



**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

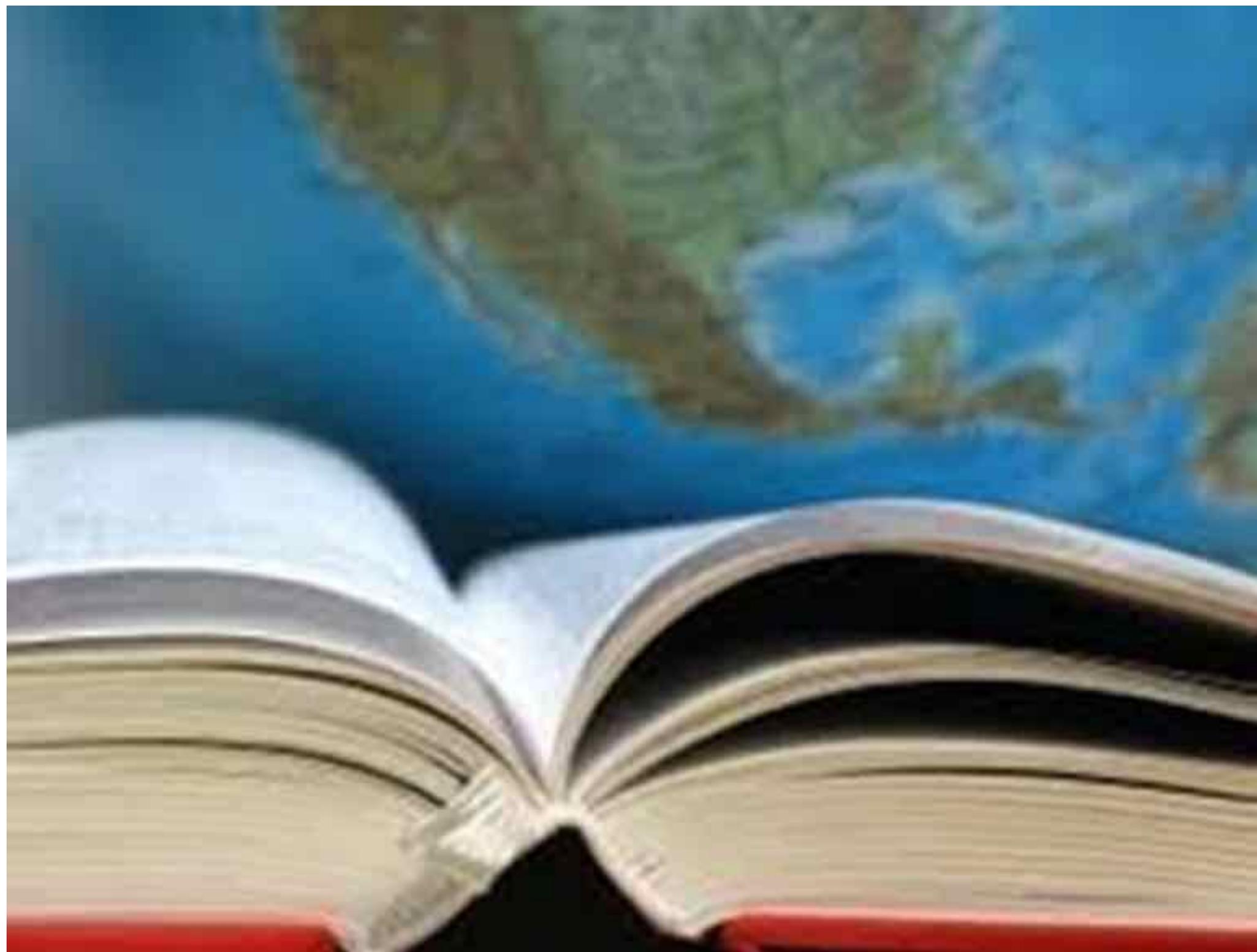
- ✓ 89.130 titles were released during the year 2013, down 14,9% of the previous year
- ✓ Following the steady growth during the period from 2005 to 2010, above 40%, the trend of decline begun in 2011 is confirmed during the year 2013
- ✓ Medium-sized and big companies had the highest decrease, with 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, Japanese, 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 2013 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 accumulated reduction amounts to something in between 30-40%

