Global E-Book Snapshot

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Compiled by the members of the Global and Area Studies Department,

Perkins Library, Duke University

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Appendix: Internet Usage and Global E-book Data

**Global E-Books: Africa**

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**Executive summary:**

The continent of Africa is on track for a digital revolution. “What happened in the UK and US at the turn of the century is now happening in Africa on the mobile platform.”[[1]](#footnote-1)

* There are an estimated 2000 languages spoken in Africa.
* There’s no one language resource for e-books.
* For Africa – e-books are one small application of digital publishing.
* Mobile is fast becoming the PC of Africa; only one in every 100 Africans has access to a PC.
* Google plans to sell 200 million of its Android phones in Africa and estimates that by 2016, there will be a billion mobile phones on the continent.
* Nigeria has close to 100 million mobile phone lines, making it Africa’s largest telecom market. In 2011, for the first time ever, the number of Nigerians accessing the internet via their mobiles surpassed the number of desktop internet users.
* Safaricom, the leading mobile network provider in Kenya, grew from 17,000 in 2000 to more than 18 million in 2010. "There's probably more pervasive coverage in Kenya than in many areas in Europe."[[2]](#footnote-2)
* Mobile access to e-books in Africa is largely an urban phenomenon right now – 80% of internet connections in any African country will always be in urban centers.
* Even South Africa is lagging way behind global trends in digital publishing. E-books constitute less than 1.5% of the overall book market in South Africa, as sales are driven by consumers who can afford e-book gadgets, not book publishers.
* Overall, book sales are growing in Africa: in 2011, there was a 21.9% total increase in revenue that translated to 636.8% gain in e-books and 17.1% in print.
* Constraints with bandwidth and affordability of e-book devices seem to favor the mobile phone market.
* Mobile entrepreneurship will change digital publishing in Africa, and the e-book market, (via e-readers or phones), will continue to grow.

**Global E-Books: China (Mainland)**

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Executive Summary:

There is a burgeoning e-book industry in China. Over 80% of Chinese publishing houses are publishing e-book versions of new and existing publications. Challenges include pricing issues, copyright protection, piracy and the lack of technical and legal solutions to address these issues.

* A survey in 2011 of the reading habits of Chinese from 18 to 70 (38.6% of the total population) found that 54.9% are internet users who read 600 million e-books in 2011. 30% read online, 27.6% read on cell phones and 5.4% use an e-reader. Acceptable pricing for downloading an e-book is about 20 to 50 cents.
* There are 580 publishers in China; many of these are very large publishing groups resulting from the merger of small publishers in the past 10 years. In 2011, they published a total of 369,523 titles, 56% of which are new titles. The total P + E book market size is about $9 billion.
* Major players: 90% publishers use Founder Apabi platform for their e-books; Superstar’s digital library has the largest collection of Chinese language books; CNKI started as a journal database publisher but has turned to books and produced large databases of yearbook & reference titles.
* The digital publishing revenue in 2011 (including computer games) is $16.3 billion; mobile phone occupies about 33.6%. In the E-reader market, Hanvon is the biggest with a 59% market share; Bambook (from Shanda, the largest online literature publisher) comes second with 19.4%; Kindle is just entering the market.
* Piracy and copyright infringement issues are the main challenges. Just recently fifty Chinese authors, the China Written Works Copyright Society, and major online publishers such as Shanda Literature Corporation accused Baidu, China’s largest search engine, of violating copyright and fostering online piracy. Shanda is China’s largest online publisher, owning over 80 percent of online publications in the country and operates seven of the leading literature websites in China. Shanda is claiming up to one billion RMB in annual losses due to online piracy.
* National Library of China's National Digital Library Project been has digitizing its special collections, and like books and journals published before 1949, these are accessible worldwide. It also started working with Harvard Yenching to digitize their Chinese rare books.

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**Global E-Books: India & Pakistan**

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**Executive summary:**

E-Books have not yet made significant headway in India or Pakistan. No national statistics are available for either country. A handful of academic and commercial publishers have recently begun taking small steps into e-book publishing, but the vast majority of e-books are only available through government programs aimed at all levels of educational institutions.

