



# **Publishing Spanish Writers in English**

**March 11**

**King Juan Carlos I of Spain Center**

## A FEW FIGURES ON SPANISH LANGUAGE AND THE USA

- ✓ Spanish language is now spoken by almost 500 million people all over the world
- ✓ Spanish is the second language of international communication and in the number of native speakers
- ✓ Currently, USA is the fourth Spanish-speaking country in the world
- ✓ In three or four generations, 10% of the global population will communicate among themselves in Spanish
- ✓ And that day, USA will become the first Spanish-speaking country in the world







## A FEW FIGURES ON PUBLISHING INDUSTRY IN SPAIN

- ✓ Three hundred and twenty six new book publishing houses began their activity during the year 2013. At the same time, 934 ceased their activity
- ✓ As a result, the number of active book publishers was 3.086, down 3,2% of the previous year 2012
- ✓ Spanish book publishing market is diversified and competitions exists
- ✓ According to the report “Panorámica de la edición...”, just the 26,7% of the spanish book imprints belongs to a publishing group. Spanish book publishing industry is largely made up of small and medium sized enterprises

## A FEW FIGURES ON PUBLISHING INDUSTRY IN SPAIN

- ✓ 89.130 titles were released during the year 2013, down 14,9% of the previous year
- ✓ Following the steady growth during the period from 2005 to 2010, above 40%, the trend of decline begun in 2011 is confirmed during the year 2013
- ✓ Medium-sized and big companies had the highest decrease, with a -21,3% and -17,8% respectively.
- ✓ 90,1% of the titles were published by private publishing houses
- ✓ 83,9% of the titles were first editions



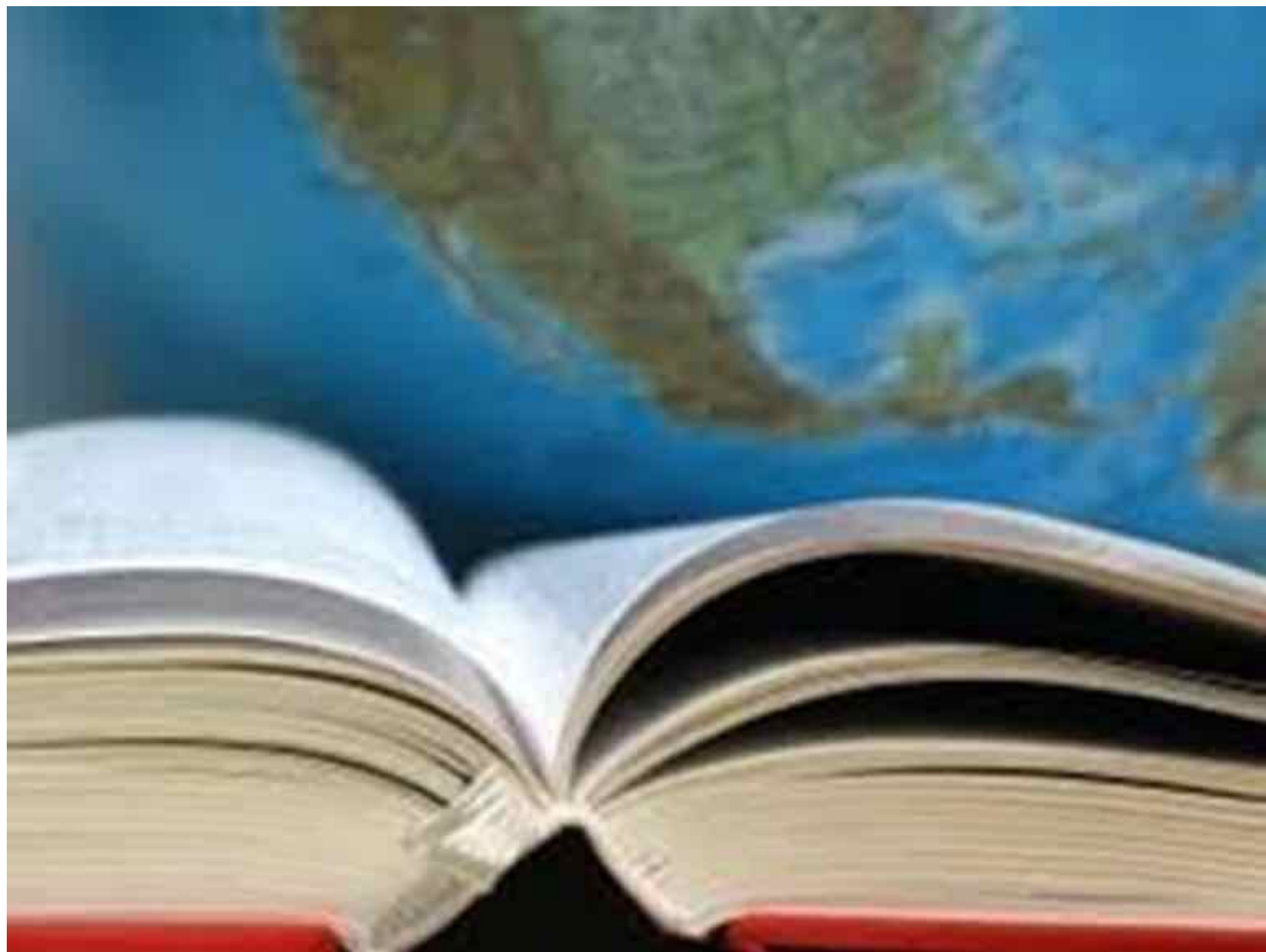
## A FEW FIGURES ON PUBLISHING INDUSTRY IN SPAIN

- ✓ The average print run was 3,223 copies per title during 2013
- ✓ 74% of the releases were print books
- ✓ 67,7% were published in Madrid and Catalonia
- ✓ All the categories decrease except “Others” categorie
- ✓ The biggest drop was in “Science & Technology” (-30,2%), followed by Social Sciences (-16,6%)

## A FEW FIGURES ON PUBLISHING INDUSTRY IN SPAIN

- ✓ Books published in any of Spain's official languages decrease and books in foreign languages increase during 2013.
- ✓ 78,8% of the titles were published in Spanish, despite the fact that titles published in this language experienced a drop down -15,5% of the previous year
- ✓ English language books are the only ones with a rising trend by up to 12,6%
- ✓ The most used languages were Spanish, Catalan, English, Galician and Basque







## A FEW FIGURES ON TRANSLATIONS IN SPAIN

- ✓ Translations of foreign languages into Spanish represent 17,8% of translations, mostly of English language
- ✓ There has been a hegemony for years of English-language books being translated into many other languages and English language is also very often the bridge between the source and target languages
- ✓ Spanish publishers translate books written originally in more than 50 foreign languages

## A FEW FIGURES ON TRANSLATIONS IN SPAIN

- ✓ During the last years, translations represent around a quarter of book publications every year
- ✓ More than two out of ten titles were translations during the year 2013 (22,3%)
- ✓ The most translated languages were, following this order, English, Spanish, French, Italian, German, Japanish, Catalan, Portuguese, Russian and Greek



## A FEW FIGURES ON TRANSLATIONS IN SPAIN

- ✓ Most of translations are fiction for adults (33,7%), children and young adults (21,9%) and social sciences (20%)
- ✓ 40,7% of children & young adults books were translations during the year 2013 (45% in 2012)
- ✓ Translations are also significant in entertainment & hobbies (38,3%) and literature (35,1%)





## SALES ON THE INTERNAL MARKET IN SPAIN

- ✓ The turnover on the internal market declined by 11,7% in 2013 to 2,182 million Euro in 20013 and has been declining for five years running
- ✓ As for Nielsen panel, presented a decrease of 14,6% in 2013 and a decrease of 4,8% in 2014
- ✓ All in all, the acumulated reduction amounts to something in between 30-40%

A shopping cart filled with books. The books are stacked in a way that shows their spines, which are various colors like yellow, red, green, and blue. The cart is silver with a red handle and is positioned in the background of the slide.