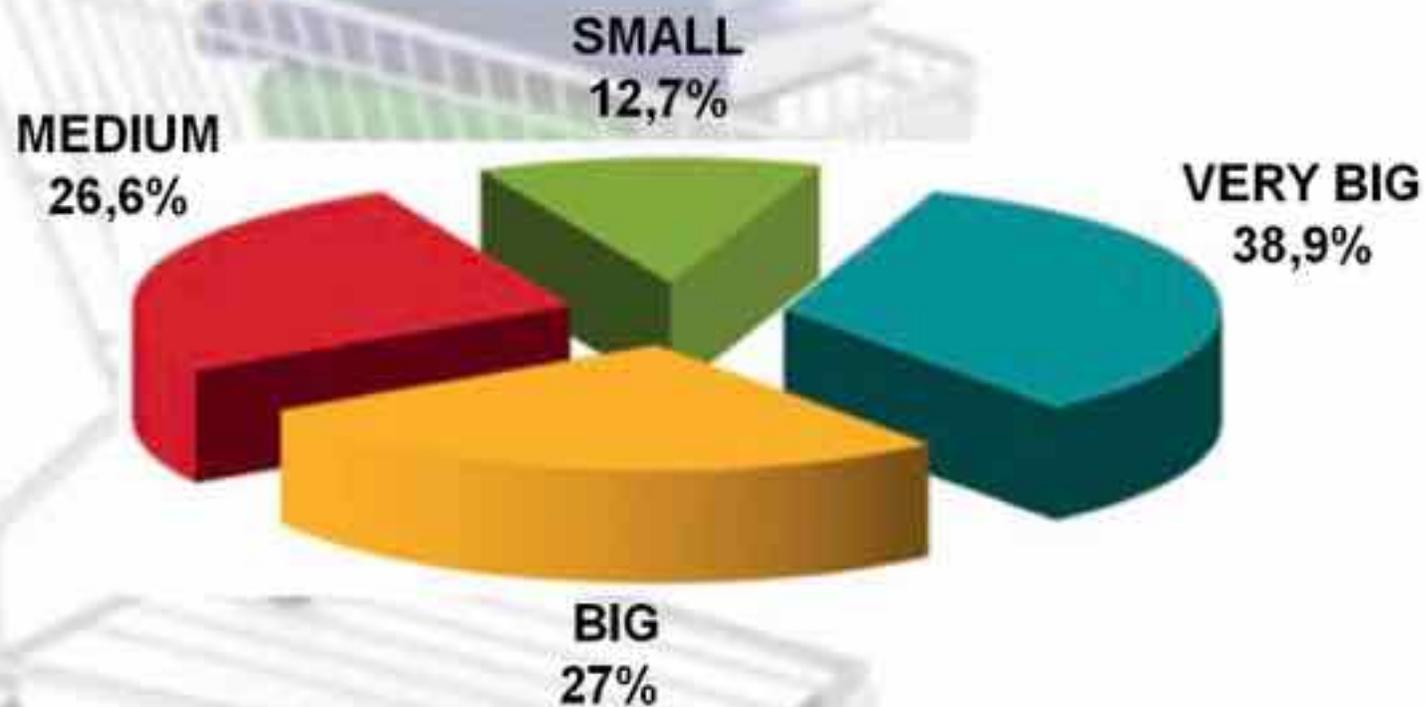


SALES ON THE INTERNAL MARKET IN SPAIN

- ✓ 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

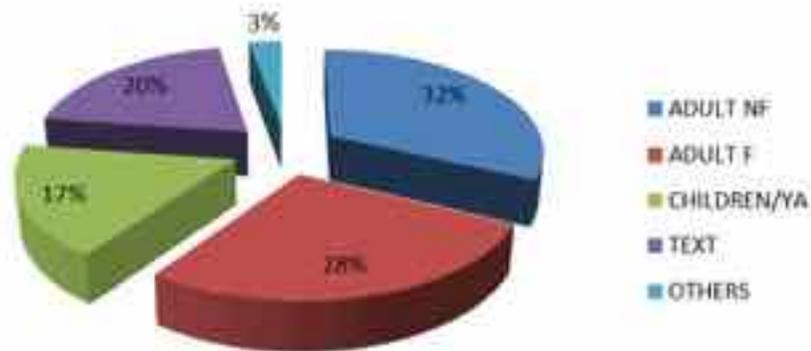
SALES ON THE INTERNAL MARKET IN SPAIN

SIZE OF PUBLISHING COMPANY

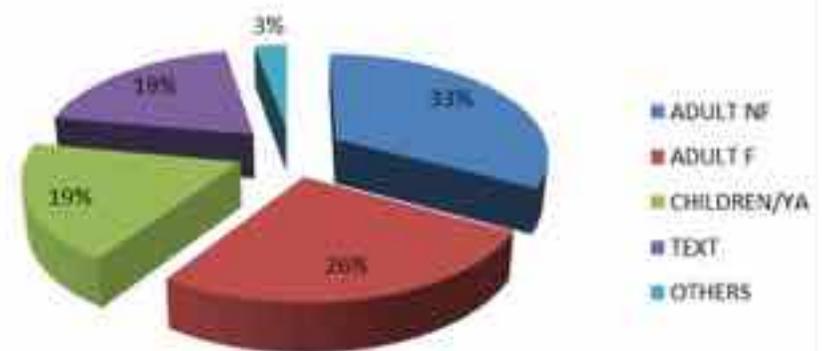


SALES ON THE INTERNAL MARKET IN SPAIN

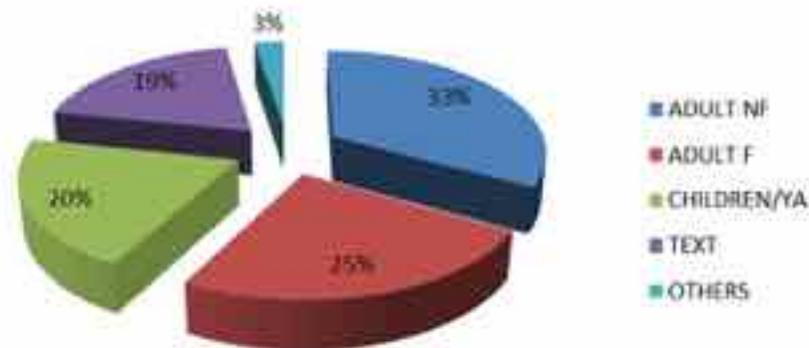
CATEGORIES 2012



CATEGORIES 2013

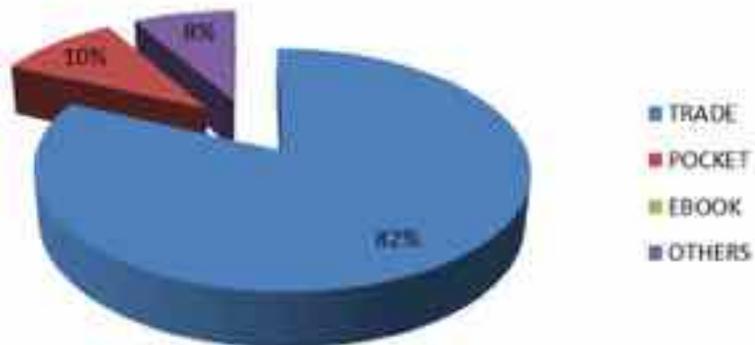


CATEGORIES 2014

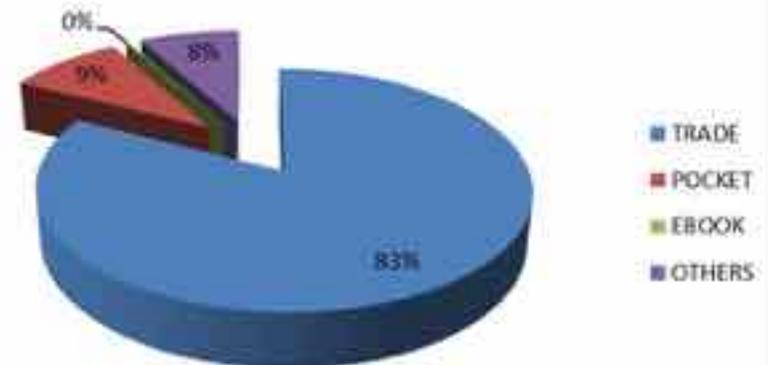


SALES ON THE INTERNAL MARKET IN SPAIN

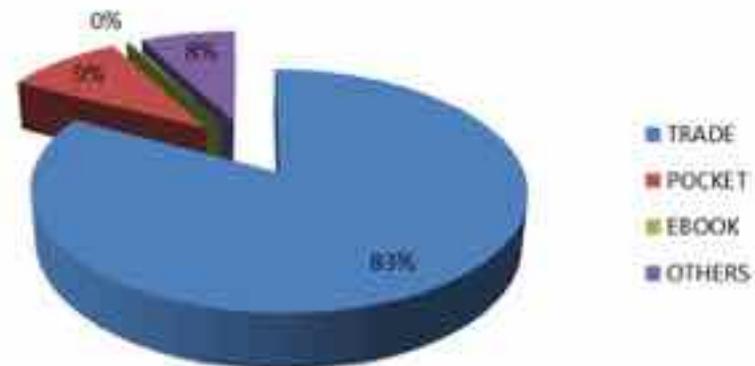
FORMAT 2012



FORMAT 2013



FORMAT 2014



SALES ON THE INTERNAL MARKET IN SPAIN

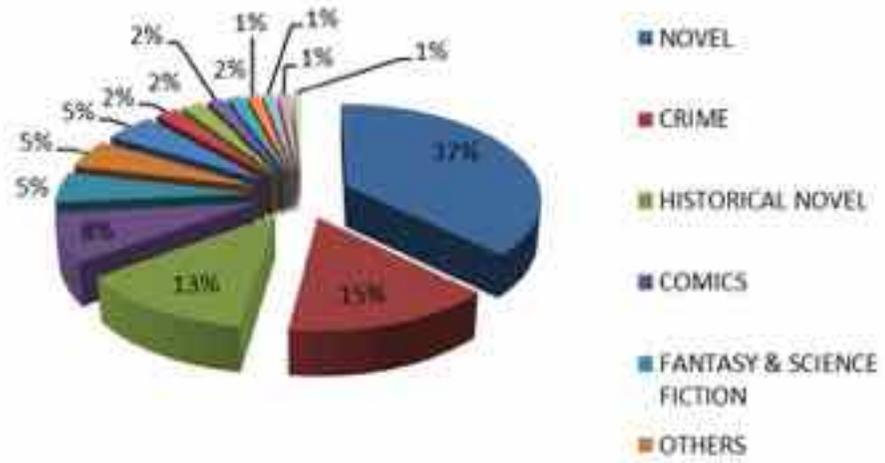
THREE- YEAR HISTORICAL REVENUES NIELSEN BOOKSCAN

