

6.9%

DIGITAL SHARE IN TOTAL SALES (IN NUMBERS)

▲ 0.2%

27.5%

DIGITAL SHARE IN TOTAL ONLINE SALES (IN NUMBERS)

▼ 3.4%

90.0%

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

▲ 1.7%

47.5%

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

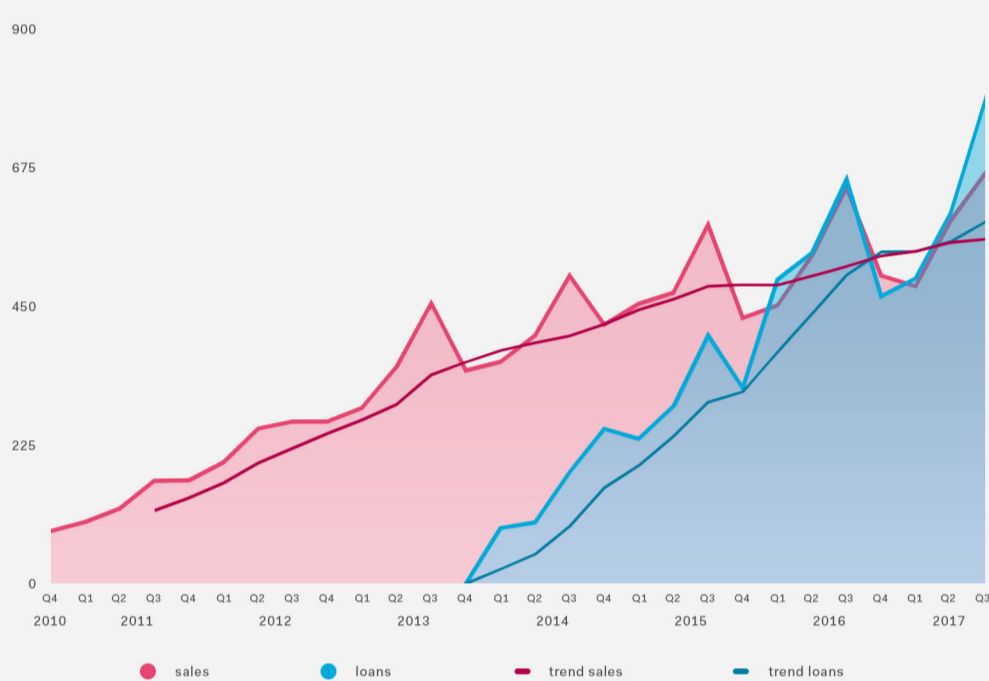
▼ 4.5%

The development of e-books in the Dutch language area

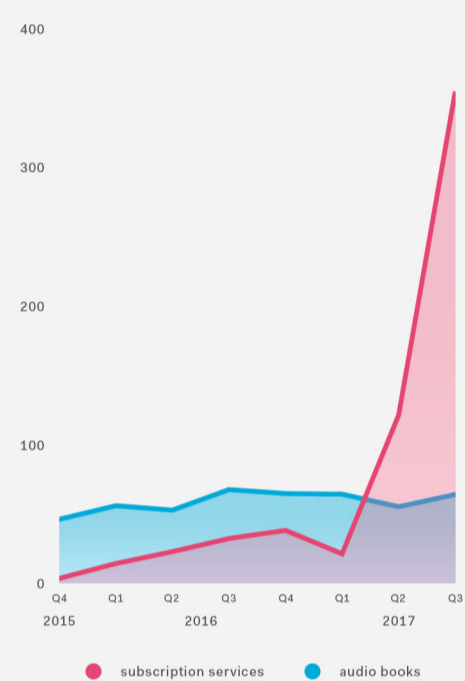
E-BOOK SALES IN RELATION TO Q3 '16
+3.6%

