

7,0%

DIGITAL SHARE IN TOTAL SALES (IN NUMBERS)

▲ 0.1%

27.2%

DIGITAL SHARE IN TOTAL ONLINE SALES (IN NUMBERS)

▼ 0.3%

93.3%

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

▲ 3.3%

51.4%

AVG. SUGGESTED RETAIL PRICE OF E-BOOKS IN RELATION TO THE PRICE OF PRINT BOOKS<sup>1</sup>

▲ 3.9%

## The development of e-books in the Dutch language area

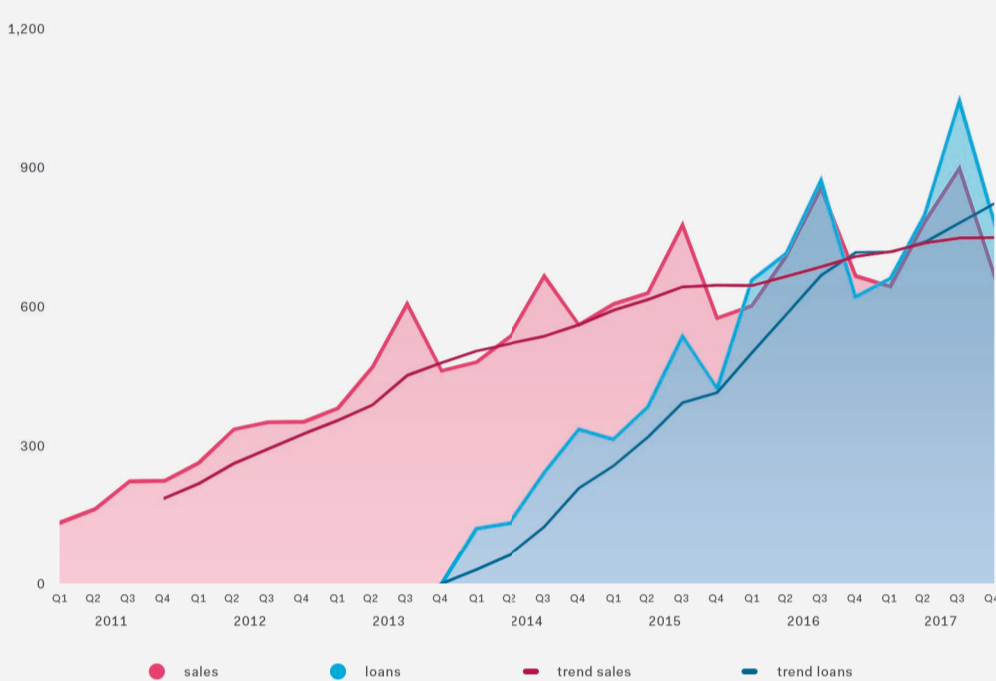
E-BOOK SALES IN RELATION TO Q4 '16

+0.6%

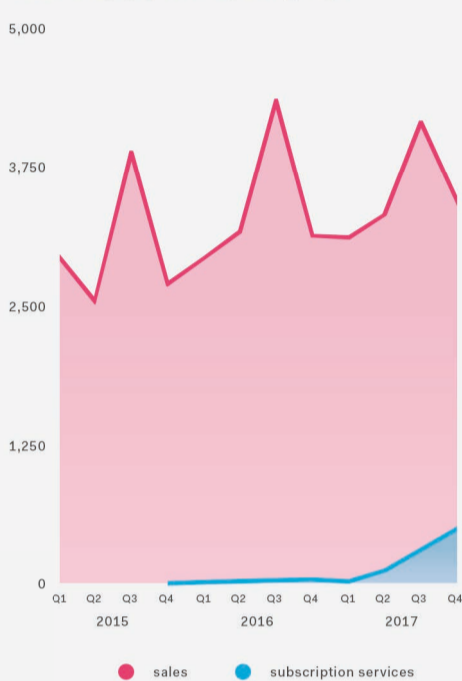
E-BOOK SALES IN RELATION TO LAST 12 M

+5.8%

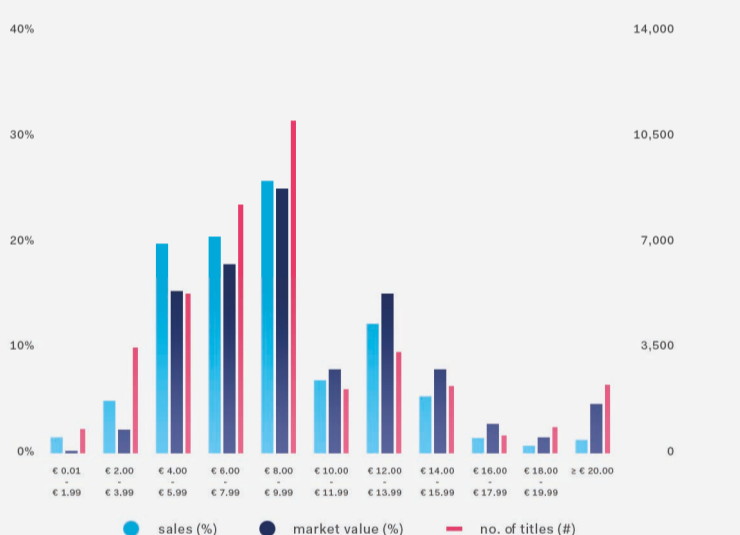
### Sales and loans in numbers<sup>2</sup>