		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%

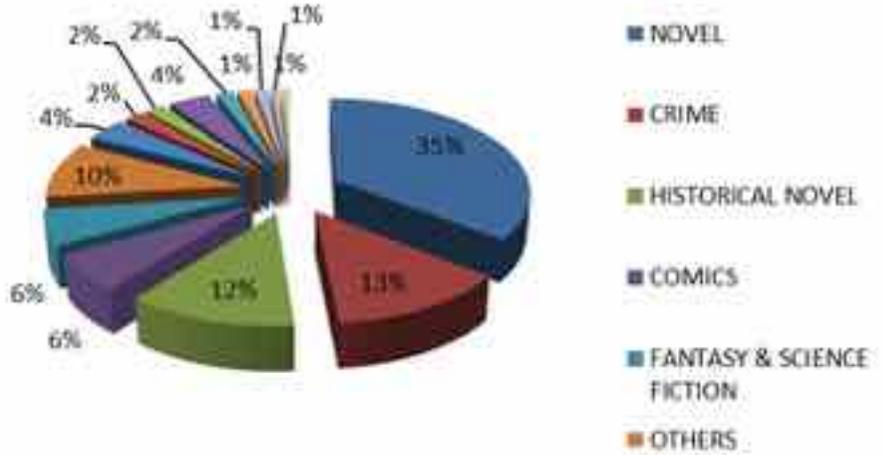
Source: Nielsen

SALES ON THE INTERNAL MARKET IN SPAIN

FICTION GENRES 2014



FICTION GENRES 2013



Source: Nielsen

SALES ON THE INTERNAL MARKET IN SPAIN

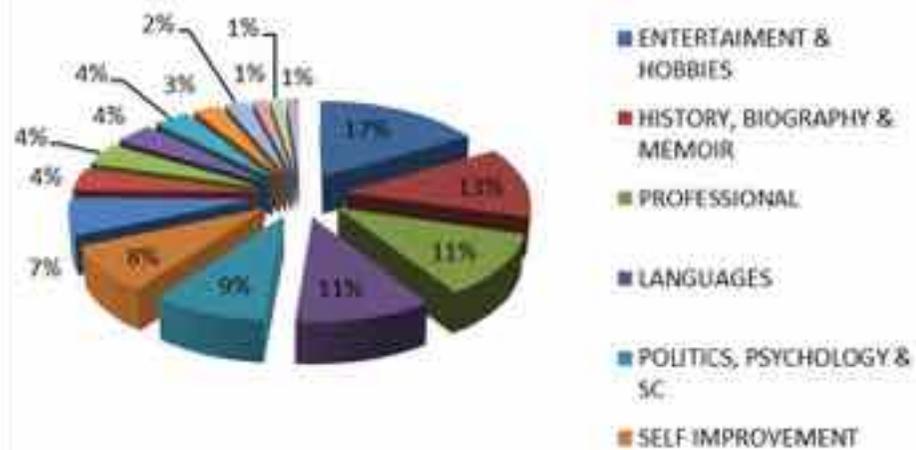
TWO- YEAR HISTORICAL FICTION GENRES NIELSEN BOOKSCAN

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%

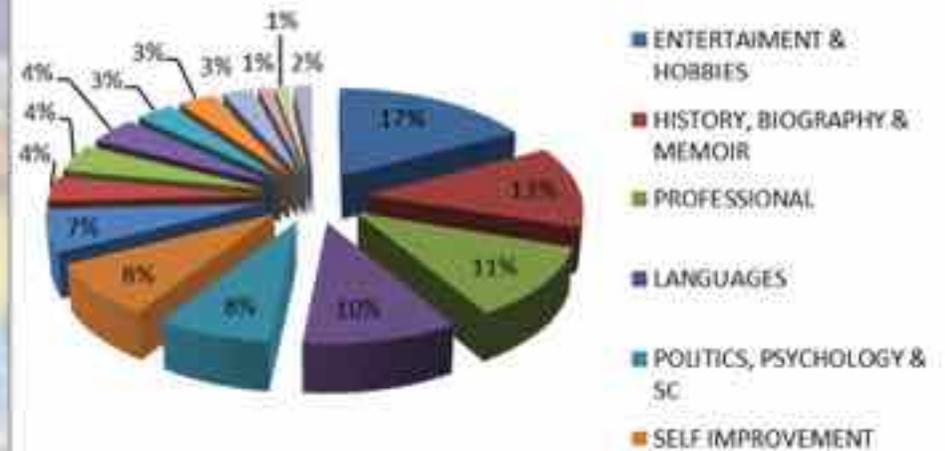
Source: Nielsen

SALES ON THE INTERNAL MARKET IN SPAIN

NONFICTION GENRES 2014