* + - India is a flourishing publishing market. Books are published in more than 22 languages, with English representing the most significant share at approximately 40-45%. India ranks third behind the USA and England in the publication of English-language books. More than 60,000 titles are published annually (new releases, new editions, and reprints, of which about 40-45% are in English). No figures are available for e-book publishing in India. No reliable data is available for publishing of any sort in Pakistan.
		- The Government of India is making an effort to provide electronic access to scholarly books and textbooks. INFLIBNET (Information and Library Network), coordinates database purchases and maintains a list of e-books and eJournals to which colleges, universities, and research institutions throughout the country have access.[[3]](#footnote-3) NCERT (National Council of Educational Research and Training) offers easy access to NCERT textbooks. The service covers textbooks in all subjects published by NCERT for classes I to XII in Hindi, English and Urdu.[[4]](#footnote-4)
		- E-books do not appear to be of great interest in South Asia, and the few newspaper and trade journal articles published on the topic have titles such as “E-books not popular in India,”[[5]](#footnote-5) “Craze for e-books yet to catch on in India,”[[6]](#footnote-6) “The Digital Haystack: Where Are India’s Digital Publishing Programs?”[[7]](#footnote-7) and “Global e-book sales soar, sans Pakistan.”[[8]](#footnote-8)
		- The most common explanation for the lack of response has been cost: “One of the reasons for this slow pace is the high prices of eReaders and tablets. An iPad 2G tablet will cost you a cool R30,000 [US$ 547] while the entry level Kindle eReader is for approximately R8,950 [US$ 163] .”[[9]](#footnote-9) However, two Indian-made e-book readers, "Wink" and "Infibeam Pi", have recently been marketed at Rs. 11,490 [US$ 209] and Rs. 9,999 [US$ 182], respectively, and they should have a significant impact in the future if their prices drop, since they handle several Indian and Pakistani languages.
		- Rampant piracy also undercuts the market: “Most books can be easily found online with the help of a good search engine. So why would anyone want to buy something that can be easily downloaded for no cost at all? Gautam Padmanaban, CEO of Westland Books, believes that fighting piracy is an on-going battle for publishers, whether they’re protecting e-books or hard copies. “The best deterrent will be to make e-books available legally at the best possible prices in the shortest possible time,” he says.”[[10]](#footnote-10)
		- Not only are e-Book sales in India low, but even best-selling authors such as Amish Tripathi do not release their writings in e-Book format: "It is only a matter of time before India catches up with the rest of the world in the current eBook frenzy. But they aren't popular yet," he explains.

**Global E-Books: Japan**

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**Executive summary:**

Japan produces more e-books per capita than any other country, and is the second largest market in the world. However, 80% of the titles are comics, read on cell phones, and cannot be purchased outside of Japan. There are very few titles (~5000) available for the academic market. Digitization of prewar titles by the National Diet Library is a great boon to researchers as they are freely available.

* Japan is a mature publishing market. Rather than being known for new titles (75,810 in 2011, 8th worldwide), the market seen in the number of copies sold (700,130,000 books sold in 2011 for ¥819.85 billion = $10.2 billion, 2nd worldwide) is large. [[11]](#footnote-11)
* 90% of the Japanese have access to mobile broadband Internet. FttX has been displacing other forms of high-speed Internet access. DSL has dropped to just 20% of the broadband market in Japan.
* 260,000 e-book titles (does not include online fiction by individuals on websites such as Novel-Line) accounted for about 8.8% of the market (¥72.3 billion/$901.264 million). This number is expected to rise by March 2013 (end of fiscal year) to US $1 billion and be about 9% of total book sales.[[12]](#footnote-12) 80% of the titles sold as e-books are Japanese comics.[[13]](#footnote-13)
* Japanese cell phones account for 76.3% of the sales, followed by new platforms 17.8% and computers 5.8%. The use of computers to read e-books has been declining rapidly and is expected to disappear by 2016.[[14]](#footnote-14) “New platforms” are iPhones, iPads and Kindles/e-readers. They are projected to become 90% of the market by 2016.4
* Kindle released its e-reader (Paperwhite) and opened an e-reader store in November 2012.[[15]](#footnote-15) Sony and Rakuten also have e-readers, and currently offer more titles than Amazon. Japan’s mobile operators (NTT DoCoMo and au) offer e-book services to their cell-phone customers.
* A Japanese credit card is necessary to buy e-books through iTunes and other marketplaces. Some stores cannot be accessed from overseas.[[16]](#footnote-16)
* Self-publishing of fiction is flourishing on charge-free websites (such as, Maho-no I-land). Some of the most popular works are printed and sell over a million copies.
* There is a limited market for academic e-books; as of fall 2012, 4908 titles are available from 65 publishers and are sold through Kinokuniya on the Net Library/Ebrary platform. They can be ordered through GOBI assuming you know the ISBN (cannot be ordered by title).
	+ Subject breakdown is similar to the US in its emphasis on STM and the Social Sciences: STM: 30%, Social Sciences: 26.9%, History 18.2%, Philosophy & Religion: 12.6%, Literature & Language 8.9%, Art & Culture 3%.
	+ Japanese university libraries subscribe to major US e-book packages.
* The National Diet Library has digitized the books it holds published between 1868 and 1945; those out of copyright or whose copyright has been cleared are accessible worldwide; those still in copyright are accessible at NDL.