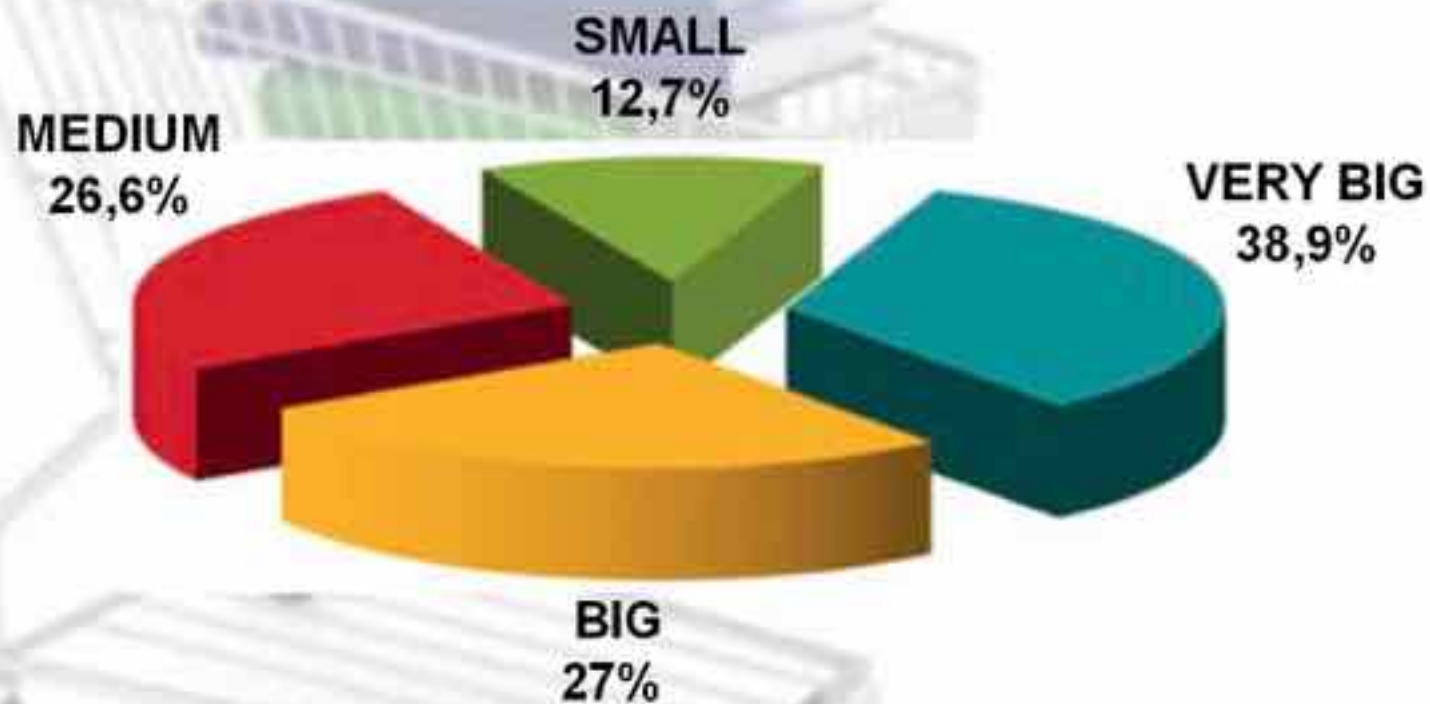
## SALES ON THE INTERNAL MARKET IN SPAIN

- ✓ Almost 154 million copies were sold in 2013
- ✓ The average price was 14,18€
- ✓ The six very big publishing companies turned over 33,8% of the total sector, the big ones 27%, the medium-sized companies 26,6% and the small ones the remaining 12,7%
- ✓ All the groups were affected by the decline



