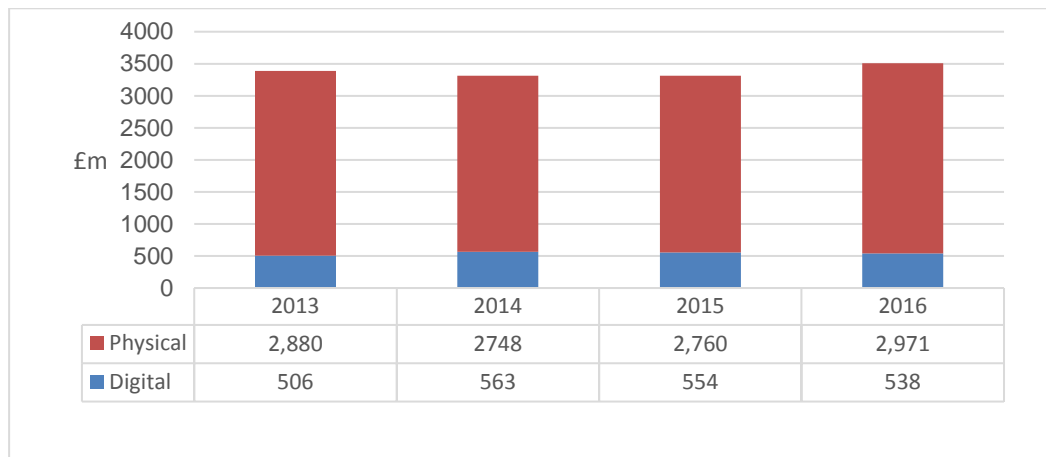


The UK Book Industry in Statistics 2016

1 UK publishers' total sales of digital and physical books

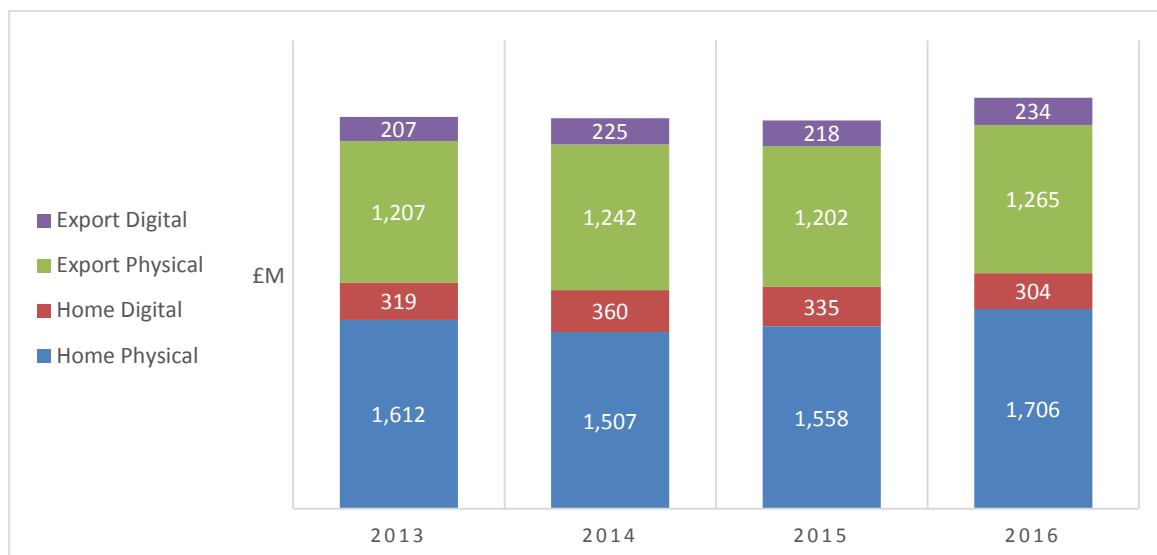
The invoiced value of UK publisher total sales of physical and digital books rose 5.9% to £3.5bn in 2016, with a 7.6% increase in physical book sales and a 2.8% decrease in digital book sales. Digital book sales now account for 15% of UK publishers' total digital and physical book sales, down from 17% in 2014 and 2015.