**Global E-Books: Korea**

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**Executive Summary:**

The Korean e-book market is growing rapidly with the introduction of various reading devices, especially tablets beginning in 2011. This report will cover e-book contents, proliferation of e-book readers, standardization, compatibility, devices and pricing.

* + According to data from Pricewaterhouse Coopers’ [Global Entertainment and Media Outlook](http://www.pwc.com/gx/en/entertainment-media/index.jhtml)
		1. In 2011, South Korea had the Asia Pacific’s second-largest consumer e-book market after Japan
		2. Consumer e-book sales are 24.2 percent of South Korea’s total consumer book sales, the highest share of any country in the world.
		3. The size of Korea e-book market was $282 million in 2011 and is expected to rise by 2014 to $400 million with annual growth rate of 7.8%.

* + Changes in the e-book market in 2011
		1. The increasing number of tablets in circulation since the beginning of 2011, such as the Galaxy Tab and the iPad 2, has opened a new form of e-book market that differs from the United States which entered e-book market with e-readers such as the Kindle.
		2. As a result, major businesses are leaping head first into the e-book market.
			- NHN launched “Naver Books E-book Service.”
			- Hancom entered into an alliance with Yes 24 to launch the “Hancom ReadOn” e-book viewer for the Andoid platform.
			- SK Telecom is due to enter the market
			- KT provides the olleh e-book service.
* Google e-book store launched in Korea on Sep 5, 2012.
	+ 1. Google chose Korea as the first Asian country in which to launch its e-book business because of the country’s high adoption rate for android smartphones.
		2. Google is partnering with local publishers to offer Korean readers books on Android smartphones.
	+ Contents
		1. 10,000 e-book titles are available with more than 50% of contents focused on genre fiction. Korean e-books are not meeting current levels of demand.
		2. Fiction, essays, humanities, children’s books, economics, and business management comprise the majority of e-books; that is, they are for leisure reading rather than scholarly.
		3. Publishers still focus on print publishing and are slow to develop content for e-books.
	+ Devices (e-readers)
		1. E-reader: Kyobo (Kyobo e-reader, Story K, Story K HD), Interpark (Biscuit), Korea Epub (Crema Touch)
		2. Average price $115
		3. As of September 2012, only 100,000 e-book readers have been sold.
	+ Pricing
		1. 70% of paper books
		2. Somewhat expensive from the customer’s viewpoint
	+ Platforms
		1. Kyobo, Korea e-pub, KT, etc
		2. Currently there is no dominant company for contents, platform and devices/e-readers in Korea.