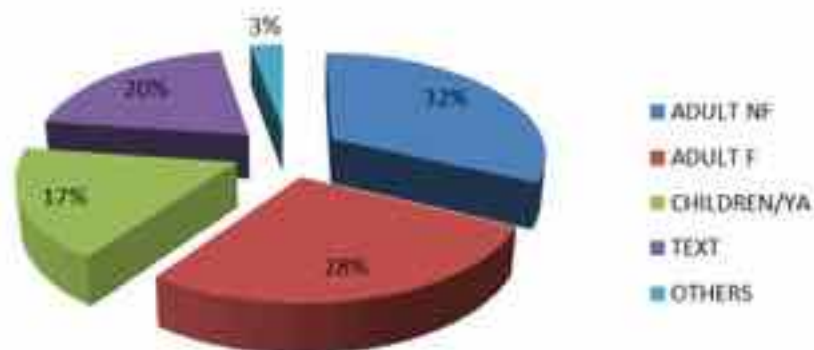
# SALES ON THE INTERNAL MARKET IN SPAIN

## SIZE OF PUBLISHING COMPANY

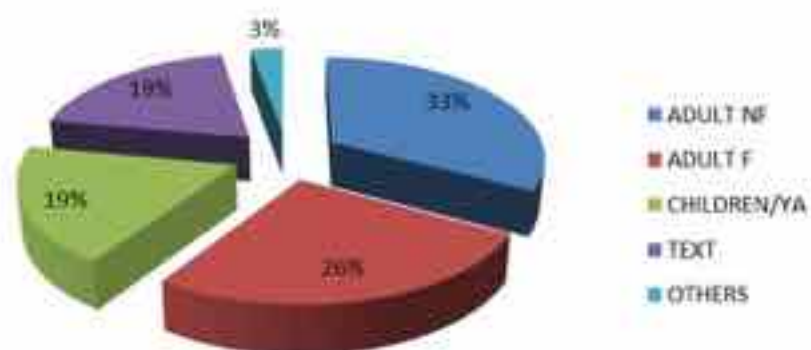


# SALES ON THE INTERNAL MARKET IN SPAIN

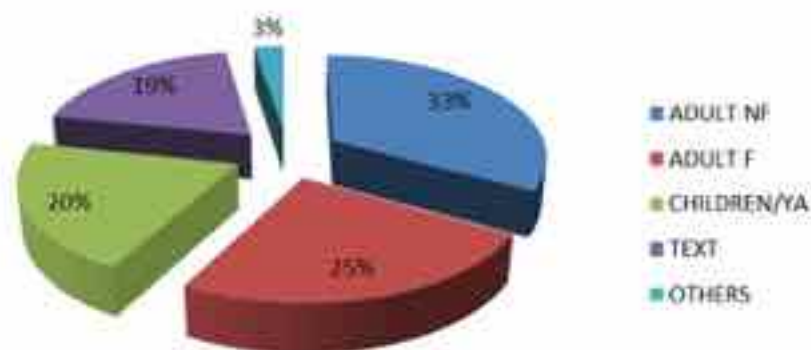
## CATEGORIES 2012



## CATEGORIES 2013



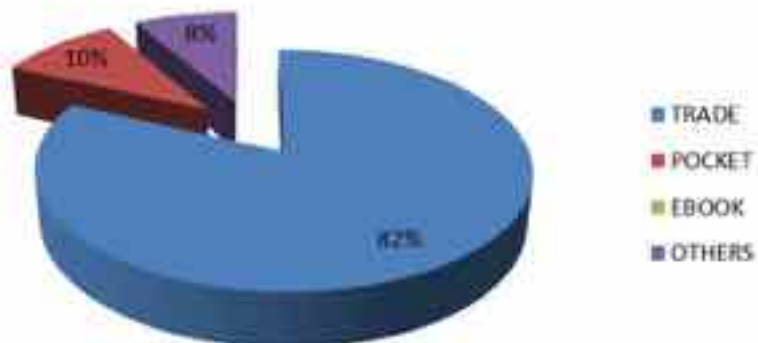
## CATEGORIES 2014



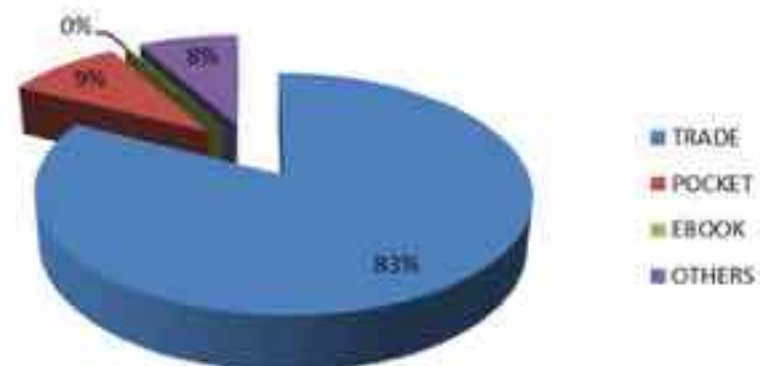


# SALES ON THE INTERNAL MARKET IN SPAIN

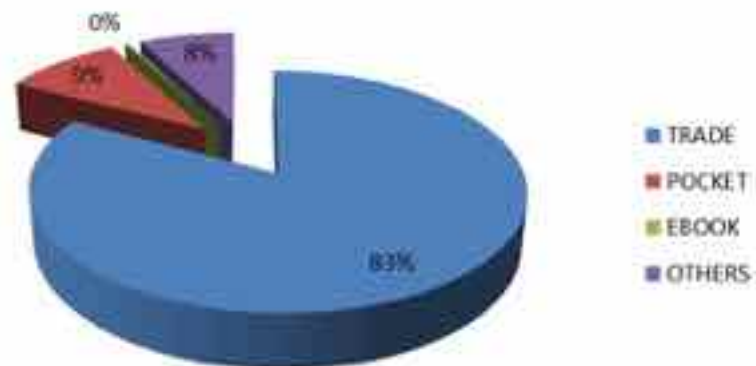
**FORMAT 2012**



**FORMAT 2013**



**FORMAT 2014**



# SALES ON THE INTERNAL MARKET IN SPAIN

## THREE- YEAR HISTORICAL REVENUES NIELSEN BOOKSCAN

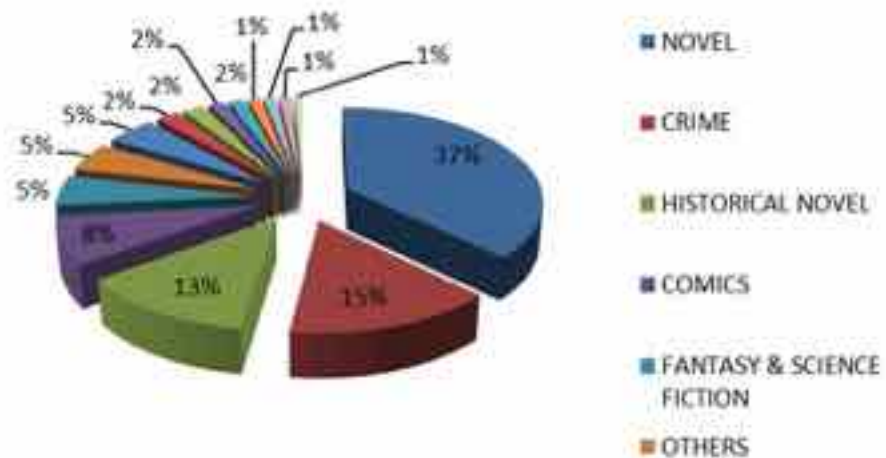
		REV'14 (MIO €)	%	REV'13 (MIO €)	%	REV'12 (MIO €)	%	% 2014/2013	% 2013/2012
GLOBAL MARKET		1,090	100,0%	1,145	100,0%	1,341	100,0%	-4,8%	-14,6%
GLOBAL MARKET WITHOUT TEXT		853	78,2%	891	77,8%	1,073	80,0%	-4,3%	-13,9%
CATEGORIES	ADULT NF	361	33,1%	376	32,8%	430	32,1%	-4,0%	-12,5%
	ADULT F	270	24,8%	303	26,5%	373	27,8%	-10,9%	-18,7%
	CHILDREN/YA	222	20,3%	212	18,5%	232	17,3%	4,6%	-8,7%
	TEXT	209	19,2%	221	19,3%	268	20,0%	-5,4%	-17,4%
	OTHERS	28	2,6%	32	2,8%	38	2,8%	-12,7%	-14,9%
FORMAT	TRADE	902	82,8%	946	82,6%	1,099	82,0%	-4,6%	-13,9%
	POCKET	102	9,3%	105	9,2%	131	9,8%	-2,9%	-20,0%
	EBOOK	3	0,3%	2	0,2%			20,3%	
	OTHERS	83	7,6%	92	8,0%	111	8,3%	-9,0%	-17,5%
	NEWS	437	40,1%	452	39,5%	583	43,5%	-3,2%	-22,5%
	BACKLIST	653	59,9%	693	60,5%	758	56,5%	-5,7%	-8,5%

