

The Domestic Book Trade

in 2006

Report promoted by the



**FEDERATION OF PUBLISHERS'
GUILDS OF SPAIN**

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MAIN FIGURES

Each year the **Federation of Publishers' Guilds of Spain** conducts a study, "The Domestic Book Trade in Spain", which gathers data from private publishing houses belonging to any of the associations and guilds that form part of the Federation. The central objective of this research is to gain a better knowledge of publishing houses' turnover, the book supply and how it is marketed, sector employment, the geographical distribution of production and book sales, pocket book publishing and publishing in new media, average book prices according to

subject matter, book-marketing channels and the overall sum paid for copyrights. Amongst the data revealed by the study for 2006, we may highlight:

- 776 publishing houses in guilds
- 68,930 titles published (including reprints)
- 338.09 million copies published
- 4,905 copies per average run
- 346,706 active titles available
- 228.22 million copies sold
- 3,014.54 million euro invoiced in the domestic market

PUBLISHING PRODUCTION

During 2006 the total volume of copies published was 338,090,000, 5.2% more than in 2005, while the total number of titles reached 68,930 (51.3% were new titles or first editions and 48.7% were re-editions or reprints). The domestic market invoicing figure was 3,014 million euro, or 2.8% more than in 2005; thus invoicing grew at above the rate of inflation.

The average run numbered 4,905 copies per title, as opposed to 4,619 copies the year before. The trend observed during the period at issue meant an increase of 286 copies per published title. The stagnation observed up to the year 2003 in the number of copies produced per published title would seem to have been broken in the last three years.

The highest number of titles and published copies remained concentrated in three subject matter areas: non-university textbooks, fiction, and children's and young adults' books.

In 2006 5,232 pocket book titles and 38,212,871 copies of pocket books were published, making up 7.6% of the total number of titles published and 13.5% of the total number of copies published. The average run for the pocket book format was 7,304 copies per title, i.e., 2,399 copies more than for general publishing.

For 2006, the total number of active titles in the catalogues of the private companies associated with the publishing guilds of Spain was 346,706, which was 6.4% more than the year before. The companies associated with the guilds of Madrid and Catalonia invoiced 93.8% of all revenues. The big publishing houses, which made up 4.0% of the universe, invoiced 63.0% of the total.

BOOK SALES IN THE DOMESTIC MARKET

In 2006 the invoicing for book sales in the domestic market totalled 3,014.54 million euro. The growth with respect to the year before was 2.8% in terms of the current euro. The number of copies sold was 228,220,000, or 1% less than in 2005. The average price per copy reached 13.21 euro.

With respect to pocket book publishing, sales (194 million euro) made up 6.4% of the total invoicing of the publishing houses in guilds, up 25.3% with respect to the year before.

By subject matter, invoicing with respect to the year before was as follows: Fiction, with 21.1%, and textbooks, with 24.4%, were the subjects that attained the highest share of invoicing with respect to the total. At quite a lower percentage lay social sciences and humanities (12.1%), children's/young adults' books (10.7%), dictionaries/encyclopaedias (5.4%), general information (8.2%), science/technology (5.4%) and how-to books (6.4%). The subjects of social sciences and humanities, general information, children's and young adults' fiction, how-to books and non-university textbooks increased their sales this year. Science/technology and university, dictionary/encyclopaedia and comics reduced their invoicing.

Subject	Invoicing Million €	%	2005/2006 Variation	Average Price
Fiction	637.49	21.1	1.4	10.33
Children/young adults	353.53	10.7	14.8	7.83
Non-university text	736.43	24.4	5.4	15.21
Science/technology	162.29	5.4	-14.3	20.47
Social sciences/humanities	366.16	12.1	18.7	20.03
How-to	192.11	6.4	7.0	10.59
General information	248.64	8.2	17.4	13.99
Dictionaries/ encyclopaedias	161.96	5.4	-27.6	31.92
Comics	83.03	2.8	-15.9	12.69
Other subjects	102.90	3.4	-8.4	33.73
Total	3,014.54	100	2.8	13.21

The disparity of behaviour amongst the different subjects makes it necessary to enter into some little detail, which shows:

- Fiction invoicing amounted to 637 million euro, or 21.1% of total invoicing.
- Sales of children's and young adults' books increased their invoicing by 10.7% and 32.1% in terms of the number of copies sold. With 324 million in 2006, their invoicing increased 10.7% with respect to 2005 and 32.1% in the last five years.

