

# Spanish Market Ebook Evolution Report 2016

Bookwire 

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## 1. EXECUTIVE SUMMARY

Although digital publishing is evolving at highly different speeds in Spain and Latin America, ebooks and audiobooks offer a broad spectrum of business opportunities for publishers, agents, booksellers and libraries in the region.

The soaring number of ebooks published in those countries, the growing importance of digital reading and the increasing role of the Internet as a distribution and marketing tool for books, all lead to the assumption that the evolution of the digital market is a reality in most Latin American countries.

Having looked closely at digital and publishing trends in various countries (Argentina, Brazil Colombia, Chile, Ecuador, Spain, Mexico, Peru), this report, compiled by Dosdoce.com in collaboration with Bookwire, offers a series of indicators and prospects regarding each of these markets, with the purpose of offering a tool for publishers, booksellers, authors, investors, the media and experts to understand the changes being experienced by Spanish-speaking and Portuguese markets, together with the business opportunities these changes offer professionals in the publishing sector worldwide.

### Evolution of digital market

The growing amount of data, business intelligence and market information available in relation to digital sales and distribution makes it possible to analyse in detail the evolution of the Spanish and Latin American digital markets.

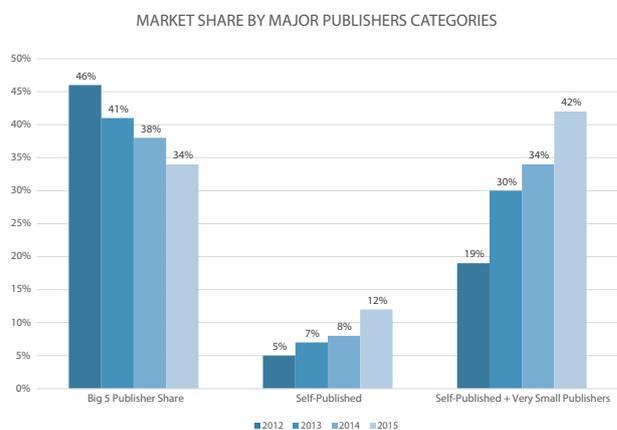
As occurs with print books in physical bookstores, independent publishers' behaviour is different from that of big publishing houses in online stores. As more and more independent

publishers strongly invest in the digital distribution of their books, peculiarities of that nature are once again being detected. One of the main conclusions of this Report, is that there are extremely different behaviour patterns between small and large publishing companies.

At a first glance, we have observed a massive trend by independent publishers to become more involved in the production and marketing of digital books, especially in Latin America. In the Spanish speaking markets, independent publishers are experiencing a growth of between 20% to 35%, whereas big publishers in the region have experienced a "plateau" in some markets or moderate growth with respect to certain business models in comparison with other years.

### 1.1. Increase in sales by independent publishers and self-publishing in the Spanish markets

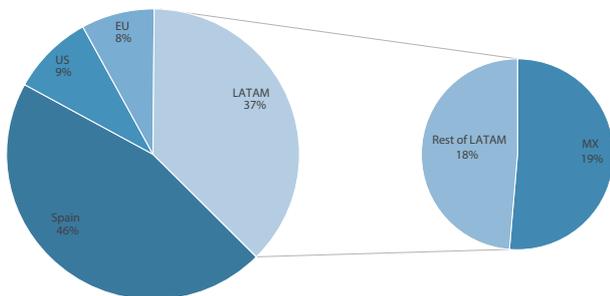
Sales increases in ebooks sold by independent houses, as well as indie authors, have been highly significant and are presumably due to a better understanding and acceptance by them of price dynamics on the Internet. The increase in these kind of publishing products has altered figures pertaining to the digital book market, particularly in cases of products without ISBN numbers.



According to the above chart from Nielsen's most recent report, published for the BookExpo America Fair, the digital market share for the five largest US publishers has decreased year after year. In 2015, sales for the "Big 5" represented 34% of the digital market in comparison with 46% in 2012. However, the market share for independent publishers did nothing but increase in the same period. In 2015, ebook sales by small independent publishers – with a staff of 1 to 5 people - reached 30% of the digital market, whereas in 2012 it barely rose over 15%. Simultaneously, the sale of self-published ebooks by self-publishing authors rose from 5% in 2012 to over 12% in 2015.

## 1.2. The digital markets in Spain and Latin America are growing at different rates

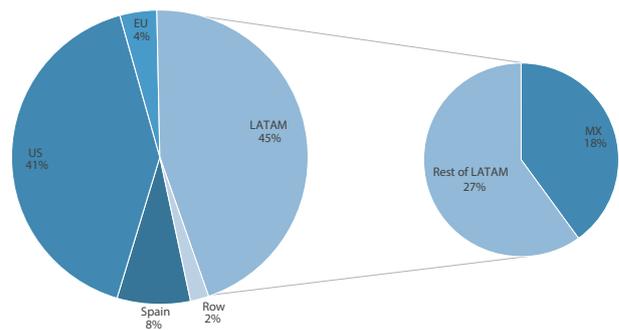
Sales in 2015 by over 170 independent Spanish and Latin American publishers using the Bookwire.es platform to distribute their ebooks revealed that about 45% of the ebooks published in Spain were sold on Spanish territory, whereas 55% were sold outside Spain, i.e. Latin America (37%), the US (9%), Europe (8%) and the rest of the world (1%).



Mexico takes the lead in sales of digital content published by independent Spanish publishers (19%), whereas remaining sales are distributed among other countries in the region (Argentina, Colombia, Chile, etc.).

## 1.3. Latin American and Hispanic digital market boom in the US

There are more and more independent publishers strongly committed to the distribution of their ebooks in order to reach readers all over the world. We are all aware of the difficulties involved in distributing print books in the region due to the various setbacks and shortcomings of analog distribution. Ebooks are fortunately boundary-free thanks to digital distribution. As a result, independent publishers such as [Rey Naranjo](#) in Colombia, [Amanuta](#) in Chile, [Malatetra](#) in Mexico, among many others, have seen how their digital books are not only being sold in their countries of origin, but also in unreachable paper format markets.



According to recent figures, 45% of independent Latin American publishers' digital sales were made in Latin America, whereas 55% occurred in markets beyond that region: 41% in the USA, 8% in Spain, 4% in Europe and 2% in the rest of the world.

## 1.4. Less dependence on Amazon

According to numerous international reports, the big publishers generate from 60% to 75% of digital sales through Amazon, whereas independent publishers' digital sales are more equally distributed among the main international digital channels (Amazon,