NONFICTION GENRES 2013



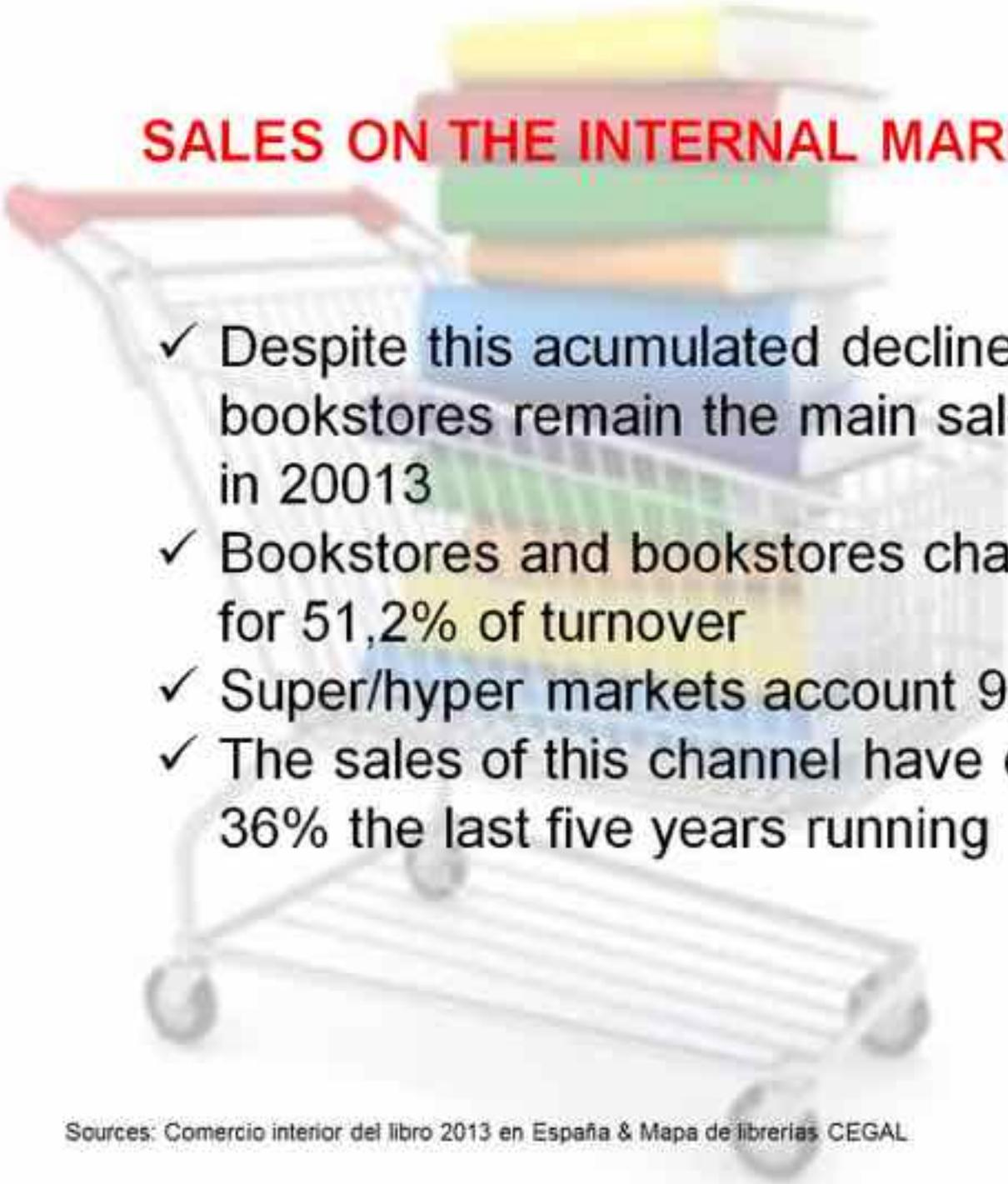
SALES ON THE INTERNAL MARKET IN SPAIN

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 & FOTOGRAPHY	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



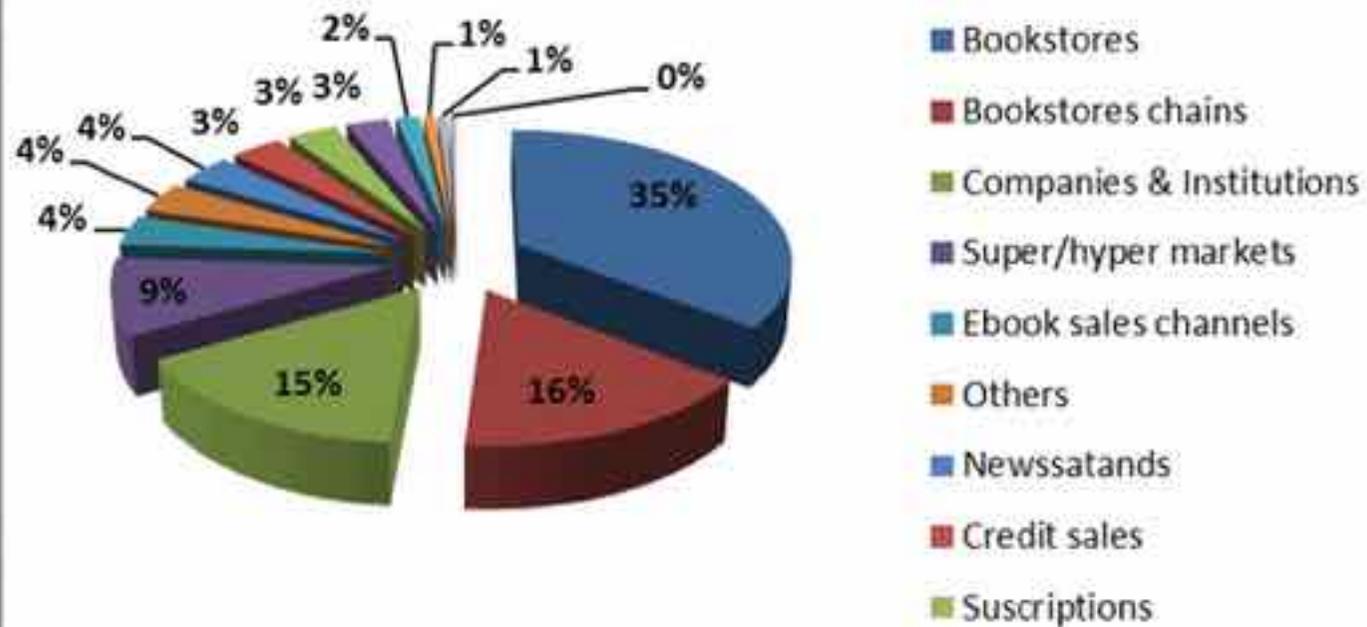
- ✓ Despite this accumulated decline of turnover, bookstores remain the main sales channel in 2013
- ✓ Bookstores and bookstores chains account for 51,2% of turnover
- ✓ Super/hyper markets account 9,3%
- ✓ The sales of this channel have declined by 36% the last five years running