- Non-university textbooks increased their invoicing by 17.8% since 2002. With 736 million euro, non-university textbooks accounted for 24.4% of the total invoicing.
- Books on social sciences and humanities invoiced 366 million euro, and university and scientific/technical books, 162 million. Considered jointly, the two subjects increased their invoicing by 22.0% with respect to 2006.

MARKETING CHANNELS

Bookstores and bookstore chains continued to be the main channels of book sales, handling 49% of all invoicing. Bookstores increased their invoicing by 4.4% with respect to the preceding fiscal year and bookstore chains reduced their invoicing slightly. Hypermarkets remained steady, at an invoicing figure of 286 million euro. Summing up these three channels, sales in the retail channel increased by a bare 1.8% in the last year and by 7.5% in the last five years.

The table below gives the domestic market invoicing figures for the different marketing channels in 2006:

Channel	Invoicing in Million €	2005/2006 Variation
Bookstores	1,003.06	4.4
Bookstore chains	462.66	-1.9
Hypermarkets	286.00	-0.7
News agencies	170.60	9.0
Companies and institutions	278.43	11
Libraries	23.19	65.7
Credit sales	253.72	-9.7
Post	100.4	-13.8
Clubs	115.27	1.9
Internet	20.48	-15.6
Subscriptions	49.41	48.2
Telephone sales	91.30	-1
Other channels	160.36	21.7
Total	3,014.54	2.8

Book-Reading and Book-Buying Habits

in 2006

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Book-Reading and Book-Buying Habits

in 2006

BOOK READING

According to data drawn from the latest study on book-reading and book-buying habits promoted by the **Federation of Publishers' Guilds of Spain** in cooperation with the Directorate-General of Books, Archives and Libraries, during 2006 the percentage of the population whose members considered themselves readers reached 55.5%, slightly higher than the average rate for the last three years (55.0%).

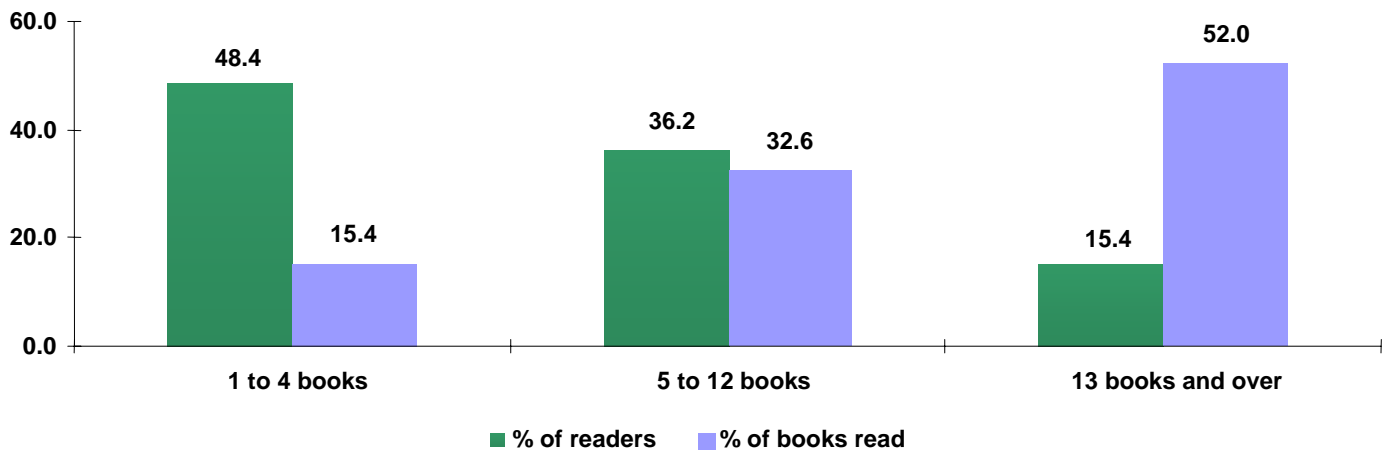
The number of readers amongst Spanish people over age 14 was 21.1 million; 39.6% read books daily or weekly and regarded themselves as frequent readers. A total of 15.9% read some time every month or every quarter and termed themselves "occasional readers".

