

Dr. Rüdiger Wischenbart



Content and Consulting

# European e-Book Trend Barometer Pilot presentation

Madrid, 5th IDDM, June 6 & 7, 2018

# 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

### ▶ June 2018

Pilot:

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

## ■ Building market transparency

### ▶ September 2018:

Barometer 01

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

### ▶ 2019:

- Adding audiobooks & perhaps streaming

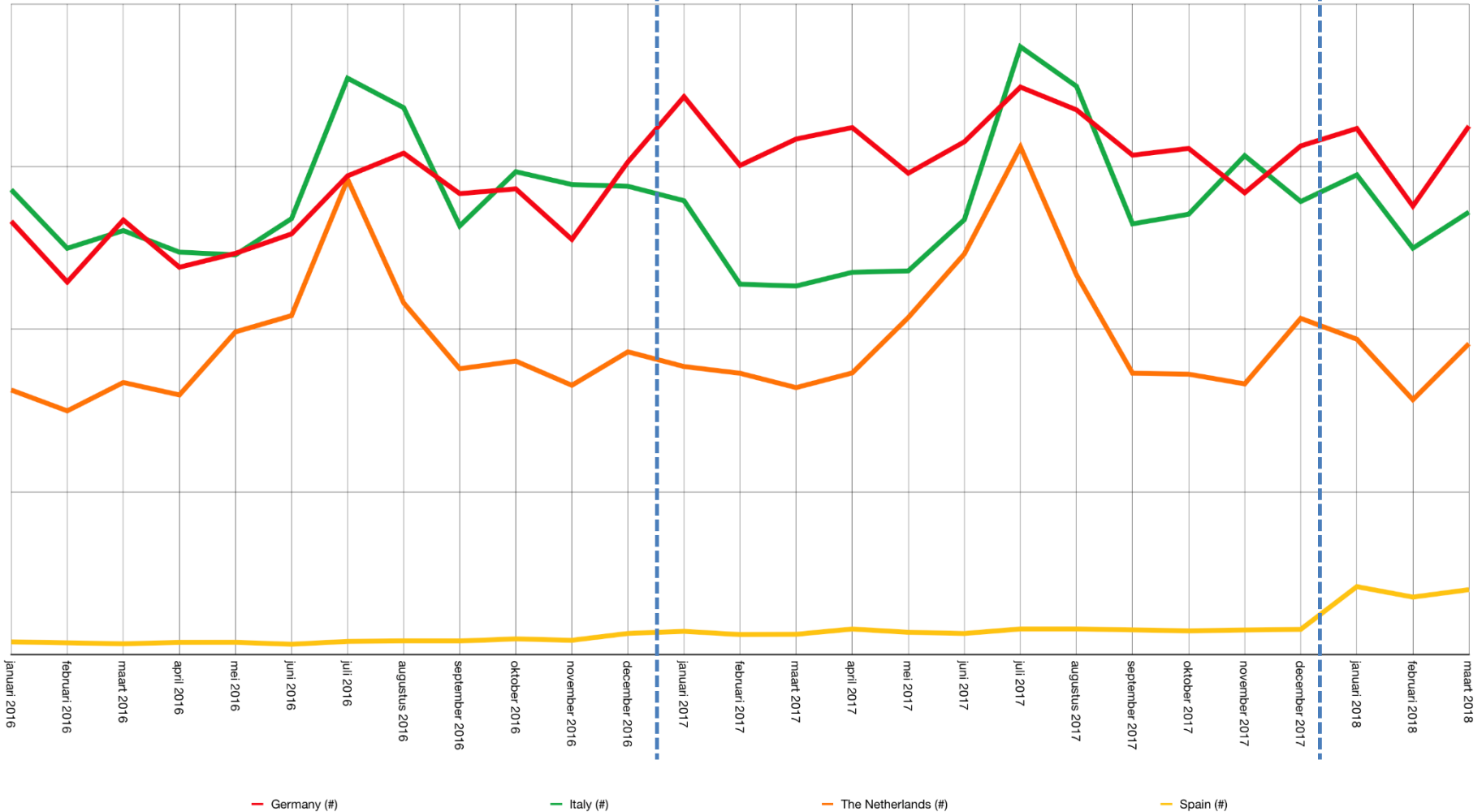
# Volume sales, by season & country

2016

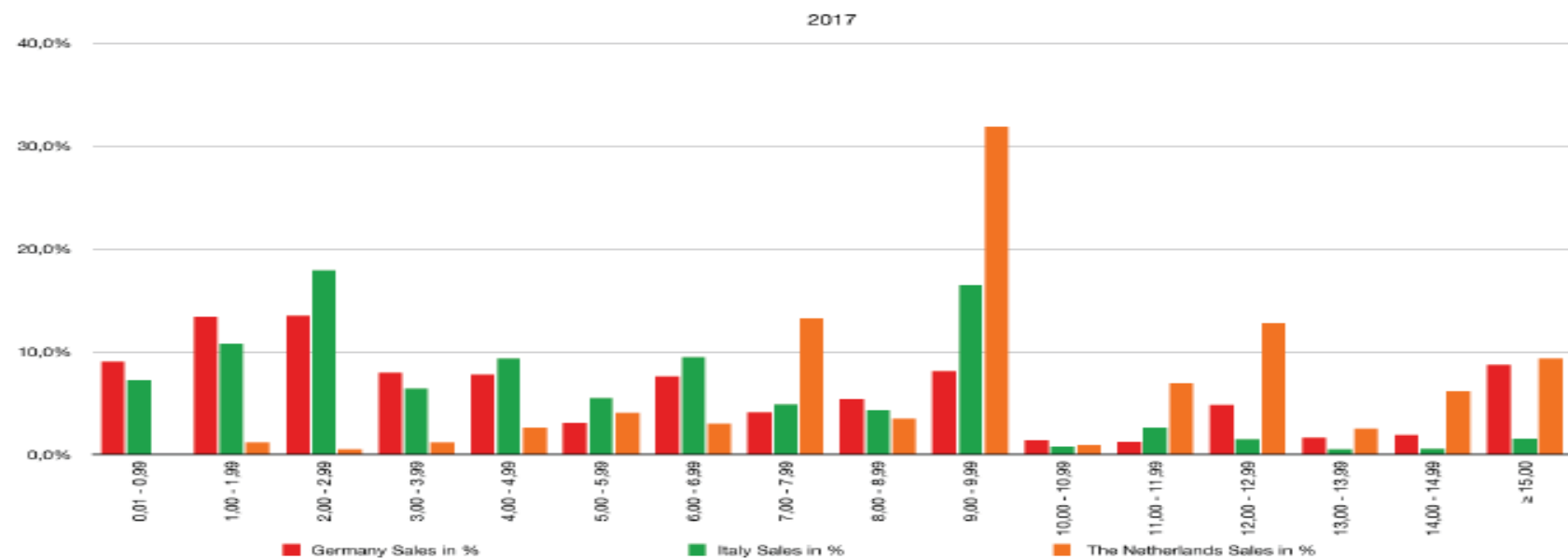
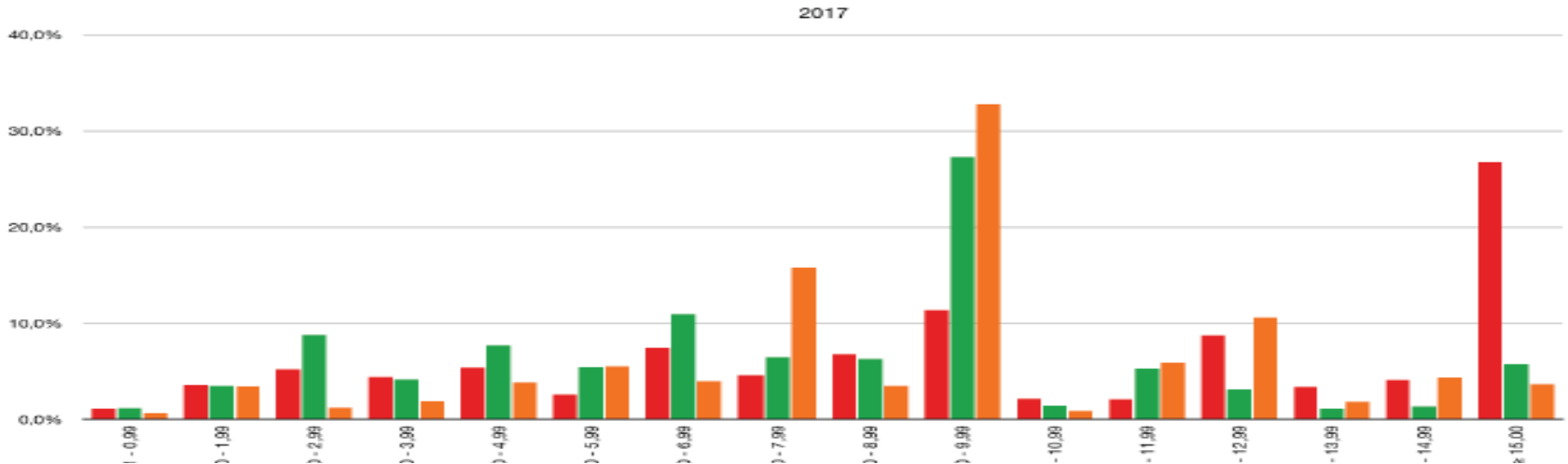
Sales

