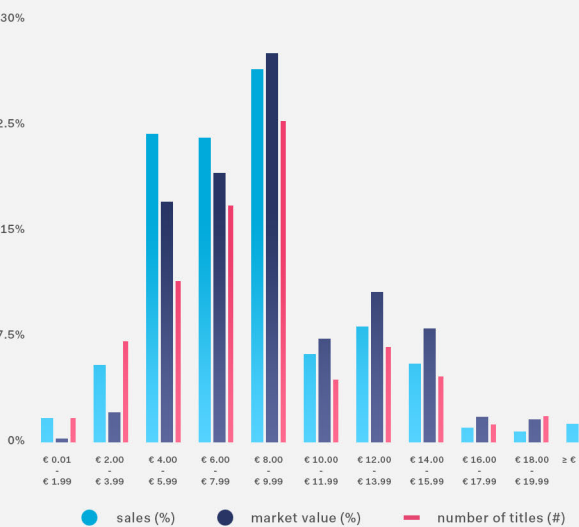
E-BOOK SALES IN RELATION TO LAST 12 M
+10.3%

Sales²

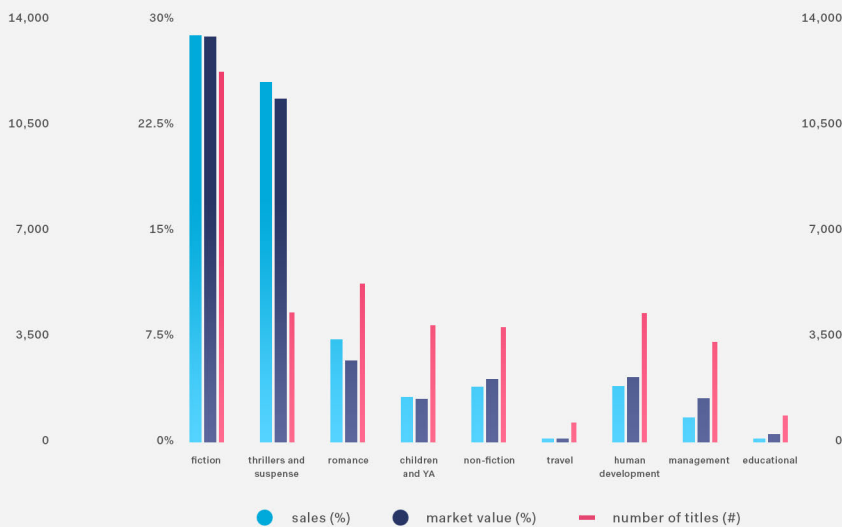
quarterly (x 1,000)



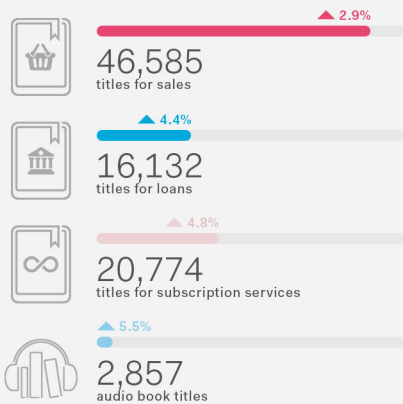
Sales/market value per price range³



Sales/market value per genre³



Availability



Subscription services⁴



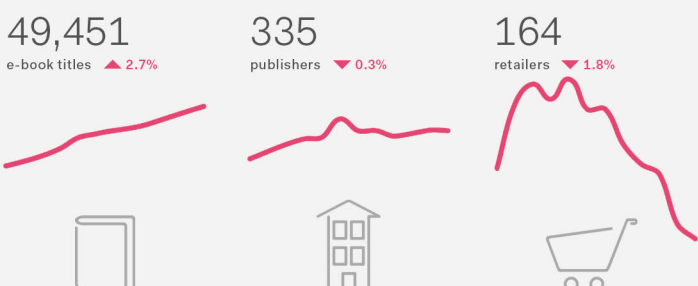
+430%

Audio books⁴

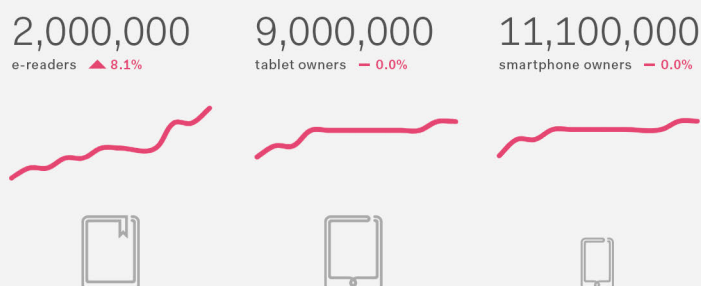


+5%

The e-book market



Devices⁵



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.

July 2017

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.

1. Based on weighted average of the suggested retail price for e-books and the weighted average gross price of physical books (print & POD) per year.
 2. Loans are loaned titles through the Dutch library. Trends are a moving average over the last 4 quarters.
 3. Market value is the gross value (€) that the sales in the market represent. In other words: sales x gross sales price. Number of titles is the unique number of titles responsible for these sales and market value.
 4. Based on net revenues, comparison of Q2 2017 with Q2 2016.
 5. Source: GfK (May 2017: e-readers, December 2016: tablets and smartphones).
 Shares are based on e-book sales. Growth and/or shrink percentages are based on figures from previous infographics, unless indicated otherwise.