READING INTENSITY

The most numerous segment of frequent readers read between five and eight books per year (13.9%), followed by the sector of occasional readers, who read between two and four books per year (22.0%). The frequent readers were also those who spent the most time reading, an average of 6.1 hours per week, a relative majority of that group (40.8%) spending three to five hours. The average number of books read per year was 8.2.

Almost three-quarters of the interviewees would have liked to spend more time reading books, but shortness of time was the main reason given for not doing so. Reading increases somewhat during holidays.

Graph 1 Reader Distribution



Basis: Total reader interviews

Note: Readers were classified according to the number of books read in the last year. The distribution of books read also refers to the total number of books in the last year.

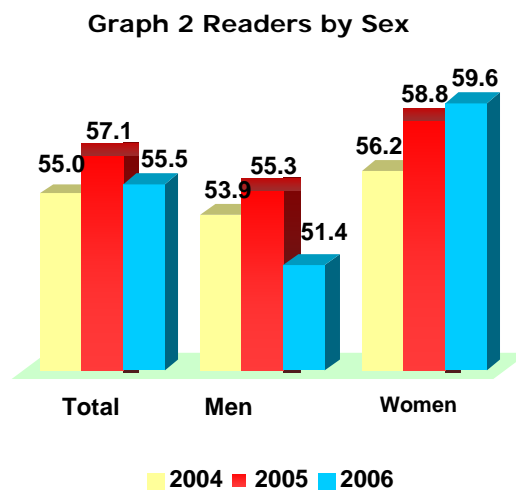
READING PROFILE

The consolidated profile of the Spanish reader was that of a young, university-educated woman who prefers novels and reads in Spanish.

The leading percentage groups amongst frequent readers were women, people up to 34 years of age, university-educated people, employed people and students, and residents of cities having over one million inhabitants. In the non-readers, the proportion was significant amongst men, age 55 or more, with no education or a primary-school education, in towns having less than 10,000 inhabitants.

READERS BY SEX AND AGE

For yet another year, women outdid men in reading activity. Of the women surveyed, 59.6% declared that they read, as opposed to 51.4% of the men.



Basis: Total population interviews

The readership rate rose as the age groups examined become younger. By population segment, young people age 14 to 24 were those who read the most (72.1%), followed by people age 25 to 34 (66.1%).