E-BOOK SALES IN RELATION TO LAST 12 M
+8.7%

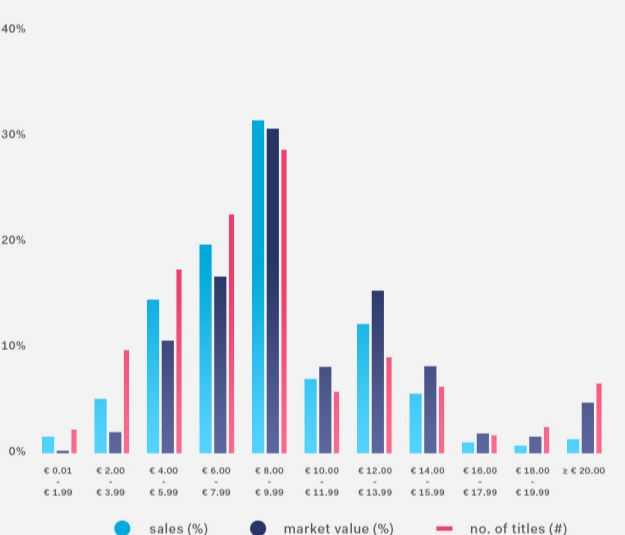
Sales and loans in numbers²



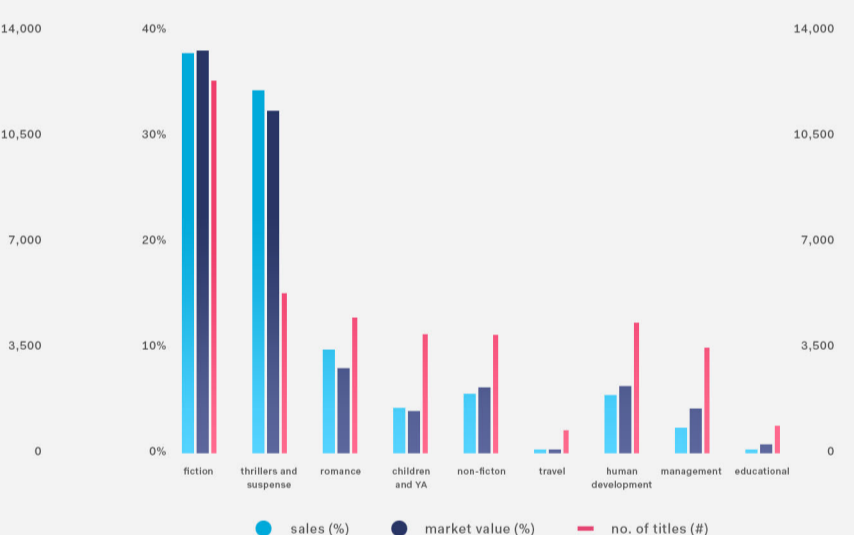
Subscription services and audio books in turnover³



Sales/market value per price range⁴



Sales/market value per genre⁴

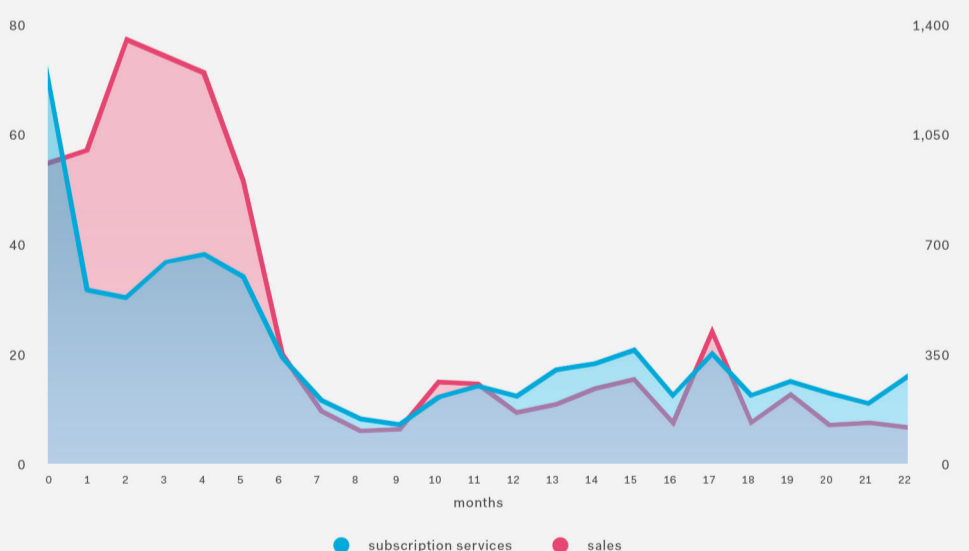


Availability

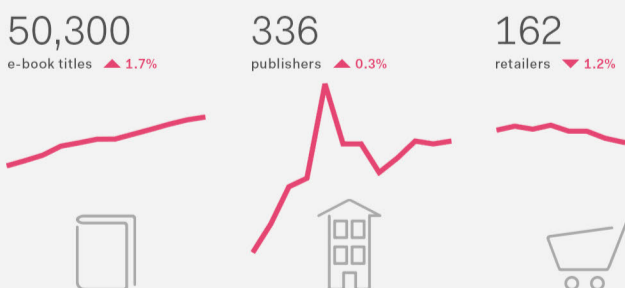


Ratio subscription services/sales⁵

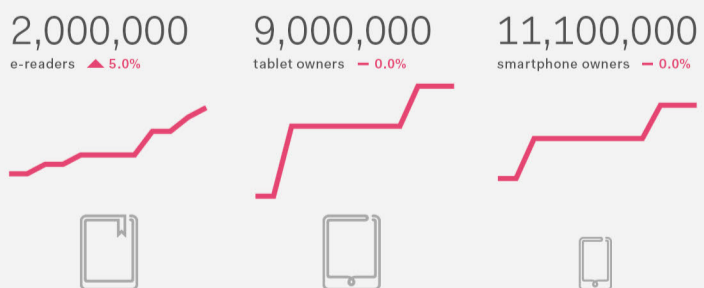
as from the first availability for subscription services



The e-book market⁶



Devices^{6,7}



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.

October 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.

- 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). Audio book data is provided by Luisterhuis.
- 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 and sales. Left Y-axis is net turnover from 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: GfK (October 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.