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

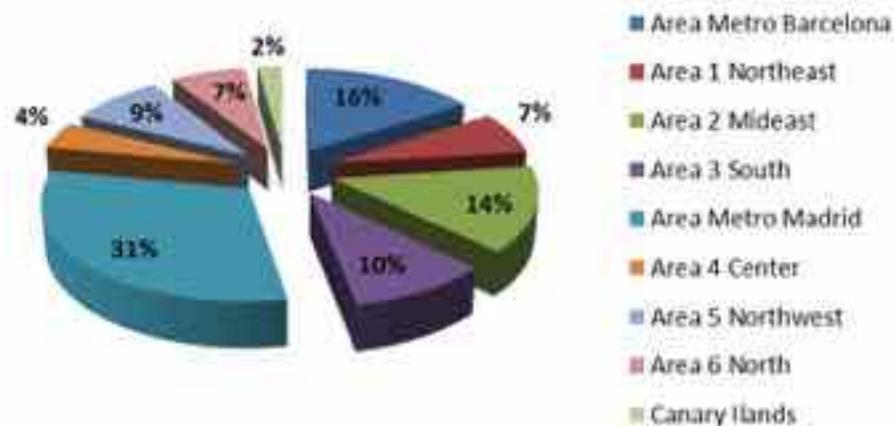
SALES ON THE INTERNAL MARKET IN SPAIN

SALES CHANNELS TURNOVER 2013

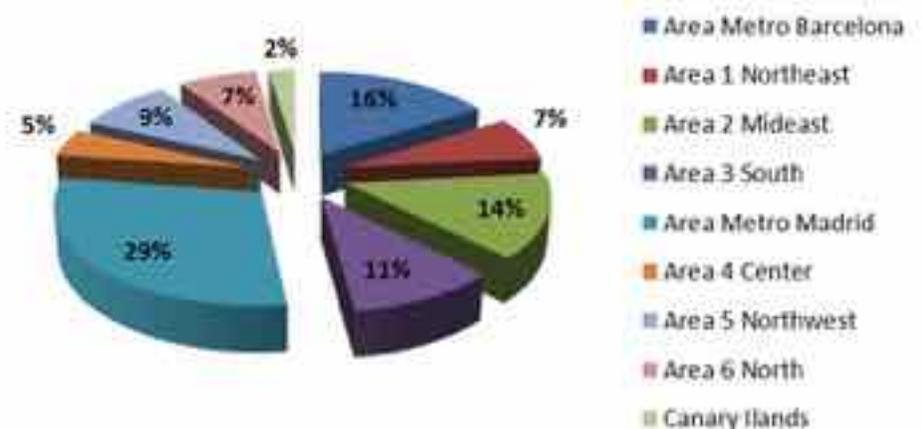


SALES ON THE INTERNAL MARKET IN SPAIN

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	YUSE DE SIVA	07062012	14.99	223.542	CH & YA	CH & YA	TRADE
2	EL UMBRAL DE LA ETERNIDAD (THE CENTURY 3	FOLLETT, KEN	PLAZA & JAMES	16062014	24.99	182.266	FICTION	NOVNS	TRADE
3	YO FUÍ A SOB	NAZ, JAVIER; DIAZ, JORGE	PLAZA & JAMES	07112013	19.79	146.932	NF	TELEN	TRADE
4	DESPARA, YO YA ESTOY MUERTO	NAUMBO, JULIA	PLAZA & JAMES	12062012	22.97	112.506	FICTION	NOVNS	TRADE
5	CINCUENTA SOMBRAS DE GREY	JAMES, E. L.	DEBOLSILLO	14012014	6.99	106.164	FICTION	FXRES	POCKETBOOK
6	LAS TRES BODAS DE MANDUITA	GRANDES, ALBUQUER	TUSQUETS	04032014	22.74	104.672	FICTION	NOVGER	TRADE
7	EL JUEGO DE RIPPEN	ALLENDE, ISABEL	PLAZA & JAMES	03012014	22.71	104.327	FICTION	NOVNSP	TRADE
8	LA VERDAD SOBRE EL CASO HARRY QUEBERT	DICKER, JOËL	ALFAGUARA	13062012	21.92	102.085	FICTION	NOVNSP	TRADE
9	LA LADRONA DE LIBROS	ZUSAK, MARKUS	DEBOLSILLO	09012014	9.97	91.480	FICTION	NOVNS	POCKETBOOK
10	EL LIBRO TROLL	EL RUBENS	TEMAS DE HOY	27062014	9.92	87.571	CH & YA	CH & YA	TRADE
11	CINCUENTA SOMBRAS MÁS OSCURAS (TRILOGÍA	JAMES, E. L.	DEBOLSILLO	16012014	6.91	82.240	FICTION	FXRES	POCKETBOOK
12	CINCUENTA SOMBRAS LIBERADAS (TRILOGÍA 2)	JAMES, E. L.	DEBOLSILLO	16012014	6.99	81.124	FICTION	FXRES	POCKETBOOK
13	LAS GAFAS DE LA FELICIDAD	SANTIBRIGU, RAFAEL	GRUJALBO	20032014	15.77	79.382	NF	AUTGUP	TRADE
14	DIVERGENTE	ROTH, VERÓNICA	RBA LIBROS	02102011	19.99	79.182	CH & YA	CH & YA	TRADE
15	DIARIO DE GRUO Y UN PRINGAO TOTAL	KIRBY, JEFF	RBA LIBROS	01042008	14.99	71.620	CH & YA	CH & YA	TRADE
16	ADULTERO	COELHO, PAULO	EDITORIAL PLANETA	27062014	16.27	67.619	FICTION	NOVGER	TRADE
17	EL GUARDIÁN INVISIBLE	REDONDO MERA, DOLORES	DESTINO	14012012	13.99	66.214	FICTION	NOVNSP	TRADE
18	DIVERGENTE	ROTH, VERÓNICA	RBA LIBROS	09092012	17.99	65.900	CH & YA	CH & YA	TRADE
19	LEAL	ROTH, VERÓNICA	RBA LIBROS	04022014	17.91	62.294	CH & YA	CH & YA	TRADE
20	DIARIO DE GRUO E MALA SUERTE	KIRBY, JEFF	RBA LIBROS	22092014	14.99	62.208	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	STAGATELAS, BERNARDO	ZETABOLIBLO	07/01/2012	6.99	51.572	NF	AUTSUP	POCKETBOOK
22	DIARIO DE GREG 7 BUSCAMO PLAN	HWYEX, JEFF	RBA LIBROS	03/15/2012	14.99	62.515	CH & YA	CH & YA	TRADE
23	PALMERAS EN LA NEVE	GABÁ, LIZ	BOONET - DESTINO LIBRO	04/02/2014	12.99	58.326	FICTION	NOVROM	POCKETBOOK
24	EL ABUELO QUE SALTÓ POR LA VENTANA Y SE	JONASSON, JONAS	SALAMANDRA	04/02/2012	18.77	56.128	FICTION	NOVGEN	TRADE
25	LA MÚSICA DEL SILENCIO	RODRIGUES, PATRICK	PLAZA & JAMES	28/10/2014	12.78	54.440	FICTION	FASCFI	TRADE
26	LEGADO EN LOS HUESOS	REDONDO MERA, DOLORES	DESTINO	18/11/2012	18.38	54.378	FICTION	NOVNSP	TRADE
27	EL ALQUERO	SMYTH, CONNOR	LUNER	13/03/2014	24.99	54.212	FICTION	NOVGEN	TRADE
28	DIARIO DE GREG 2 LA LEY DE RODRICK	HWYEX, JEFF	RBA LIBROS	01/12/2008	14.97	52.770	CH & YA	CH & YA	TRADE
29	EL GRAN LIBRO DEL REINO DE LA FANTASÍA	STILTON, GERONIMO	EDITORIAL PLANETA	21/10/2012	29.71	51.242	CH & YA	CH & YA	TRADE
30	LA MIRADA DE LOS ÁNGELES	LACKBERG, CAMILLA	SAEVA	25/04/2014	19.97	52.736	FICTION	NOVNSP	TRADE
31	MISAJÓ: LOS JUEGOS DEL HAMBRE 2	COLLINS, SUZANNE	RBA LIBROS	27/02/2011	18.99	52.552	CH & YA	CH & YA	TRADE
32	EL PODER DEL AHORA: UN CAMINO HACIA LA E	TOLLE, ECKHART	GAIA EDITORES	25/05/2007	9.97	52.339	NF	AUTSUP	TRADE
33	OCTAVO VALIÓ AL REINO DE LA FANTASÍA	STILTON, GERONIMO	EDITORIAL PLANETA	24/10/2012	19.77	52.215	CH & YA	CH & YA	TRADE
34	ASÍ EMPIEZA LO MALO	MARÍAS, JAVIER	ALFAGUARA	23/09/2014	21.35	51.876	FICTION	NOVGEN	TRADE
35	OPRENSA A LA TORMENTA	REDONDO MERA, DOLORES	DESTINO	20/11/2014	18.38	51.622	FICTION	NOVNSP	TRADE
36	¿PUEDO SOÑAR CÓNDOR?	BLUE JEANS	EDITORIAL PLANETA	20/01/2014	15.72	50.736	CH & YA	CH & YA	TRADE
37	LA ANAIFIBETA QUE ERA UN GENIO DE LOS 80	JONASSON, JONAS	SALAMANDRA	03/05/2014	18.99	50.199	FICTION	NOVGEN	TRADE
38	DESTROZA ESTE DIARIO	SMYTH, KERRI	FNACOS	01/04/2012	8.99	49.181	NF	AUTSUP	TRADE
39	EL ARTE DE NO AMARGARSE LA VIDA	SANTIBRIGID, RAFAEL	FNACOS	04/01/2014	15.99	48.287	NF	AUTSUP	TRADE
40	CUDADES DE PAPEL	GREEN, JOHN	HUMB DE INTA	12/06/2014	14.94	48.006	CH & YA	CH & YA	TRADE