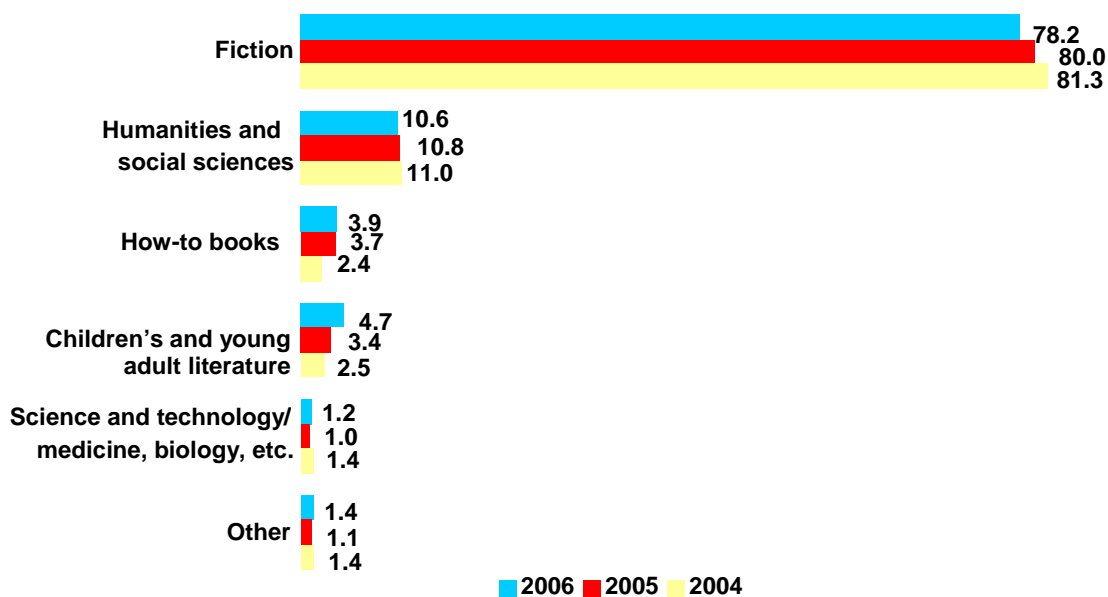
REASONS FOR READING

Entertainment was the main reason driving 91.5% of Spanish people to read and motivating 75.1% of the young people age 14 to 24. The readership index was directly proportional to education; university-educated people were the greatest readers.

SUBJECT

Fiction (fundamentally novels and short stories), at 78.2%, remained the subject arousing the liveliest interest amongst the population. It was followed, in order of importance, by the humanities and social sciences with 10.6%, how-to books with 3.9% and children's and young adult literature with 4.7%.

Graph 3 What was the subject of the last book you read?



Basis: Total reader interviews

READING LANGUAGE

Spanish was the regular reading language for 95.5% of all Spanish citizens. Of the people interviewed, 3.8% declared that they read in one of the regional languages (Catalan was the foremost, with 3.2%), and 0.6% read in foreign languages.

BOOK BUYING

BUYING INTENSITY

On the average 50.6% of the people interviewed bought 12.3 books in the last year. Of the people interviewed, 40.6% bought books that were not textbooks, with an average of 9.3 books bought per year per buyer.

The relationship between non-textbook purchasing and readers showed that in the last year 72.3% of the frequent readers purchased books, 42.9% of the occasional readers purchased books and 11.5% of the non-readers purchased books (as gifts or for the home).

BUYER PROFILE

The people who bought the most books were primarily age 25 to 44, with a secondary-school education or higher, employed, residing in cities having over one million inhabitants, and socially upper class or upper-middle class. The profile of the non-buyers was people age 55 or more, with a primary-school education or less, retired or unemployed, residing in towns having less than 10,000 inhabitants.