**Global E-Books: Taiwan**

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* Taiwanese publishing is primarily composed of small, local businesses, although the industry is moving toward greater concentration. Non-conglomerate members, however, still accounted for a high (65.7) percentage. In 2010, there were 666 publishers, with 68.1 percent claiming fewer than 10 employees. For the industry as a whole, the average number of employees was 20.4. The output value of the book publishing industry (excluding marketing and distribution) in 2010 was an estimated $0.9 billion.
* 43,258 titles (including those by government agencies and personal publications) were distributed in 2010; 28,084 were new titles. Publications by number of titles include textbooks (17%), graphic novels(16.9%), and novels(16.5%); the percentages by volume sold are slightly different: graphic novels (23.3%), textbooks and novels (each at 19.6%).
* Digital publishing enjoys growth amid uncertainty: 37.2% of book publishers are involved in digital publishing. Digital books sold are primarily literature (20.6%), textbooks (18.9%) and children’s books (15.5%). Most digital publications were released in the “PDF” format (73.2%). Difficulties experienced by publishers include copyright issues, a lack of technical capacity and insufficient funds.
* 70% Taiwanese have access to the internet, 120% have access to mobile phone, their ways of accessing e-books are 44.6% online with PC, mobile phone 28.2%, laptop 15%, tablet 6.5%, ereader 5.2%
* National Central Library started the Digital Archive Plan since 2002, as part of the government's National Digital Archives Program launched in 2000. Publications under digital conversion by the library include rare books, local government documents, and periodicals and newspapers. Other digital content include rubbings of stone inscriptions in Taiwan, news programs, genealogies, and thesis papers. It has also established E-Publication Platform System in 2009, the government subsidizes the publication of 100,000 Chinese e-books. The Government Information Office handles subsidizing publishing companies for publishing e-books. These are then deposited at NCL for permanent archive, many are accessible to members (free registration).

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**Global E-Books: Russia**
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* + - Russia is now #4 in terms of book production (approximately 125,000 new titles per year), after the US, UK, and China. It has the largest number of internet users in Europe (68 million, just slightly ahead of Germany). But e-books still account for less than 1% of total domestic book sales ($2.2 million)
		- Unlike the U.S., one or two readers do not dominate the market, nor is there a single format for the e-books themselves. A 2011 survey showed that there were 10 different kinds of e-readers (many of which are locally-produced knock-offs). PocketBook, the most popular e-reader, which was created by a young Ukrainian entrepreneur, allows consumers to view 15 different file formats. This variability in e-readers and file formats led to technological difficulties in supplying materials to patrons in libraries in Russia, let alone users in foreign countries.
		- Some one million reading devices were sold in 2011, and there were 20 million e-book downloads. However, because of rampant digital piracy, a large proportion of these downloads came from freely-available online sources or small private e-libraries, which mostly offer illegal content and outdated titles at very low prices.
		- In an effort to counter digital piracy and to provide legally obtained and up-to-date scholarly material for universities, the Russian government has supported the Electronic Library System (ELS) model. According to this model, universities are encouraged to subscribe to KnigaFund ("Book Fund"), an e-book database owned by a government-backed private company (ProfMedia), which claims to be the biggest content aggregator of educational and scientific literature in the region.
		- The three national libraries (Russian State, Russian National, and Yeltsin Presidential) have instituted a different subscription model, setting up “electronic” or “virtual reading rooms.” Most of their e-materials are only accessible in the library and may not even be viewed by authorized users outside the library, let alone in another country. The newest national library, which bills itself an e-library, limits the materials it makes freely available on the web to selected items from five thematic clusters, which “reflect the idea of Russian Statehood.”
		- Many private publishers are converting titles into e-books and working with private service providers (like LitRes, the largest digital content provider in the nation, with a catalogue of more than 45,000 Russian e-books) to put the titles online. But a far fewer number of Russian publishers are releasing new titles in e-book format. So far, only market leaders (such as Eksmo, AST, and Ripol) release their front lists as e-books. These are then sold on the publishers’ own websites or on online bookstores like OZON.ru, Russia’s Amazon.com.
		- E-books are still priced quite low by global standards. But just like anywhere (and everything) else, domestic book prices have risen in recent times, from an average of 110 rubles ($3.80) in 2005 to 190 rubles ($6.60) in 2010. The average e-book price has also increased. Previously, e-books were around 10% of the print book price. Now they are priced around 25% to 30% of print books, or around 65 rubles ($2.20). The price difference between a new e-book title and an old one that was published, say, three years ago, can be huge. For instance, a new e-book from a bestselling Russian author may sell for $8, but his older titles may be only $2 each.
		- Transaction-wise, the main method is pay-as-you-buy. Some digital content providers also offer subscription plans (where customers pay a monthly fee and download a specified number of titles) or online reading (where customers can read as many titles as they like within a certain period but are exposed to sponsored advertisements). Then there is the loyalty program, where customers with approved club membership can download a specific number of books per month.
		- The two major vendors of Russian books (MIPP, EVIS) offered e-book (and e-dissertation) packages for the first time last year, and a third vendor (ASP) did so this year. But so far there has been little demand from American academic library patrons for e-books from the region, little interest in the e-books offered by commercial content providers, and very little willingness on the part of publishers to support consortial purchase and sharing of e-resources. There have not been any cooperative agreements on Russian e-books, although the topic has come up at the most recent meetings of the East Coast and MidWest consortia of Slavic library collections.