2017

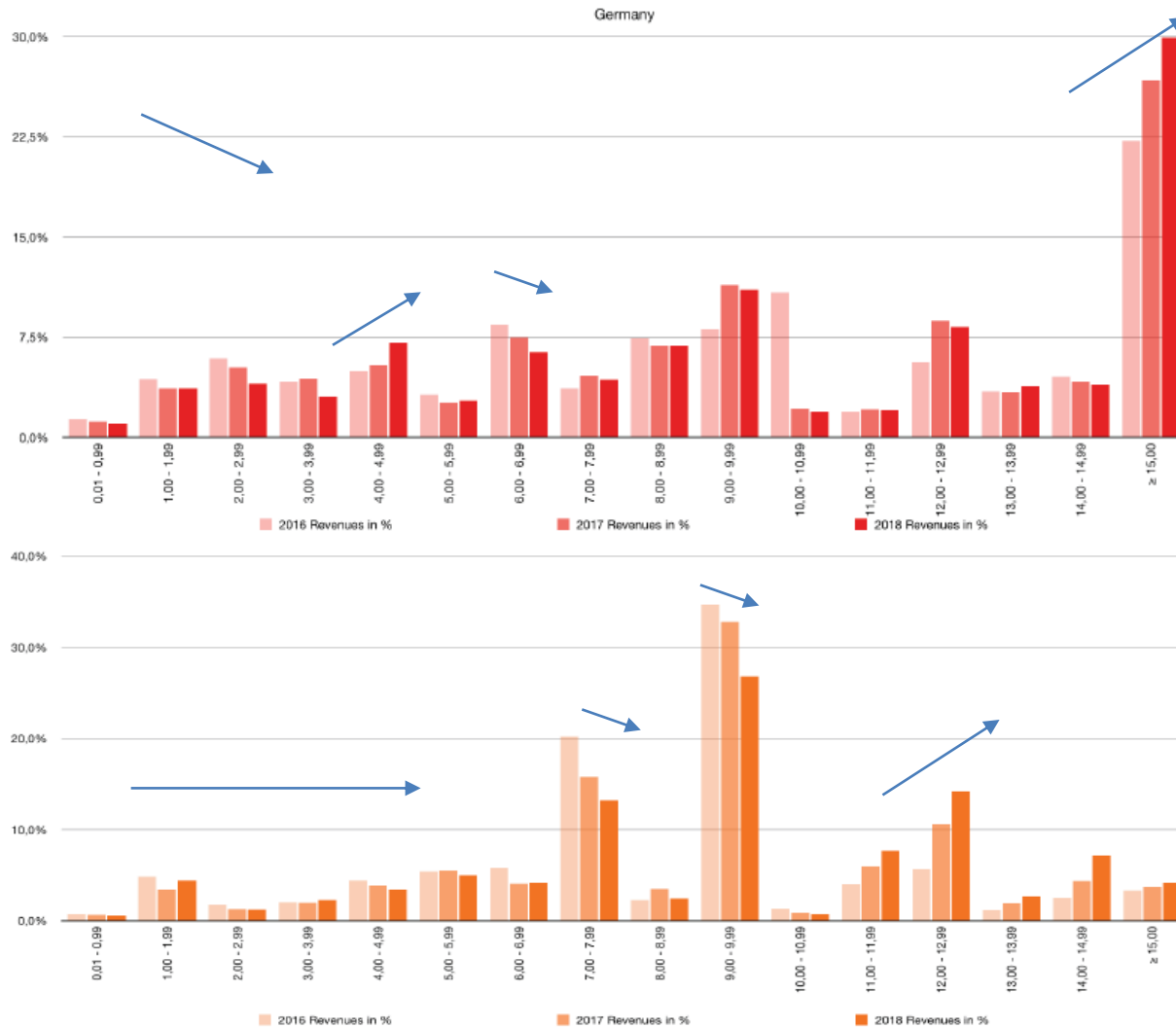
2018



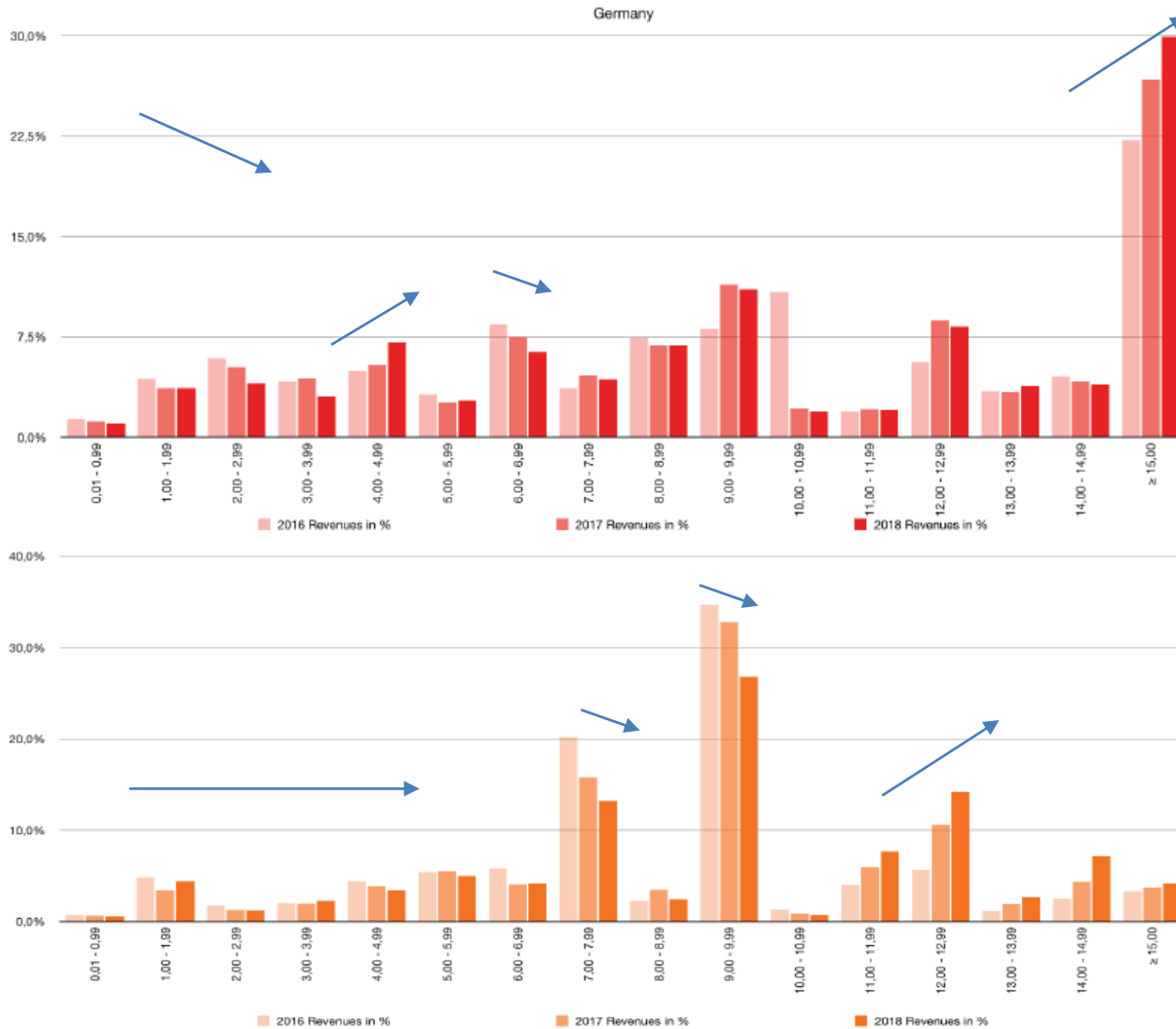
# Comparing revenue & volume sales



# Comparing Germany & Netherlands (2016>2018)



# 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



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Global eBook  
*a report on market trends*

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*A collaborative initiative with  
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