Source: Nielsen

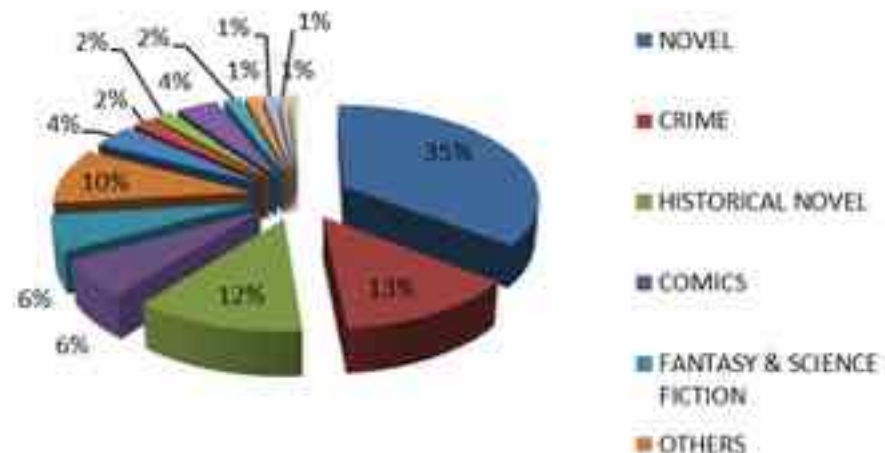


# SALES ON THE INTERNAL MARKET IN SPAIN

## FICTION GENRES 2014



## FICTION GENRES 2013



# SALES ON THE INTERNAL MARKET IN SPAIN

## TWO- YEAR HISTORICAL FICTION GENRES NIELSEN BOOKSCAN

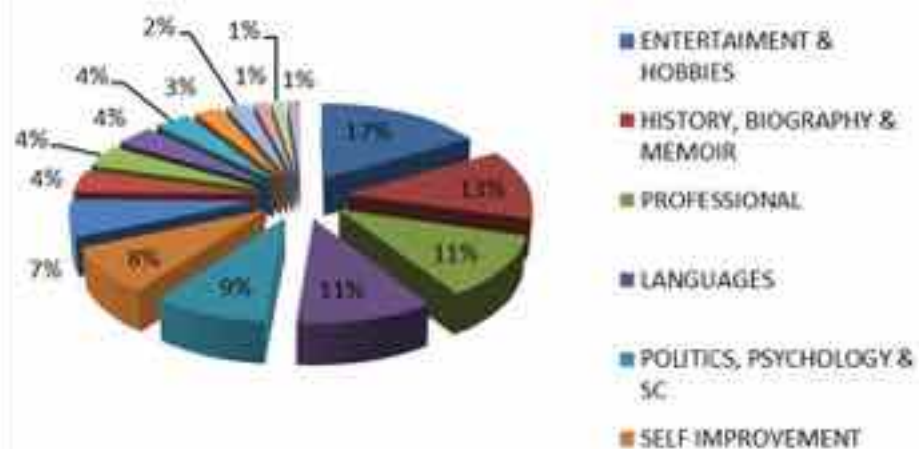
GENRES FICTION	2014	%	2013	%	% 2014/2013
GLOBAL FICTION	270.234.015	100,0%	303.346.422	100,0%	-10,9%
NOVEL	100.535.123	37,2%	107.666.923	35,5%	-6,6%
CRIME	40.614.820	15,0%	39.745.515	13,1%	2,2%
HISTORICAL NOVEL	34.856.777	12,9%	36.873.712	12,2%	-5,5%
COMICS	22.454.195	8,3%	18.983.091	6,3%	18,3%
FANTASY & SCIENCE FICTION	14.015.795	5,2%	18.553.522	6,1%	-24,5%
OTHERS	13.448.460	5,0%	28.882.578	9,5%	-53,4%
ROMANCE	12.775.996	4,7%	11.770.104	3,9%	8,5%
POETRY	6.020.620	2,2%	5.741.331	1,9%	4,9%
CLASSICAL LITERATURE	5.763.596	2,1%	5.482.463	1,8%	5,1%
HISTORICAL INTRIGUES	4.223.402	1,6%	12.071.446	4,0%	-65,0%
RELATS	4.132.395	1,5%	4.944.269	1,6%	-16,4%
HUMOR	3.243.948	1,2%	3.969.454	1,3%	-18,3%
TERROR	3.072.420	1,1%	3.641.201	1,2%	-15,6%
ADVENTURES	2.945.014	1,1%	2.615.341	0,9%	12,6%
THEATER	2.131.454	0,8%	2.405.472	0,8%	-11,4%

Source: Nielsen

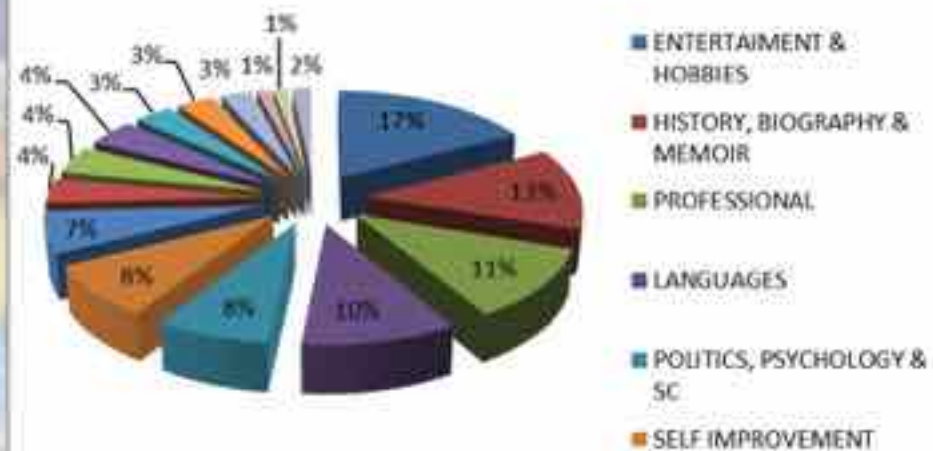


# SALES ON THE INTERNAL MARKET IN SPAIN

## NONFICTION GENRES 2014



## NONFICTION GENRES 2013



# SALES ON THE INTERNAL MARKET IN SPAIN

## TWO-YEAR HISTORICAL NONFICTION GENRES NIELSEN BOOKSCAN

GENRES NONFICTION	2014	%	2013	%	% 2014/2013
GLOBAL NONFICTION	360.864.516	100,0%	375.947.933	100,00%	-4,0%
ENTERTAINMENT & HOBBIES	60.116.645	16,7%	64.860.808	17,25%	-7,3%
HISTORY, BIOGRAPHY & MEMOIR	46.485.249	12,9%	48.369.420	12,87%	-3,9%
PROFESSIONAL	40.708.872	11,3%	42.331.701	11,26%	-3,8%
LANGUAGES	38.078.450	10,6%	38.687.941	10,29%	-1,6%
POLITICS, PSYCHOLOGY & SC	31.631.037	8,8%	28.309.780	7,53%	11,7%
SELF IMPROVEMENT	30.397.223	8,4%	31.484.785	8,37%	-3,5%
TRAVEL	24.284.248	6,7%	24.503.175	6,52%	-0,9%
ART	14.854.477	4,1%	14.745.370	3,92%	0,7%
FILOSOPHY & RELIGION	14.685.440	4,1%	16.650.291	4,43%	-11,8%
EDUCATION	14.174.694	3,9%	16.132.550	4,29%	-12,1%
LEXICONS & ENCYCLOPEDIAS	13.125.211	3,6%	12.498.097	3,32%	5,0%
NATURAL SCIENCES	9.542.807	2,6%	12.248.455	3,26%	-22,1%
CINEMA, TV & FOTOGGRAPHY	8.501.667	2,4%	10.017.250	2,66%	-15,1%
OCCULT SCIENCES	4.967.162	1,4%	4.124.765	1,10%	20,4%
OTHERS	4.738.049	1,3%	4.853.039	1,29%	-2,4%
COMPUTER	4.573.285	1,3%	6.130.506	1,63%	-25,4%

Source: Nielsen



## SALES ON THE INTERNAL MARKET IN SPAIN

- ✓ Despite this accumulated decline of turnover, bookstores remain the main sales channel in 20013
- ✓ Bookstores and bookstores chains account for 51,2% of turnover
- ✓ Super/hyper markets account 9,3%
- ✓ The sales of this channel have declined by 36% the last five years running

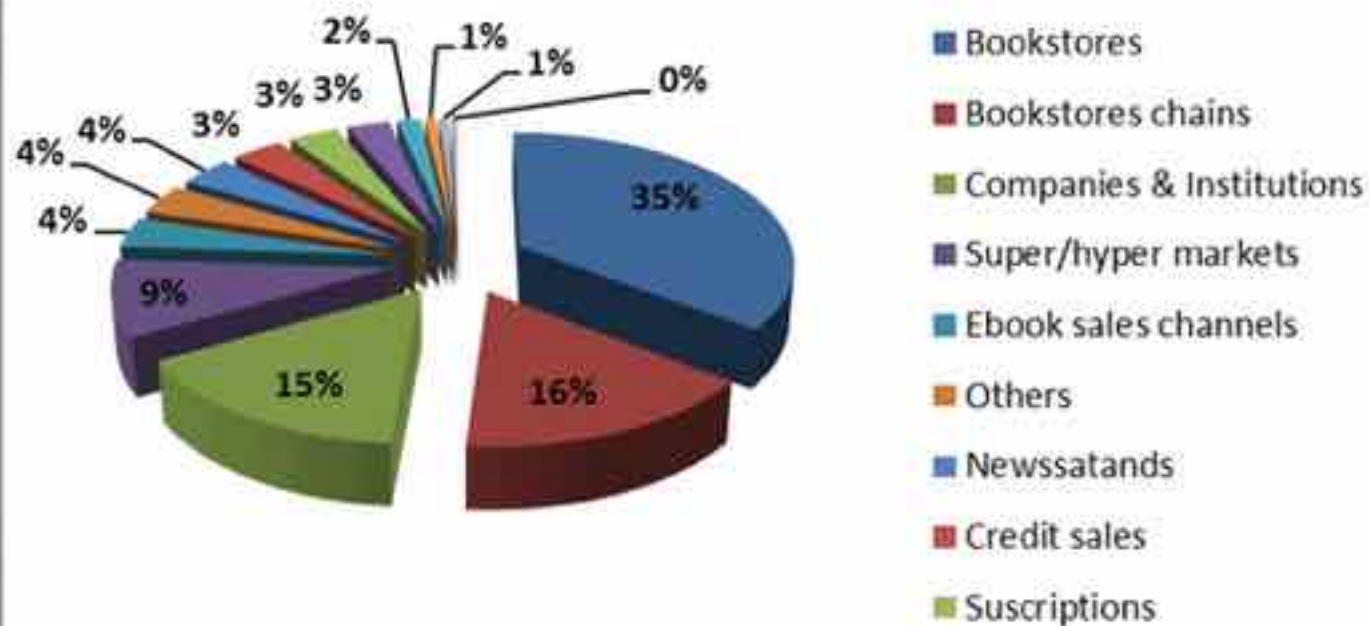
## SALES ON THE INTERNAL MARKET IN SPAIN