**Selected sources:**

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* Helen F. Sullivan, forthcoming article in *Interlending and Document Supply*, vol. 40, no. 3, 2012, based on a presentation that was part of a panel on “e-ill” given at IFLA in San Juan, Puerto Rico, August 2011.
* Teri Tan, “Publishing In Russia 2012: Publishers in a Changing Industry,” *Publishers Weekly* (Mar 30, 2012), available online at [http://www.publishersweekly.com/pw/by-topic/Global/Global-book-news/article/51281-publishing-in-russia-2012-publishers-in-a-changing-industry.html](http://www.publishersweekly.com/pw/by-topic/international/international-book-news/article/51281-publishing-in-russia-2012-publishers-in-a-changing-industry.html)
* «РБК.Research: Рынок электронных книг в России и за рубежом». *Probooks.ru* <http://pro-books.ru/sitearticles/10050> Description of research conducted by private consulting firm РБК - Исследования рынка. The original report, entitled «Российский рынок интернет-торговли книгами 2012» can be purchased at <http://marketing.rbc.ru/research/562949985046992.shtml>
* С.В. Анурьев. «Объем и динамика рынка электронных книг». Available online at <http://www.slideshare.net/probooks/ss-12254355>
* Internet usage in Europe (Internet World Stats) <http://www.internetworldstats.com/stats4.htm#europe>

 G**lobal e-books: Western Europe**

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**Market Size**

Europe is a mature, high volume publishing market.

* The statistics for new titles published per year by the highest producers are: France 66,595; Germany 93,124; Italy 58,829; Spain 80,000; and the UK 151,969. The publishing market value by geography is: France: 14.8 %; Germany: 18.7 %; Italy: 11.4 %; Spain: 7%; UK: 14.8 %; Other Europe 30.9 %.
* Total volumes of book sales are as follows: France €5,600 million; Germany €9,691 million; Italy €3,408 million; Spain €2,890 million; £ UK 3.1 billion.
* The European Union (EU 27) is not considered to be a single market for digital cultural products and consumption. 5 European countries (France, Germany, Italy, Spain, and the UK) account for 75% of total expenditure on cultural products in Europe and e-book statistics are most meaningful for those five markets at this time.
* Europe is a nascent e-book market, especially compared to digital film and music. In 2011 e-books represented 6% of the overall market in the UK, and under 2 percent of the market in France, Germany, Italy, and Spain. Digital publishing will see an annual growth rate of 30 % between the years 2012 to 2015.

**E-Commerce**

* E-commerce across borders in Europe is hampered by issues relating to the variety of languages spoken in the EU and by differing tax and payment systems.
* The EU has 23 official languages, with English being the most common second language. Inter-European translation is not at a level where it could create a single market for e-books.
* The Value Added Tax (VAT) on e-books is on average 3 times higher than the VAT rate on print books, and VAT rates vary by country. VAT on print versus e-book is: France -print 7% / e-book 7%; Germany -print 7%/ e-book 19%; Italy -print 4% / e-book 21%; Spain -print 4% / e-book 18%; UK -print 0% / e-book 20%. The European Commission is actively working on harmonizing VAT rates by 2015.
* France, Germany, Italy and Spain have fixed book price laws in place.
* There is no single pay center for EU countries and Internet shopping for e-books and delivery of e-books across borders is difficult.