SUBJECTS OF BOOKS BOUGHT

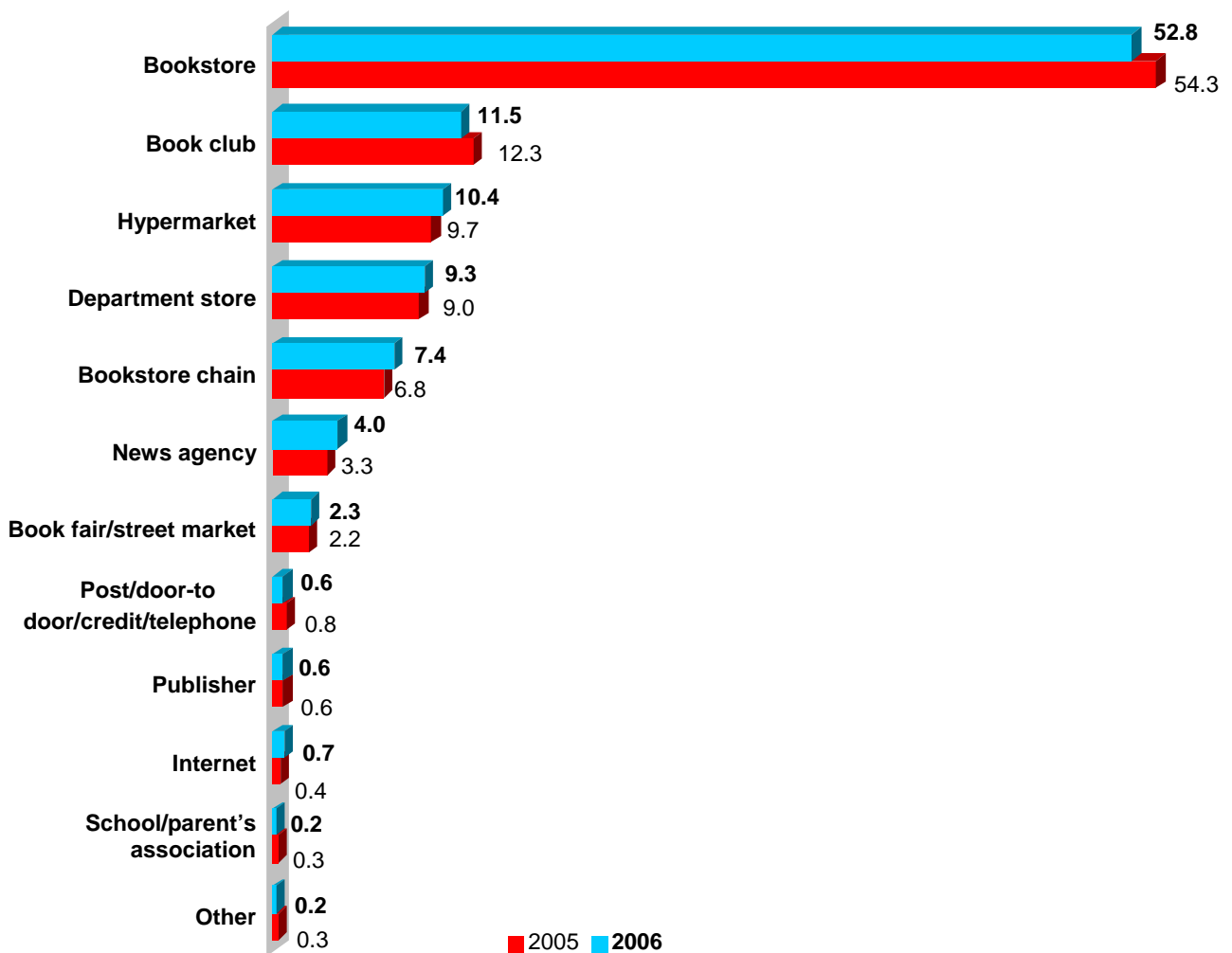
Thrillers and mystery fiction were the best sellers (26.1% in the last year), followed by historical fiction (22.9%) and adventure fiction (11.8%).

In terms of social demographic variables, the study revealed that women purchased more novels and short stories than men, and men bought more books on the humanities than women.

PURCHASING CHANNELS

Bookstores were by far the most common purchasing venue (73.1%) for non-textbooks, followed by hypermarkets (19.6%) and department stores (17.1%). The two latter channels and the Internet continued in the upward trend seen in recent years.

Graph 4 Where did you make your last book purchase? (non-textbooks)



Basis: Book buyers (reader interviews)

As usual, the advice of friends, acquaintances or relatives was once more the main guidance used in buying books.

READING AND BUYING OVER THE INTERNET

Five percent of Internet users bought books on line, but Internet book purchases were still very low, amounting to 0.7%. Internet use in libraries continued to rise in comparison to previous years. A total of 7.4% of regular book readers also read books over the Internet. The most frequent readers were also those who spent the most time browsing on the Internet.