- ✓ Spain has one of the most extensive nets of independent bookstores in Europe and has the largest number of bookstores in the European Union with 4,336 bookstores (16,9%)
- ✓ Spain is followed by Germany with 14,9%, France with 14,6% and Italy with 11,2%
- ✓ These bookstores are mostly small ones: six out of ten have a trading income below 150.000€ euros a year
- ✓ However, the number of bookstores has been dropping over the last few years



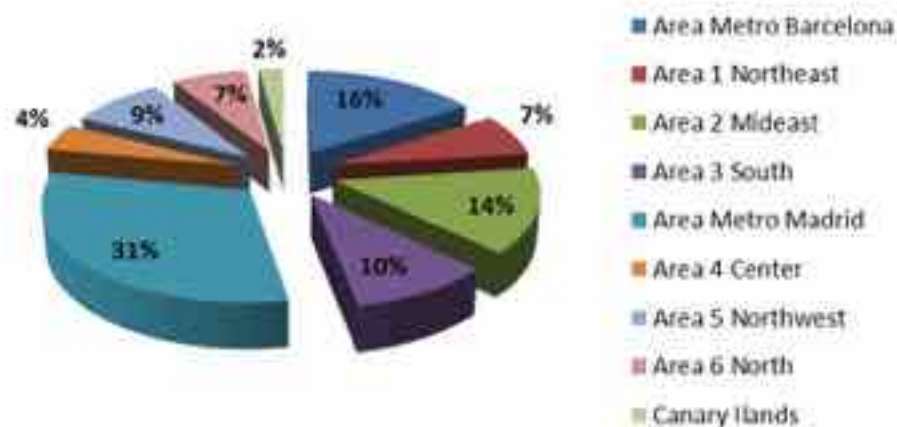
# SALES ON THE INTERNAL MARKET IN SPAIN

## SALES CHANNELS TURNOVER 2013

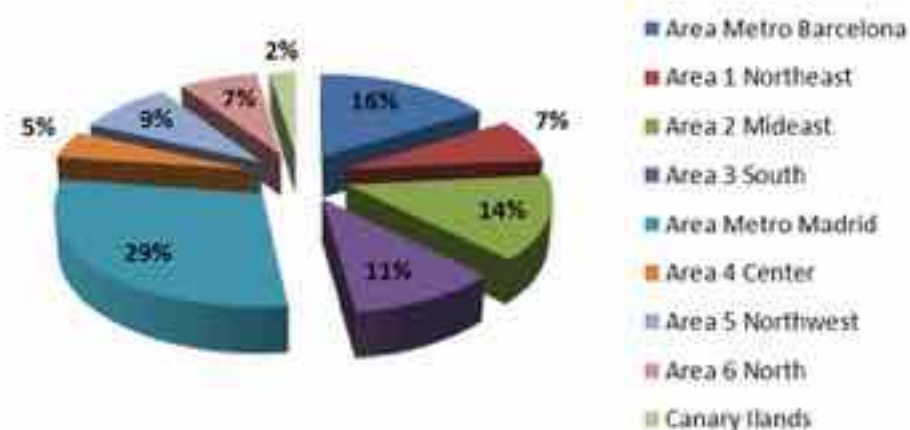


# SALES ON THE INTERNAL MARKET IN SPAIN

## SALES BY GEOGRAPHICAL REGIONS 2014



## SALES BY GEOGRAPHICAL REGIONS 2013







## PUBLISHING & SELLING EBOOKS IN SPAIN

- ✓ Digital publishing accounts for more than 23% of the publishing production in 2013 with 20,655 ebooks
- ✓ The current ebooks offer is 122,280 titles, with more than half of them literature and social sciences
- ✓ Digital turnover amounted for 80,3 million Euros in 2013, with an increase of 8% and accounting for 3,7% of the total sector
- ✓ Publishers point out, however, that digital turnover account for 2%



## PUBLISHING & SELLING EBOOKS IN SPAIN

Other relevant data:

- ✓ Romance accounts for nearly 30% of commercial ebooks
- ✓ 70% fiction and 30% nonfiction
- ✓ 35% new releases and 65% backlist
- ✓ Average price: 6.50€ (+ taxes 21%) = 7.90€
- ✓ Four sales platforms (Amazon + Apple+ GooglePlay+ Tagus) concentrate 92% of the global market





# 100 TOP NIELSEN FICTION & NONFICTION

	TITLE	AUTHOR	IMPRINT	DATE OF PUB.	PRICE	YEAR SALES	CATEGORIE	GENRE	FORMAT
1	BAJO LA MISMA ESTRELLA	GREEN, JOHN	NUBE DE INYA	07/06/2012	14.99	223.542	CH & YA	CH & YA	TRADE
2	EL UMBRAL DE LA ETERNIDAD (THE CENTURY 3	FOLLETT, KEN	PLAZA & JAMES	10/05/2014	24.99	193.264	FICTION	NOVHS	TRADE
3	YO FUÍ A DOB	HAZ, JAVIER; DIAZ, JORGE	PLAZA & JAMES	07/11/2013	19.79	144.932	NF	TELEN	TRADE
4	DESPARA, YO YA ESTOY MUERTO	NAUMBO, JULIA	PLAZA & JAMES	12/06/2012	22.97	112.506	FICTION	NOVHS	TRADE
5	CINCUENTA SOMBRAS DE GREY	JAMES, E. L.	DEBOLSILLO	14/01/2014	6.99	109.164	FICTION	FXRES	POCKETBOOK
6	LAS TRES BODAS DE MANDULA	GRANDES, ALBUQUER	TUSQUETS	04/03/2014	22.74	104.672	FICTION	NOVGER	TRADE
7	EL JUEGO DE RIPPEN	ALLERDE, ISABEL	PLAZA & JAMES	03/11/2014	22.71	104.337	FICTION	NOVNSP	TRADE
8	LA VERDAD SOBRE EL CASO HARRY QUEBERT	DICKER, JOEL	ALFAGUARA	12/06/2012	21.92	103.085	FICTION	NOVNSP	TRADE
9	LA LACRIMA DE LIBROS	ZUSAK, MARKUS	DEBOLSILLO	09/01/2014	9.97	91.480	FICTION	NOVHS	POCKETBOOK
10	EL LIBRO TRILL	EL RUBIO	TEMAS DE HOY	27/05/2014	9.92	87.571	CH & YA	CH & YA	TRADE
11	CINCUENTA SOMBRAS MÁS OSCURAS (TRILOGÍA	JAMES, E. L.	DEBOLSILLO	16/01/2014	6.91	82.240	FICTION	FXRES	POCKETBOOK
12	CINCUENTA SOMBRAS LIBERADAS (TRILOGÍA E)	JAMES, E. L.	DEBOLSILLO	16/01/2014	6.99	81.134	FICTION	FXRES	POCKETBOOK
13	LAS GAFAS DE LA FELICIDAD	SANTANDREU, RAFAEL	GRUJALBO	20/03/2014	15.77	79.382	NF	AUTSUP	TRADE
14	DIVERGENTE	ROTH, VERONICA	RBA LIBROS	02/10/2011	19.99	79.183	CH & YA	CH & YA	TRADE
15	DIARIO DE GRIDO Y UN PRINSAO TOTAL	KIRREY, JEFF	RBA LIBROS	01/04/2008	14.99	71.820	CH & YA	CH & YA	TRADE
16	ADULTERO	COELHO, PAULO	EDITORIAL PLANETA	27/05/2014	16.37	67.819	FICTION	NOVGER	TRADE
17	EL QUARDIÁN INVISIBLE	REDONDO MORA, DOLORES	DESTINO	14/01/2013	13.49	66.314	FICTION	NOVNSP	TRADE
18	DIVERGENTE	ROTH, VERONICA	RBA LIBROS	09/09/2012	17.99	63.900	CH & YA	CH & YA	TRADE
19	LEAL	ROTH, VERONICA	RBA LIBROS	04/02/2014	17.91	62.294	CH & YA	CH & YA	TRADE
20	DIARIO DE GRIDO Y SALA FUENTE	KIRREY, JEFF	RBA LIBROS	22/09/2014	14.99	62.209	CH & YA	CH & YA	TRADE