100 TOP NIELSEN FICTION & NONFICTION

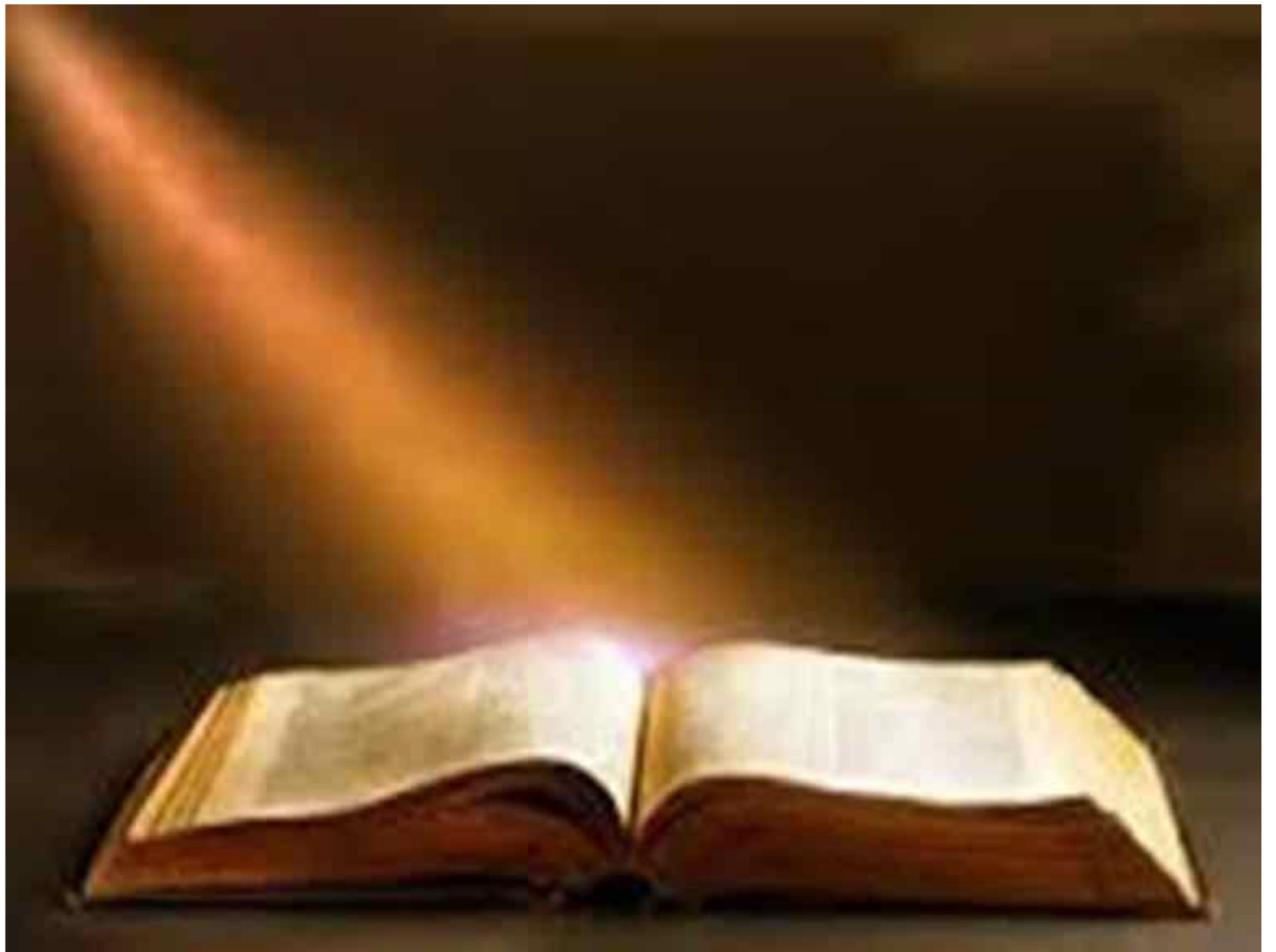
	TITLE	AUTHOR	IMPRINT	DATE OF PUB.	PRICE	YEAR SALES	CATEGORIE	GENRE	FORMAT
41	EL CORRIDOR DEL LABERINTO	BASHNER, JAMES	OTROS SELLOS	07112010	16.77	47.462	CH & YA	CH & YA	TRADE
42	DIARIO DE GREG 3: ESTO ES EL COSMOS	KIRBY, JEFF	RBA LIBROS	10012010	14.99	46.572	CH & YA	CH & YA	TRADE
43	BUENOS DÍAS, PRINCESA	BLUE JEANS	EDITORIAL PLANETA	14092012	19.79	46.121	CH & YA	CH & YA	TRADE
44	LOS JUICIOS DEL HAMBRE	COLLINS, SUZANNE	RBA LIBROS	27022012	17.99	45.095	CH & YA	CH & YA	TRADE
45	EL PRINCIPIO	SANZAUPEY, ANTOINE DE	SALAMANDRA	09012008	9.91	44.680	CH & YA	CH & YA	TRADE
46	LA PIRÁMIDE INMORTAL	SIERRA, JAVIER	EDITORIAL PLANETA	27082014	19.92	42.908	FICTION	MYST	TRADE
47	LA LEX DE CANDELA	CARRILLO, BÓNICA	EDITORIAL PLANETA	09042014	19.29	42.543	FICTION	NOUVEL	TRADE
48	COSAS NO ABURRIDAS PARA SER LA MAR DE PE M. WONDERFUL	LUYHENS		09042012	14.92	42.028	RF	AUTSUP	TRADE
49	DIARIO DE GREG 4 DÍAS DE PERROS	KIRBY, JEFF	RBA LIBROS	24092010	14.97	41.061	CH & YA	CH & YA	TRADE
50	FACTO DE LEALTAD	GHIER, GONZALO	EDITORIAL PLANETA	27082014	21.77	40.944	FICTION	NOUVEL	TRADE
51	LOS FURSOLIMOS Y EL SISTEMA DE LOS A	SANTIAGO, ROBERTO	EDICIONES EM	13052012	8.97	40.722	CH & YA	CH & YA	TRADE
52	EL COLOR FAVORITO ES VERDE	EYRE, PLAR	EDITORIAL PLANETA	04112014	19.93	39.283	FICTION	NOUVEL	TRADE
53	PDAME LO QUE QUIERAS	MAYHELL, MEGAN	BOOKET / DESTROLIBRO	29042014	6.99	37.026	FICTION	YOUNG	POCKETBOOK
54	DIARIO DE NINI Y CRÓNICAS DE UNA VIDA	RENÉE RUSSELL, RACHEL	RBA LIBROS	14092010	14.47	36.797	CH & YA	CH & YA	TRADE
55	ONE QUOTE BOY	HAYWARD, JUAN	DEBOLSILLO	23092012	8.99	36.699	FICTION	NOUVEL	POCKETBOOK
56	REINAS MALDITAS	BOGART, CRISTINA	PLAZA & JAMES	13052014	20.72	36.687	RF	MEMMO	TRADE
57	TEA STILTON: EL SECRETO DE LAS HIGAS DEL	STILTON, TEA	EDITORIAL PLANETA	01122013	17.99	36.526	CH & YA	CH & YA	TRADE
58	NO CULPES AL KARMA DE LO QUE TE PASA POR BORTON, LAURA		ESPASA/ AUSTRAL	29042014	19.44	36.222	FICTION	NOUVEL	TRADE
59	DIARIO DE GREG 5: ATRAPADOS EN LA NEVE	KIRBY, JEFF	RBA LIBROS	04102012	14.99	35.095	CH & YA	CH & YA	TRADE