LIBRARIES

The share of readers who went to a library in 2006 was 27.9%. The share of the overall population that went to libraries (readers and non-readers) in the same period was 18.7%.

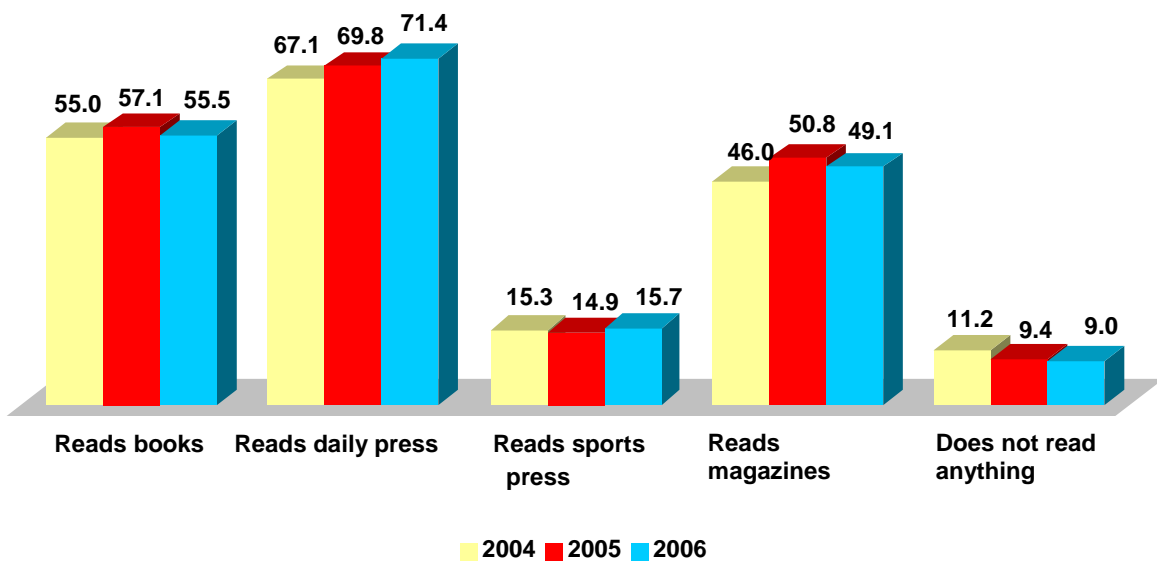
Although the main reason for going to the library was to borrow, return and consult books, 41.9% went to study or do homework.

BOOK, MAGAZINE AND NEWSPAPER READING

Newspapers (general daily press, sports news and economic news) were read by 76.0% of the population. As in previous years, a positive correlation was found between reading the daily general press and reading books. Eighty-one percent of book readers declared themselves to be newspaper readers also, and amongst the non-readers of books the percentage of people who read newspapers was 68.8%.

A total of 9.8% of the population age 14 and up bought some part of a book sold in regular instalments at news agencies in the last year; 15.9 percent bought some book or collection, which was sold together with a newspaper in half of such cases.

Graph 5 Book, Press and Magazine Reading



Basis: Total population interviews

BOOKS MOST READ IN 2006

Dan Brown's *The Da Vinci Code* was the most-read, best-selling book again this year. In addition, the American author had, as he did last year, three of his books amongst the ten bestsellers and most-read books.

