About
The European e-Book Trend Barometer

- Ambition
- Sample infographics
- Terms and conditions
The e-Book Trend Barometer
A new perspective on digital books and consumer trends

- E-Books are different
- Building market transparency

June 2018
Pilot:
- Sample charts with data 2016 > 1Q2018
- Germany, Italy, Netherlands, Spain
- A trend analysis

September 2018: Barometer 01
- Aiming to represent 5 markets (France, Germany, Italy, Netherlands & Spain)
- Adding more data providers & sponsors

2019:
- Adding audiobooks & perhaps streaming
Comparing revenue & volume sales
Comparing Germany & Netherlands (2016>2018)
The e-Book Trend Barometer
Terms and condition to participate

Who
- E-book distributors:
  - Providing aggregated structured sales data

Terms
- 3 optional levels of participation:
  - Full sponsor & partner (5000 € per year)
  - Contributing partner (2500 € per year)
  - Data provision only (free of charge)

Conditions
- Data provision:
  - Based on Barometer indicators (template)
  - Provide absolute numbers under NDA (will not be reported) >>
  - Data will be aggregated and published only in anonymized charts

- Rewards (depending on level of participation)
  - Membership in steering committee
  - Data and analysis insights
  - Rich set of marketing materials
  - Promotion package
A collaborative initiative with Bookwire, CB, edigita & IPDA

Thank you!

www.wischenbart.com

Our reports: Ready for download now!