**E-books and E-Readers**

* The market for tablet readers is growing, but is not growing to full potential due to the current recession in the EU zone. Smart phone penetration is a predictor for tablet sale growth and changing consumer habits. The smart phone penetration rates are France 38.1%; Germany 34.2%; Italy 42.1%; Spain 48.4%; and the UK 48.1%.
* Several large European media companies (Bertelsmann, Springer, Lagardere, News Corp., etc.) are trying to build e-book distribution models and associated e-readers.
* Country specific online e-book distributors are:
France: Fnac, Numilof, Eden-Livres, Epagine, Eplateforme, 1001Libraries, Digibidi, Bookeen.
Germany: Libreka, Libri, Ciando, Textr, Bookwire.de, KN Digital, Skoobe, Weltbild, Thalia.
Italy: eDigita, Biblet, IBS.it, Mondadori.it, Feltrielli.it, bookrepublic, ilLibraio.
Spain: Libranda, Publidisa, Leqtor, Amabook, Maeva, Roca, Casa del Libro, El Corte Igles.
UK: Taylor and Francis, Springer UK, Penguin, Bloomsbury.
* Global distributors of e-books and e-readers are coming into the EU market: Amazon Kindle (in UK since 2009; in GR, IT, SP, FR since 2011) and Apple ibooks (ipads marketed since 2010). Currently purchase and use of an e-book is wedded to a particular platform and consumers can’t circumvent Digital Rights Management software to switch platforms. All platforms allow download of public domain books from digital libraries or OA publications.

**Academic Publication**s

* University presses, academic research institutions, and academic publishers are developing repositories and e-book platforms to give libraries access to e-books on a title-by-title basis.
* Scholarly humanities and social science monographs in e-format (including older in-copyright digitized books) are also offered in e-book packages (for example by: deGruyter, OUP, CAIRN, Harmatheque, Torrossa, etc.). This purchase model is well established with STM e-book publishers and may become more common for the humanities. European academic libraries have developed national licenses for access to core databases; this model may pave the way for collaborative access to e-book packages.
* Smaller publishers work with distributors who offer e-book platforms to market their e-books; for example, some smaller presses work with ebrary to market e-books abroad.
* Interlibrary loan models for print books do not translate to interlibrary loan processes for e-books.
* Depository laws (National Libraries) for e-books vary by country.
* At this time only public libraries are exploring “renting” e-content, especially popular mass-market titles.
* E-books from EU countries designated as textbooks or reference books by the publisher are priced at 10 times the price of a single e-book.
* Open Access Publishing is gaining acceptance, and major academic publishers try to incorporate OA titles on their “hybrid” platforms. Analysis of OA publishing by country is provided at UNESCO's Global Open Access Portal <http://www.unesco.org/ci/goap>.

**Digitization**

* Digitization of books in the public domain and of cultural heritage collections is coordinated by
- national libraries (quick access via Europeana <http://www.europeana.eu/portal/> )
- libraries with sizable and historic collections
- publishers who digitize their back file on demand.
* While *Europeana* is a representative EU effort, it is not a central index for digital libraries.

**Sources**

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Book Markets. Frankfurt Bookfair Resource Pages by Country. [http://www.buchmesse.de/en/Global/book\_markets/](http://www.buchmesse.de/en/international/book_markets/)

Digital Europe: Diversity and Opportunity.
<http://www.letsgoconnected.eu/files/Lets_go_connected-Full_report.pdf>

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**Latin America and the Caribbean**