	Books Most Read in 2006		Bestsellers in 2006
1	<i>The Da Vinci Code</i> by Dan Brown	1	<i>The Da Vinci Code</i> by Dan Brown
2	<i>The Shadow of the Wind</i> by Carlos Ruiz Zafón	2	<i>The Shadow of the Wind</i> by Carlos Ruiz Zafón
3	<i>The Pillars of the Earth</i> by Ken Follett	3	<i>Cathedral of the Sea</i> by Ildefonso Falcones
4	<i>Angels and Demons</i> by Dan Brown	4	<i>Angels and Demons</i> by Dan Brown
5	<i>Cathedral of the Sea</i> by Ildefonso Falcones	5	<i>The Pillars of the Earth</i> by Ken Follett
6	<i>Don Quixote</i> by Miguel de Cervantes	6	<i>Harry Potter and the Half-Blood Prince</i> by J.K. Rowling
7	<i>Memoirs of a Geisha</i> by Arthur Golden	7	<i>Deception Point</i> by Dan Brown
8	<i>Deception Point</i> by Dan Brown	8	<i>The Brotherhood of the Holy Shroud</i> by Julia Navarro
9	<i>The Bible</i>	9	<i>Memoirs of a Geisha</i> by Arthur Golden
10	<i>The Historian</i> by Elizabeth Kostova	10	<i>Digital Fortress</i> by Dan Brown

The *Barometer of Reading Habits and Book Buying* has been conducted quarterly since 2001 by Precisa Research to analyse the behaviour of Spanish citizens over age 14 in matters of reading and other cultural habits. Yearly results are found on the basis of a sample of 16,000 individuals (4,000 from the general over-14 population and 12,000 belonging to the reader universe).

Foreign Trade in Books

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Foreign Trade in Books

in 2006

Foreign goods trade in Spanish books reached 557 million euro (702 million dollars) and a positive net trade balance of 382 million euro in 2006. The highlights were these:

- 1) Exports of Spanish books to America became consolidated (Mexico remained the leading receiver in America, Brazil was the country registering the greatest surge and Argentina showed recovery; furthermore, the US settled into a position as one of the major markets for Spanish books).
- 2) The net balance (exports minus imports) grew by almost 22%.
- 3) France was Europe's main receiver of Spanish books.
- 4) Books sold by instalments accounted for 36% of the publishing sector's sales abroad and were practically concentrated in Europe.

The net balance of foreign trade in Spanish books reached the figure of 382.4 million euro in 2006, an increase of 21.8% with respect to 2005, according to data from the report “2006 Foreign Trade in Books” prepared by the Spanish Federation of Chambers of Books (FEDECALI). This number confirms the sector as one of the most dynamic sources of surplus for the Spanish trade balance.

Foreign Trade in Books 2004-2006 (Millions of Euro)			
	Exports	Imports	Net Balance
2004	476.95	130.89	346.06
2005	452.89	139.12	313.77
2006	557.05	174.64	382.41
%Δ 05/06	23%	25%	22%

The Spanish book sector’s exports rose 23% in 2006 and hit over 557 million euro (702 million dollars). This growth was based on the sharp increase registered by both the publishing sector and the graphic arts sector.

The new statistical method used this year by the Spanish Federation of Chambers of Books (FEDECALI), which was supplemented by surveying companies belonging to the Federation and to Agrael, revealed 100 million euro more in exports.

The publishing sector reached 366.19 million in 2006, while the graphic arts sector hit 190.85 million euro.

Exports to Latin America rose again in 2006, especially in Brazil (170%), rocketing from 5.38 million to 14.58 million. Argentina recovered as a market for Spanish sales with 23.94 million as opposed to 16.45 in 2005, and Mexico continued to be the main receiver with 69.47 million in 2006 as opposed to 61.015 million exported the year before.

Argentina’s recovery bumped the United States into third place as a receiving country in terms of the entire American continent. Sales in the United States totalled 23.10 million, as opposed to 18.32

million in 2005, and this market is gaining sturdiness as one of the most important destinations for Spanish books.

By geographical areas and sectors, the European Union continued to be the main destination of Spanish exports with 329.10 million, of which 175.64 million were sales by the graphic arts sector and 153.45 million were sales by the publishing sector. The euro area was the main market for Spanish books sold by instalments.

After the EU countries, America was the second-place destination of sales abroad with 215.89 million (205.31 million were sales by the publishing sector and only 10.58 were sales by the graphic arts sector) and third place was held by the non-Community European countries with 4.40 million (2.21 publishing sector and 2.19 million graphic arts sector).