60	DIARIO DE GREG 6: LA CRUCES VERDAD	KIRBY, JEFF	RBA LIBROS	24012011	14.99	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	COLLIER, SUZANNE	NSA LIBROS	27/02/2012	15.90	25.202	CH & YA	CH & YA	TRADE
62	LA ENZIMA PRODIGIOSA	SHYMA, HIRSH	AGUILAR	01/04/2012	16.95	22.017	NF	TELER	TRADE
63	ABANDONÉ TOTALMENTE TOTALES. ELIETER 4 SOBRES VV.AA.		OTR SEL EDIT: EDIT PRIV	05/10/2014	5.95	24.205	CH & YA	CH & YA	TRADE
64	MILENA O EL FÉMUR MÁS BELLO DEL MUNDO	ZEPELA, JORGE	EDITORIAL PLANETA	06/11/2014	24.32	22.927	FICTION	NOVENA	TRADE
65	EL MONJE QUE VENDIÓ SU FERRARI: UNA FÁBULA	SHARMA, ROBIN S	DEBOLSILLO	15/09/2010	7.95	22.652	NF	AUTSUP	POCKETBOOK
66	VOS VEMOSALLÁ ARRIBA	LEMAIRE, PIERRE	SALAMANDRA	01/05/2014	19.92	22.729	FICTION	NOVENA	TRADE
67	JUEGO DE TRÓMOS (CANCION DE HELO Y FUES	MARTIN, GEORGE R. R.	OTR SEL EDIT: EDIT PRIV	27/09/2012	9.95	22.481	FICTION	FASCFI	POCKETBOOK
68	MINICRAFT: GUÍA BÁSICA	VV.AA.	MONTEA	03/07/2014	11.95	22.482	CH & YA	CH & YA	NORMAL
69	EN FAMILIA CON KARLOS ARGÜRIANO	ARGÜRIANO, KARLOS	EDITORIAL PLANETA	06/11/2014	22.74	21.512	NF	TELER	TRADE
70	GERONIMO STILTON EN EL REINO DE LA FANTASÍA	STILTON, GERONIMO	EDITORIAL PLANETA	04/11/2005	19.75	21.256	CH & YA	CH & YA	TRADE
71	NO SÓNEAS, QUE ME ENAMORO	BLUE JEANS	EDITORIAL PLANETA	21/01/2012	19.46	20.955	CH & YA	CH & YA	TRADE
72	EL IMPOSTOR	CERCAS, JAVIER	MONDADORI	13/11/2014	22.71	20.149	FICTION	NOVENA	TRADE
73	MINICRAFT. GUÍA EXPERTA	VV.AA.	MONTEA	17/07/2014	11.94	20.226	CH & YA	CH & YA	TRADE
74	LOS FUTBOLÍSTAS 2. EL MISTERIO DE LOS 3	SANTIAGO, ROBERTO	EDICIONES BM	12/05/2013	9.95	20.254	CH & YA	CH & YA	TRADE
75	INFERNO	BROWN, DAN	BOOKET / DESTINO LIBRO	02/09/2014	16.94	20.090	FICTION	NOVENA	POCKETBOOK
76	UNA MOCHILA PARA EL UNIVERSO	FURSET, ELSA	BOOKET / DESTINO LIBRO	04/03/2014	7.99	20.002	NF	AUTSUP	POCKETBOOK
77	PRÉME LO QUE QUIERAS, AHORA Y SIEMPRE	MAXWELL, MEGAN	BOOKET / DESTINO LIBRO	03/06/2014	6.95	20.120	FICTION	NOVENA	POCKETBOOK
78	YO FUÍ A DOR 2	KAZ, JAVIER	PLAZA & JAVES	06/11/2014	18.72	24.720	NF	TELER	TRADE
79	HACIA LOS MARES DE LA LIBERTAD	LARK, SHARH	EDICIONES B	07/05/2014	20.94	24.713	FICTION	NOVENA	TRADE
80	EL TEOREMA KÄTHEMER	GREEN, JOHN	NUM DE INTA	17/07/2014	14.75	20.574	CH & YA	CH & YA	TRADE