# 100 TOP NIELSEN FICTION & NONFICTION

	TITLE	AUTHOR	IMPRINT	DATE OF PUB.	PRICE	YEAR SALES	CATEGORIE	GENRE	FORMAT
21	SENTE TÓXICA	STAGATEAS, BERNARDO	25TABOLILLO	07/01/2012	6.99	\$1.572	WF	AUTSUP	POCKETBOOK
22	DIARIO DE GREG 7 BUSCAMOS PLAI	KNIXEY, JEFF	RBA LIBROS	03/10/2012	14.99	\$2.515	CH & YA	CH & YA	TRADE
23	PALMERAS EN LA NEVE	GABÁS, LUI	BOOKET - DESTINO	04/02/2014	12.99	\$2.326	FICTION	NOVNOA	POCKETBOOK
24	EL ABUELO QUE SALTÓ POR LA VENTANA Y SE	JONASSON, JONAS	SALAMANDRA	04/02/2012	18.77	\$6.126	FICTION	NOVGEN	TRADE
25	LA MÚSICA DEL SILENCIO	RODRIGUEZ, PATRICK	PLAZA & JAMES	28/10/2014	12.79	\$4.440	FICTION	PASCFI	TRADE
26	LEGADO EN LOS HUESOS	REDONDO MERA, DOLORES	DESTINO	18/11/2012	16.39	\$4.379	FICTION	NOVNSP	TRADE
27	EL ALQUERO	TARTI, CONRA	LUNER	13/02/2014	24.99	\$4.212	FICTION	NOVGEN	TRADE
28	DIARIO DE GREG 2 LA LEY DE RODRICK	KNIXEY, JEFF	RBA LIBROS	01/12/2008	14.97	\$2.770	CH & YA	CH & YA	TRADE
29	EL GRAN LIBRO DEL REINO DE LA FANTASIA	STILTON, GERONIMO	EDITORIAL PLANETA	21/10/2014	29.71	\$3.242	CH & YA	CH & YA	TRADE
30	LA MIRADA DE LOS ÁNGELES	LACKBERG, CAMILLA	SAEVA	25/04/2014	19.97	\$2.798	FICTION	NOVNSP	TRADE
31	MISAJÓ: LOS JUEGOS DEL HAMBRE 2	COLLINS, SUZANNE	RBA LIBROS	27/02/2011	16.99	\$2.952	CH & YA	CH & YA	TRADE
32	EL PODER DEL AHORA: UN CAMINO HACIA LA E	TOLLE, ECKHART	GAIA EDICIONES	25/05/2007	9.97	\$2.339	WF	AUTSUP	TRADE
33	OCTAVO VALIÉ AL REINO DE LA FANTASIA	STILTON, GERONIMO	EDITORIAL PLANETA	24/10/2012	19.77	\$2.315	CH & YA	CH & YA	TRADE
34	ASÍ EMPIEZA LO MALO	MARÍAS, JAVIER	ALFAGUARA	23/09/2014	21.35	\$1.876	FICTION	NOVGEN	TRADE
35	OPRENSA A LA TORMENTA	REDONDO MERA, DOLORES	DESTINO	20/11/2014	16.39	\$1.422	FICTION	NOVNSP	TRADE
36	¿PUEDO SOÑAR CÓNDOR?	BLUE JEANS	EDITORIAL PLANETA	20/01/2014	15.72	\$5.754	CH & YA	CH & YA	TRADE
37	LA AVALANCHETA QUE ERA UN GENIO DE LOS 80	JONASSON, JONAS	SALAMANDRA	03/03/2014	18.99	\$6.199	FICTION	NOVGEN	TRADE
38	DESTROZA ESTE DIARIO	SMITH, KERRI	FNACOS	01/04/2012	9.99	\$6.191	WF	AUTSUP	TRADE
39	EL ARTE DE NO AMARGARSE LA VIDA	SANTANDREU, RAFAEL	FNACOS	04/01/2014	15.99	\$2.257	WF	AUTSUP	TRADE
40	CIUDADES DE PAPEL	GREEN, JOHN	HURE DE INTA	12/06/2014	14.94	\$3.004	CH & YA	CH & YA	TRADE



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	TITLE	AUTHOR	IMPRINT	DATE OF PUB.	PRICE	YEAR SALES	CATEGORIE	GENRE	FORMAT
41	EL CORREDOR DEL LABERINTO	DASHNER, JAMES	OTROS SELLOS	01/11/2010	16.77	47.462	CH & YA	CH & YA	TRADE
42	DIARIO DE GREG 3: ¿ESTO ES EL COLMO?	KIRBY, JEFF	RBA LIBROS	11/01/2010	14.88	46.372	CH & YA	CH & YA	TRADE
43	BUENOS DÍAS, PRINCESA	BLUE JEANS	EDITORIAL PLANETA	14/05/2012	18.78	46.121	CH & YA	CH & YA	TRADE
44	LOS JUDEOS DEL HAMBRE	COLLINS, SUZANNE	RBA LIBROS	27/02/2012	17.38	45.095	CH & YA	CH & YA	TRADE
45	EL PRINCIPIO	SANTEAUMÉRY, ANTOINE DE	SALAMANDRA	01/01/2008	9.91	44.680	CH & YA	CH & YA	TRADE
46	LA PIRÁMIDE INMORTAL	SIERRA, JAVIER	EDITORIAL PLANETA	27/05/2014	19.82	42.908	FICTION	MYST	TRADE
47	LA LÓX DE SANGRE	CARRILLO, BÓNICA	EDITORIAL PLANETA	03/04/2014	19.29	42.343	FICTION	HORROR	TRADE
48	COSAS NO ABURRIDAS PARA SER LA MADRE DE MI MONSTRUO	LUYWENS		01/04/2012	14.92	42.228	RF	AUTSUP	TRADE
49	DIARIO DE GREG 4: DÍAS DE PERROS	KIRBY, JEFF	RBA LIBROS	24/05/2010	14.87	41.061	CH & YA	CH & YA	TRADE
50	FACTO DE LEALTAD	CHER, GONZALO	EDITORIAL PLANETA	27/05/2014	21.77	40.944	FICTION	NOVELS	TRADE
51	LOS FUSILADOS 1: EL SISTEMA DE LOS A	SANTIAGO, ROBERTO	EDICIONES BM	13/05/2012	8.87	40.722	CH & YA	CH & YA	TRADE
52	TRICOLOR FAVORITO ES VERDE	EYRE, PLAR	EDITORIAL PLANETA	04/11/2014	19.83	39.283	FICTION	HORROR	TRADE
53	¡DÉME LO QUE QUIERAS!	MAXWELL, MEGAN	BOOKET / DESTROLIBRO	29/04/2014	6.88	37.026	FICTION	FICRES	POCKETBOOK
54	DIARIO DE NINI 1: CRÓNICAS DE UNA VIDA	RENEE RUSSELL, RACHEL	RBA LIBROS	14/09/2010	14.37	36.787	CH & YA	CH & YA	TRADE
55	¿QUE QUIERES SER?	RAYMOND, JULIA	DEBOLIBRO	23/05/2012	8.98	36.689	FICTION	NOVELS	POCKETBOOK
56	REINAS MALDITAS	SORIANO, CRISTINA	PLAZA & JAMES	13/05/2014	20.72	36.687	RF	MEMMO	TRADE
57	TEA STICTON: EL SECRETO DE LAS MAGAS DEL	STICTON, TEA	EDITORIAL PLANETA	01/12/2013	17.36	36.526	CH & YA	CH & YA	TRADE
58	NO CULPES AL KARMA DE LO QUE TE PASA POR NORTON	LAURA	ESPASA/ AUSTRAL	26/04/2014	19.46	36.222	FICTION	HORROR	TRADE
59	DIARIO DE GREG 5: ATRAPADO EN LA NEVE	KIRBY, JEFF	RBA LIBROS	04/10/2012	14.88	35.095	CH & YA	CH & YA	TRADE
60	DIARIO DE GREG 6: LA CRUCES VERDAD	KIRBY, JEFF	RBA LIBROS	24/01/2011	14.88	35.437	CH & YA	CH & YA	TRADE