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* An Instituto Cervantes report on Spanish language demographics predicts that 7.5% of the world’s population will be Spanish-speaking by 2030 (a total of 535 million people), making Spanish language publications increasingly important. Only Chinese will surpass Spanish as a first language.[[17]](#footnote-17)
* Historically there has been little intra-regional sale of print books within Latin America. As a result, companies with regional e-book ambitions must deal with publishing and business practices in nineteen different Spanish speaking countries. This has frustrated growth.
* Additional challenges include: obsolete laws relating to publishing and intellectual property; lack of reliable data on what is published; fixed price requirements in some countries including Mexico and Chile; pervasiveness of piracy and counterfeiting; and relatively high cost of e-readers.
* The region also presents inconsistencies. It seems contradictory that Mexican publishing revenues with a population of 115 million potential readers is about the same as that of Argentina with only 42 million. The need to understand local conditions must be balanced against the desire for economies of scale.
* Despite challenges, some Latin American countries have been cited for best practices. For example, Costa Rica is recognized for its integrated national plan for development of Information and Communication Technology[[18]](#footnote-18) and Colombia is known for its recent comprehensive legislative reform related to intellectual property rights.
* Naturally, countries with the highest internet penetration, biggest publishing houses and most extensive traditions of reading are reacting first, making Brazil, Mexico and Argentina the largest markets and favored sites of national and foreign direct investment. These three are followed by Colombia, Chile and Venezuela.[[19]](#footnote-19)
* In 2010 Brazil, had just one e-book store selling books in Portuguese, Gato Sabido, which sold its own reader (Cool-er) and provided access to only 150 titles. Within a year, Gato Sabido had 2,800 titles in Portuguese and over 100,000 in English. Since then, six important Brazilian retailers entered the e-book market and Apple opened iBookstores in October 2012 in Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Mexico, Paraguay, Peru and Venezuela.[[20]](#footnote-20)
* In 2012, Amazon opened offices in Brazil, Mexico and Chile but struggled to find executives who can negotiate the idiosyncrasies of the region and failed to launch a Latin American platform. Two additional distributors of e-books did launch in 2012 (DLD, Xeriph) and two more were about to launch (Stealth Plataforma from Simplissimo and Singular from Ediouro).[[21]](#footnote-21) Similarly the Spanish company Grammata introduced its combination of E-books and the EReader Papyre in Argentina and Uruguay in 2010; in Mexico in 2011 and Colombia in 2012. By June 2011, the Spanish B2B distributor Libranda started operations in Mexico, Colombia, Argentina, and Chile.
* By contrast, many institutions in Latin America have embraced the alternative of open access both for E-book collections such as those found [in The Digital Library of the Caribbean](http://www.dloc.com/) and databases of academic journal articles such as [Scielo](http://socialsciences.scielo.org/) and [Red ALyc](http://redalyc.uaemex.mx/). Open access E-book collections are proliferating but scattered and, to date, no comprehensive listing exists.
* Vendors who have traditionally supplied U.S. research libraries with print materials have also begun to offer E-books. Principal vendors include Garcia-Cambeiro for Argentina & Brazil; Madrid-based Iberoamericana which publishes books about Latin America in the Humanities & Social Sciences; DIGITALIA which operates from NYC but specializes in Spanish & Latin American titles with about 8000 current titles and adding about 300 per month. DIGITALIA offers three purchasing models: annual subscription, the purchase of individual collections, and a “pick and choose” option.; E-Libros from Florida offers 9,000 academic titles in Spanish with approximately 700 currently added per month. Libraries can purchase individual Elibros titles via ebrary or collections by subscription with Elibro.

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**E-Publishing Prospects in the Arab World & Turkey**