Asia too has been showing significant growth as a destination of Spanish exports.

Book Sector Foreign Trade Summary By Geographical Areas and Sectors 2006

Group	Publishing Sector	Graphic Arts Sector	Book Sector Total
European Union	153,452,261.84	175,647,987.80	329,100,249.64
America	205,311,335.80	10,585,293.20	215,896,629.00
Rest of Europe	2,218,722.53	2,191,048.61	4,409,771.14
Africa	2,708,543.10	2,020,209.87	4,728,752.97
Asia	1,897,552.23	240,087.21	2,137,639.44
Oceania	607,130.78	172,071.64	779,202.42
Total	366,195,546.28	190,856,698.33	557,052,244.61

By countries, France remained far and away the leader amongst the importing countries with 121.85 million euro, as opposed to 84.24 million in 2005, while Mexico became a consolidated second at

69.47 million (61.01 million in 2005) and England was third with 66.462 million (57.08 in 2005).

Imports totalled 174.64 million euro in 2006, slightly above the figure of 139.11 million noted in 2005.

To these figures must be added the sum invoiced for trade in services, which is estimated at 128.20 million euro, the equivalent to 161.53 million dollars.

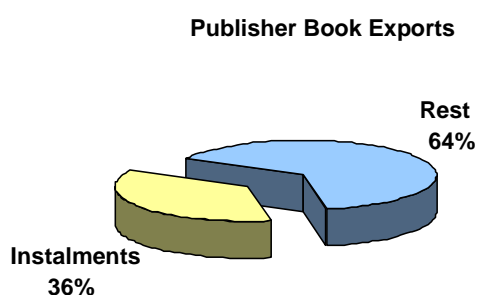
**Summary Table of Exports to Main Countries
2000/2006 Period
(Millions of Euro)**

	2000	2001	2002	2003	2004	2005	2006
France	45.995	86.254	82.320	76.075	78.748	84.243	121.854
Mexico	80.698	95.314	106.090	82.043	70.216	61.015	69.478
United Kingdom	59.512	61.743	67.851	63.525	74.709	57.084	66.462
Italy	35.105	42.122	35.582	43.689	39.796	39.889	42.761
Argentina	55.305	44.908	5.754	6.806	11.927	16.459	23.949
United States	29.522	33.539	24.330	22.444	20.390	18.323	23.106
Germany	40.292	34.233	20.704	29.575	39.321	28.886	22.087
Venezuela	18.529	26.429	18.288	4.541	6.530	10.983	17.414
Brazil	10.740	13.101	8.309	3.520	3.102	5.380	14.586
Colombia	14.803	16.740	17.714	11.248	9.247	10.817	13.486
Subtotal	390.501	454.383	386.942	343.466	353.986	333.079	415.183
Book Sector Total	531.147	602.826	514.581	469.780	476.954	452.894	557.052
Percentage	73.52	75.38	75.20	73.11	74.22	73.54	74.53

By subjects, books on social sciences (32.85 million), science/technology (27.18 million), literature (23.64 million), religion (21.2 million) and children's and young adults' books (21.1 million) commanded exports. The demand for books on medicine outside our borders was heavy.

Exports of books sold by instalments accounted for 36% of total book exports (111.08 million).

Exports by Subject Publishers 2006



Subject	Value
Literature	23,641,573.27
Children and Young Adults	21,131,075.65
Education	18,365,968.87
Science/Technology	27,183,396.67
Social Sciences	32,835,145.67
Law and Economics	3,183,600.00
Religion	21,249,014.00
How-to Books	3,288,189.18
General Information	16,977,050.93
Dictionaries, Encyclopaedias	20,340,071.69
Comics	4,259,262.23
Other	8,296,662.85
	200,751,011.01
Books by Instalments	111,081,213.00
Total	311,832,224.01