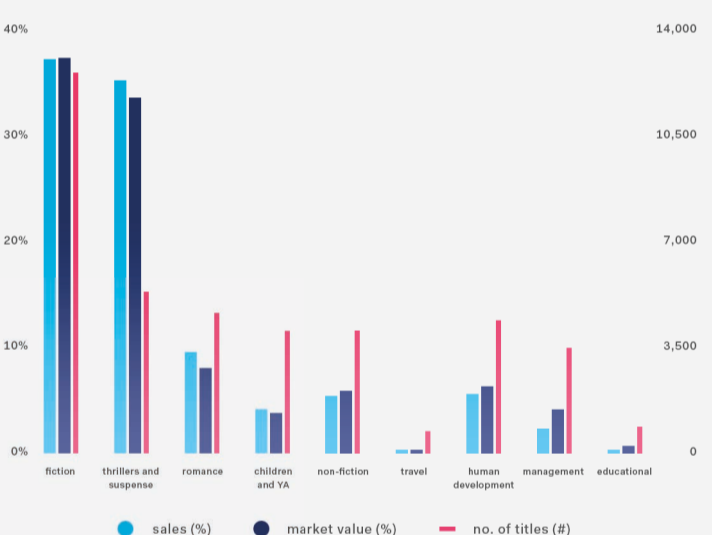
### Sales and subscription services in turnover<sup>3</sup>



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



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

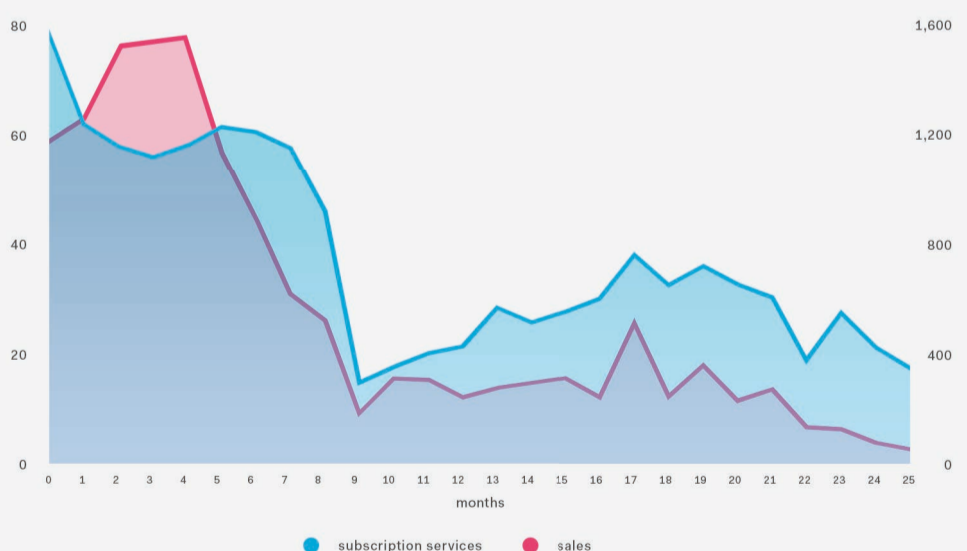


### Availability



### Ratio subscription services/sales<sup>5</sup>

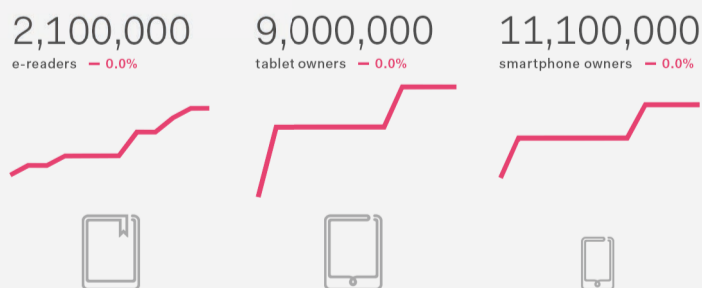
as from the first availability for subscription services



### The e-book market<sup>6</sup>



### Devices<sup>6,7</sup>



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.

January 2018

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