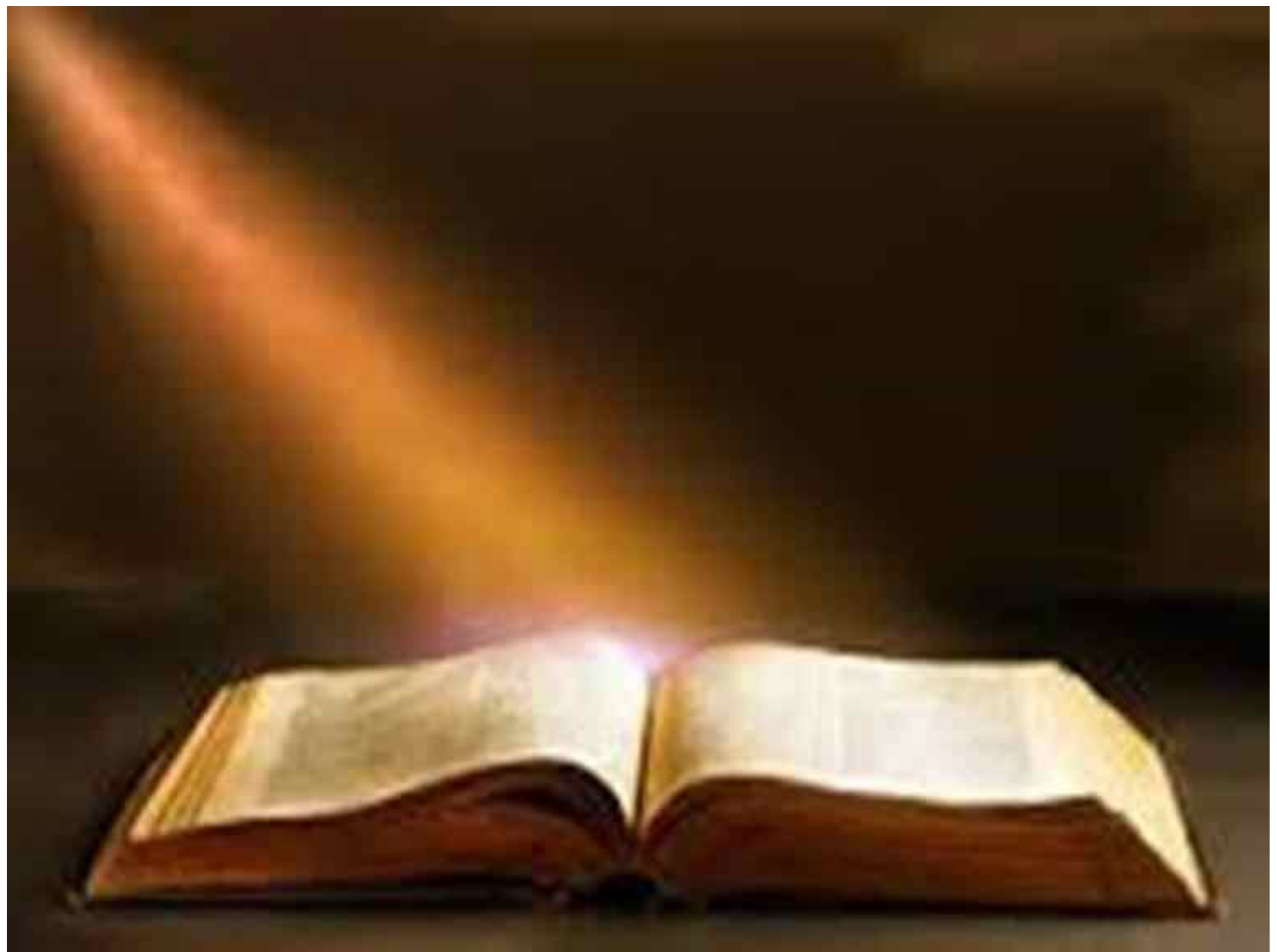
# 100 TOP NIELSEN FICTION & NONFICTION

	TITLE	AUTHOR	IMPRINT	DATE OF PUB.	PRICE	YEAR SALES	CATEGORIE	GENRE	FORMAT
61	LOS JUEGOS DEL HOMBRE 2. EN LLAMAS	COLLINS, SUZANNE	NSA LIBROS	27/02/2012	15.90	25.392	CH & YA	CH & YA	TRADE
62	LA ENZIMA PRODIGIOSA	SHWYB, HIRSH	AGUIAR	01/04/2012	16.99	22.057	NF	TELER	TRADE
63	ABANDONÉ TOTALMENTE: TÓTEMOS, SLITTER & SOBRES VV.AA.		OTR. DEL EDIT. EDIT PRIV.	05/10/2014	9.99	24.386	CH & YA	CH & YA	TRADE
64	MILENA O EL FÉMUR MÁS BELLO DEL MUNDO	ZEPEDA, JORGE	EDITORIAL PLANETA	06/11/2014	24.32	22.927	FICTION	NOVELA	TRADE
65	EL MONJE QUE VENDIÓ SU FERRARI: UNA FÁBULA	SHARMA, ROBIN S.	DEBOLSILLO	15/10/2010	7.99	22.862	NF	AUTSUP	POCKETBOOK
66	VOS VENID A ALLÁ ARRIBA	LEMAIRE, PIERRE	SALAMANDRA	01/05/2014	19.92	22.729	FICTION	NOVELA	TRADE
67	JUEGO DE TRÓMOS (CANCIONES DE HELO Y FUES)	MARTIN, GEORGE R. R.	OTR. DEL EDIT. EDIT PRIV.	27/09/2012	9.99	22.481	FICTION	FASCEFI	POCKETBOOK
68	MINECRAFT: GUÍA BÁSICA	VV.AA.	MONTERA	03/07/2014	11.99	22.462	CH & YA	CH & YA	NORMAL
69	EN FAMILIA CON KARLOS ARGÜIRAM	ARGÜIRAM, KARLOS	EDITORIAL PLANETA	06/11/2014	22.74	21.812	NF	TELER	TRADE
70	GERONIMO STILTON EN EL REINO DE LA FANTASÍA	STILTON, GERONIMO	EDITORIAL PLANETA	04/11/2005	19.79	21.558	CH & YA	CH & YA	TRADE
71	NO SÓNEAS, QUE ME ENAMORO	BLUE JEANS	EDITORIAL PLANETA	21/01/2012	19.46	20.889	CH & YA	CH & YA	TRADE
72	EL IMPOSTOR	CERCAS, JAVIER	MONDADORI	13/11/2014	22.71	20.149	FICTION	NOVELA	TRADE
73	MINECRAFT: GUÍA REDSTONE	VV.AA.	MONTERA	17/07/2014	11.94	20.226	CH & YA	CH & YA	TRADE
74	LOS FUTBOLISTAS 2. EL MISTERIO DE LOS 5	SANTIAGO, ROBERTO	EDICIONES BM	12/05/2013	9.99	20.254	CH & YA	CH & YA	TRADE
75	INFERNO	BROWNE, DAN	BOOKET / DESTINO LIBRO	02/09/2014	16.94	20.090	FICTION	NOVELA	POCKETBOOK
76	UNA MOCHILA PARA EL UNIVERSO	FURSET, ELSA	BOOKET / DESTINO LIBRO	04/03/2014	7.99	20.092	NF	AUTSUP	POCKETBOOK
77	PDAME LO QUE QUIERAS, AHORA Y SIEMPRE	MAXWELL, MEGAN	BOOKET / DESTINO LIBRO	03/06/2014	6.99	20.190	FICTION	NOVELA	POCKETBOOK
78	YO FUÍ A DOB 2	KAZ, JAVIER	PLAZA & JAVES	06/11/2014	19.72	20.793	NF	TELER	TRADE
79	HACIA LOS MARES DE LA LIBERTAD	LARK, SARAH	EDICIONES B	07/05/2014	29.94	20.719	FICTION	NOVELA	TRADE
80	EL TEOREMA KATHERINE	GREEN, JOHN	LIBRO DE BOTA	17/07/2014	14.79	20.674	CH & YA	CH & YA	TRADE