Christof Galli

Librarian for Middle East and Islamic Studies

Duke University Libraries

**Arab World:**

* There are 359,340,646 speakers of Arabic, one of the six official languages of the United Nations (5.1% of the world’s population). 86,077,806 are Internet users (3.8% of the world’s Internet users). This amounts to an Internet penetration of 23.9% for the language. There are 34,572,080 Arabic Facebook accounts (Dec. 2011). Arabic is the 7th most popular language on the Web.
* Internet penetration varies widely in the Arabic speaking countries, ranging from 4.1% in Iraq to 71% in the United Arab Emirates.
* Largest markets that will drive future e-publishing developments:
	+ Egypthas a population of about 83 million and 22 million Internet users (a penetration of about 26.4%).
	+ With almost 40% of all Arabic tweets and 35% of all Arabic content on the web coming from Saudi Arabia, the Kingdom represents another large digital market in the Middle East, representing a population of 27 million with an internet penetration of 43%. More than 70% of internet users in Saudi Arabia conduct their searches in Arabic, and almost 60% of the Kingdom's users access Facebook through Arabic accounts.1
* The internet features over 600,000 Arabic books (4% of the global content) of which only two per cent can be read on smart-phones and tablets.2
* Rapidly increasing smartphone and tablet penetration in the Arabic speaking countries of the MENA region will drive up the likelihood of consumers purchasing Arabic e-content, including e-books.3
* Emerging vendors:
	+ **Almanhal**: Offers 4000 book and 60 journal titles on their platform which was developed in partnership with ebrary and offers a sophisticated search interface. Works with publishers, research institutes, and universities across the Arab world and North Africa to distribute their content; offers publishing services for dissertations. *Duke and UNC will enter a trial in spring 2013 and try to acquire a consortial license.*
	+ **Rufoof**: Owned by Flagship Publishing; distributes 4500 e-books and has signed contracts with 21 publishers with a subscriber base of 74000 worldwide.4
	+ **Qordoba** ([www.qordoba.com](http://www.qordoba.com)), a Canadian and Lebanese company with its legal headquarters in Dubai, was launched in 2011 as an initiative specializing in digitally publishing Arab writers. By spring 2012, Qordoba had acquired the rights to 400 Arabic titles, of which 250 were ready to be released as ebooks.5

**Turkey:**

* Turkey has a population of 79,749,461 of which 36,455,000 are Internet users. This amounts to an Internet penetration of 45.7 %. There are 31,483,300 Turkish Facebook accounts.
* The first electronic book was launched in Turkey in April 2010 by idefix.com. 160 publishers have made available their books in e-format and 4875 e-books are on sale at Idefix. So far 13.000 have been sold. According to Idefix this e-book market share is 4 per 1000 in the Turkish book market.5, 6
* Hiperlink (http://www.hiperlink.com.tr) is a platform for academic books. They distribute their publications under the name Hiperkitap, offering over 7500 e-book titles from 220 local publishers in Turkey.
* Other platforms are Turkcell ([www.turkcellkitaplik.com.tr](http://www.turkcellkitaplik.com.tr)) and TTNet Kitap ([www.ttnetkitap.com](http://www.ttnetkitap.com))
* The estimated number of consumers in Turkey using e-books is 250,000 and about 10.000 e-readers are sold annually.

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1Arabic digital content booming in Saudi Arabia

<http://mediame.com/news/content_business/arabic_digital_content_booming_saudi_arabia>

**2**TECOM Media Cluster registers year-on-year growth in 2011 with 284 companies setting up base at cluster.

<http://mediame.com/news/announcement/tecom_media_cluster_registers_yearonyear_growth_2011_284_companies_setting_base_cluster>

3Arab Media Outlook 2011-2015

<http://www.mearketing.com/download/ArabMedia2015.pdf>

4Rufoof launches operations in Dubai Media City; announces signing 21 contracts with Pan Arab publishing houses

<http://www.ameinfo.com/284073.html>

 5Book Publishing in the United Arab Emirates: A Survey and Analysis

 http://www.sharjahbookfair.com/Editor/Book%20Publishing%20in%20the%20UAE.pdf

 6Rifat Bali, Libra Books, Istanbul, Personal communication

7Publishers hopeful about future of Turkey’s e-book market

<http://www.todayszaman.com/news-271831-publishers-hopeful-about-future-of-turkeys-e-book-market.html>

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10. Ibid. [↑](#footnote-ref-10)
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12. “An Introduction to Publishing in Japan,” pp. 31-33. [↑](#footnote-ref-12)
13. “An Introduction,” p.32; for more detail see Shuppan shihyō nenpō, p. 307 breaks it down by platform. [↑](#footnote-ref-13)
14. <http://www.impressrd.jp/news/120703/ebook2012> [↑](#footnote-ref-14)
15. “Kanji Kindle: Amazon’s e-reader comes to Japan late, but priced to move,” ITWorld, <http://www.itworld.com/print/306529>, accessed November 15, 2012. [↑](#footnote-ref-15)
16. <http://ameblo.jp/olivegreen09/entry-11162253061.html> Accessed November 15, 2012. [↑](#footnote-ref-16)
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