100 TOP NIELSEN FICTION & NONFICTION

	TITLE	AUTHOR	IMPRINT	DATE OF PUB.	PRICE	YEAR SALES	CATEGORIE	GENRE	FORMAT
81	ONS BOOK 1STHE MILK	VVAA	OTROS SELLOS	27/11/2012	14.99	28.392	NF	IDOMA	TRADE
82	LA REINA DESCALZA	FALCONEZ, VEEPOKSO	DEBOLSILLO	05/06/2014	12.99	26.344	FICTION	NOVENS	POCKETBOOK
83	EL SECRETO	BYRNE, RHONDA	URANO	01/09/2014	01.99	25.942	NF	AUTSUP	TRADE
84	NO ESTAMOS SOLOS	EL GRAY WYOMING	EDITORIAL PLANETA	25/11/2014	17.28	25.828	NF	POLFSI	TRADE
85	LOS 55 PEDAÑOS DEL ÉXITO	PÉREZ, AIXO	ALIENTA	12/05/2014	14.99	25.740	NF	AUTSUP	TRADE
86	SEMELIERS, JUNTOS POR UNA ILUSIÓN	VVAA	TWIN WAA LIBROS CÓPULA	20/10/2014	16.99	25.520	CH & YA	CH & YA	TRADE
87	EL CORRIDOR DEL LABERINTO 3: LAS PRUEBAS	BASHNER, JAMES	OTROS SELLOS	05/09/2011	14.97	25.478	CH & YA	CH & YA	TRADE
88	MEJÓN EL VOO	DUEÑAL, MARÍA	BOOKET / DESTINO LIBRO	03/07/2014	12.99	25.288	FICTION	NOVENS	POCKETBOOK
89	¡NO PUEDES SER FELIZ COMO UNA PERDIZ (CONT)	MR. WONDERFUL	LUMEN	01/11/2012	19.97	25.224	NF	AUTSUP	TRADE
90	¡DÉME LO QUE QUIERAS O DÉJAME!	MAXWELL, MEGAN	BOOKET / DESTINO LIBRO	03/07/2014	6.97	24.772	FICTION	EXRES	POCKETBOOK
91	FRODO: PRIMEROS LECTORES	DISNEY	LIBROS DISNEY	25/10/2012	8.99	24.688	CH & YA	CH & YA	TRADE
92	GUINNESS WORLD RECORDS 2015	VVAA	EDITORIAL PLANETA	12/10/2014	24.74	24.604	CH & YA	CH & YA	TRADE
93	MAFALDA: TODAS LAS TRAS	GIRO	LUMEN	20/10/2011	22.74	24.487	FICTION	COMCS	TRADE
94	EL HOMBRE DEL VIENTO	ROTHFUSS, PATRICK	DEBOLSILLO	03/01/2011	9.99	24.399	FICTION	FASCFI	POCKETBOOK
95	LOS FÚTBOLISMOS: EL MISTERIO DEL PORTER	SANTOYO, ROBERTO	COCCIONES SM	20/02/2014	9.97	23.949	CH & YA	CH & YA	TRADE
96	UN PASO AL FRENTE	GÓDOLFO SEGURA, LUIS	OTR. SEL EDIT: EDIT HWY	20/04/2014	19.92	23.182	FICTION	NOVENS	TRADE
97	PRIMER CURSO EN TORRES DE MALORY	BLITON, SIND	WBA LIBROS	20/02/2012	11.93	22.922	CH & YA	CH & YA	TRADE
98	FM CASERO	YARZA, IBÁN	LARDUISE	01/10/2012	14.91	22.911	NF	TELER	TRADE
99	TV UNA MOLA	MR. WONDERFUL	LUMEN	25/03/2014	14.99	22.769	NF	AUTSUP	TRADE
100	DIARIO DE UNO 2: CRÓNICAS DE UNA CHICA	RUSSELL, RACHEL RENÉE	WBA LIBROS	14/03/2011	14.99	21.999	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...