# 100 TOP NIELSEN FICTION & NONFICTION

	TITLE	AUTHOR	IMPRINT	DATE OF PUB.	PRICE	YEAR SALES	CATEGORIE	GENRE	FORMAT
81	UNA BOOK (THE MILK)	VV.AA.	OTROS SELLOS	27/11/2012	14.80	28.392	NF	IDOMA	TRADE
82	LA REINA DESCALZA	FALCÓNES, GLEFORSO	DEBOLSILLO	05/06/2014	12.80	26.344	FICTION	NOVENA	POCKETBOOK
83	EL SECRETO	BYRNE, RHONDA	URANO	01/09/2007	01.90	25.942	NF	AUTSUP	TRADE
84	NO ESTAMOS SOLOS	EL GRAY WYOMING	EDITORIAL PLANETA	29/11/2014	17.20	25.820	NF	POLYBI	TRADE
85	LOS SE PELDAROS DEL ESTO	PÉREZ, AIXO	ALIENTA	13/05/2014	14.80	25.740	NF	AUTSUP	TRADE
86	SEMELIERS, JUNTOS POR UNA ILUSIÓN	VV.AA.	TRAYN NAA/LIBROS CÚPULA	20/10/2014	16.80	25.520	CH & YA	CH & YA	TRADE
87	EL CORRIDOR DEL LABERINTO 2: LAS PRUEBAS	BASHNER, JAMES	OTROS SELLOS	05/09/2011	14.95	25.470	CH & YA	CH & YA	TRADE
88	MEJÓN EL VOO	DUEÑAS, MARÍA	BOOKET / DESTINOLIBRO	03/07/2014	12.80	25.280	FICTION	NOVENA	POCKETBOOK
89	NO PARA SER FELIZ COMO UNA PERDIZ (CONT)	MR. WONDERFUL	LURNERS	01/11/2012	10.97	25.224	NF	AUTSUP	TRADE
90	PEDEME LO QUE QUIERAS O DÉJAME	MAXWELL, MEGAN	BOOKET / DESTINOLIBRO	03/07/2014	6.97	24.772	FICTION	EXCRES	POCKETBOOK
91	FROZEN: PRIMEROS LECTORES	DISNEY	LIBROS DISNEY	29/10/2012	8.80	24.880	CH & YA	CH & YA	TRADE
92	GUINNESS WORLD RECORDS 2015	VV.AA.	EDITORIAL PLANETA	13/10/2014	24.70	24.604	CH & YA	CH & YA	TRADE
93	MAFALDA: TODAS LAS TIRAS	GUINO	LUNER	20/10/2011	22.74	24.407	FICTION	COMICS	TRADE
94	EL HOMBRE DEL VIENTO	ROTHFUSS, PATRICK	DEBOLSILLO	03/01/2011	9.90	24.390	FICTION	FASCFI	POCKETBOOK
95	LOS FÚTBOLIMOS: EL MISTERIO DEL PORTER	SANTUCCI, ROBERTO	COCHONES SM	20/02/2014	9.97	23.940	CH & YA	CH & YA	TRADE
96	UN PASO AL FRENTE	GÓDOLFO BÉGUIN, LUIS	OTR. SEL EDIT: EDIT PRIV	20/04/2014	10.92	23.182	FICTION	NOVENA	TRADE
97	PRIMER CURSO EN TORRES DE MALORY	BLITON, ENO	NBA LIBROS	20/02/2012	11.32	22.922	CH & YA	CH & YA	TRADE
98	PMI CASERO	YAGZA, IBÁN	LARDUERE	01/10/2012	14.91	22.911	NF	TELER	TRADE
99	TV: UNA MOLA	MR. WONDERFUL	LURNERS	20/03/2014	14.90	22.760	NF	AUTSUP	TRADE
100	DIARIO DE UNO 2: CRÓNICAS DE UNA CHICA	RUSSELL, RACHEL RENEE	NBA LIBROS	14/03/2011	14.80	21.900	CH & YA	CH & YA	TRADE





## SHORT HIGHLIGHTS IN CONCLUSION

Daily in Spain on average...

- ✓ 245 new titles are registered
- ✓ 57 are ebooks
- ✓ About 768.000 copies are produced
- ✓ More than 421.000 copies are sold
- ✓ Almost 6 million euros are sold on the internal market

## SHORT HIGHLIGHTS IN CONCLUSION

Out of every 100 books published in Spain...

- ✓ 23 are ebooks and 74 are print books
- ✓ 22 have been translated
- ✓ 5 have been published in a foreign language
- ✓ 90 have been published by a private publishing company
- ✓ 68 have been published in Madrid or Barcelona
- ✓ 31 are books on social science, 21 on literature, 13 on text, 12 on children & young/adults, 11 on science & technology and 8 on entertainment & hobbies
- ✓ 84 are a first edition



## SHORT HIGHLIGHTS IN CONCLUSION

Of every 100€ of turnover...

- ✓ Almost 4€ are provided by ebooks
- ✓ 5€ by pocketbooks
- ✓ 23€ by literature and more than 32€ by textbooks
- ✓ 7 books have been sold
- ✓ 11,3 books have been produced
- ✓ 51 have been sold in a bookstore or bookstorechain

## SHORT HIGHLIGHTS IN CONCLUSION

After 20 years of working in the publishing industry, my personal view is that:

- ✓ THERE IS NOT RELIABLE EVIDENCE THAT PUBLISHING TRENDS EXIST
- ✓ AND EVEN LESS THE POSSIBILITY OF ANTICIPATING TRENDS...

It is very difficult to objectify why a book develops a bestseller

- ✓ PUBLISHING BUSINESS IS ONE OF THE MOST HAZARDOUS AND UNPREDICTABLE BUSINESS...

AND GOOD BYE...

THANKS A LOT...