Source: PA Statistics Yearbook 2016, The Publishers Association 2017

2 UK publishers' home and export sales of physical and digital books

The following shows the value sales of home and export physical and digital books between 2013 and 2016.



Source: PA Statistics Yearbook 2016, The Publishers Association 2017

3 Home (UK) physical book market

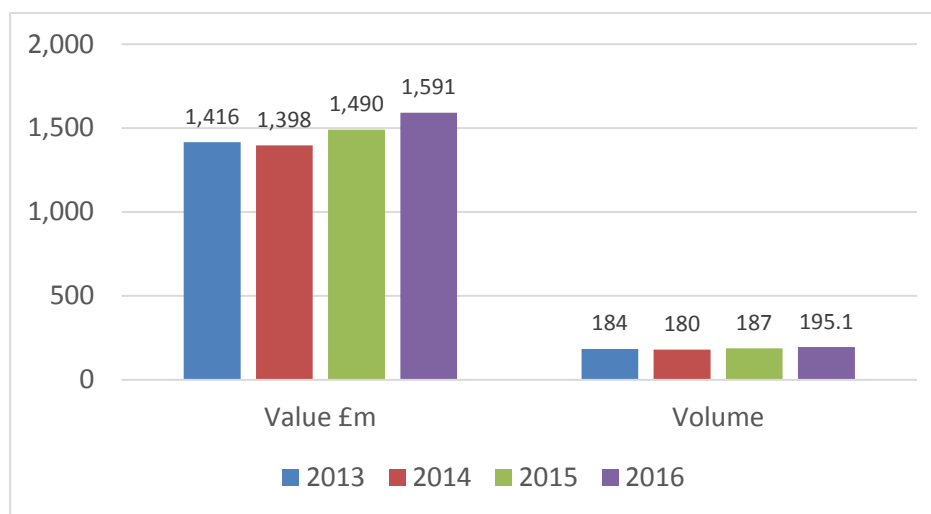
The value of the UK physical book market, at end purchaser prices, rose by 15.6% to £3.4bn in 2016, and was 12.4% higher than in 2013.

	2013	2014	2015	2016
Value (£m)	3,040	2,893	2,957	3,418

Source: PA Statistics Yearbook2016, The Publishers Association 2017

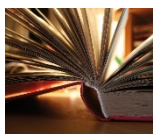
3.1 Total consumer market (TCM) through the retail market

According to Nielsen Bookscan the TCM value sales of physical books through the retail market rose by 4.9% to £1.591bn in 2016, and volume sales grew by 2.3% to 187m.



NB: 2015 was one of Nielsen Bookscan's 53 week years, so if the 53rd year added in the TCM reached £1.51 bn in value and 190m in volume sales.

3.2 Nielsen consumer purchases of physical and digital books



According to Nielsen Book Research, their annual Books & Consumer survey found some 360m units were sold in the UK, up from 353 million in 2015, with value standing at £2.4 billion, up from £2.24 billion the previous year. The survey also revealed that:

- UK consumers spent 6% more on books in 2016 than in the previous year, with young generations of consumers fuelling the growth. In contrast consumers bought 4% fewer ebooks;
- Both online and store purchases were up in terms of value, with sales through online channels up 5% to £1,169m and sales through stores up 7% to £1,130m in 2016;
- Bookshops remained largest share of books in volume terms at 42%, followed byetailers, which increased by 1 percentage point to 32%. In terms of value bookshops had a 45% share in 2016, down from 46% in 2015. Etailers remained at 34% between the two years.

Source: Nielsen Book Research, March 2017

3.3 Library expenditure on books

3.3.1 Public libraries

The Chartered Institute of Public Finance and Accountability (CIPFA) figures for England, Scotland and Wales showed the total expenditure for public library services fell by £25m, from £944m to £919m in 2015-16. The previous year saw funding stripped by £50m from to £944m in 2014-15. The CIPFA figures also revealed that expenditure on books, newspapers, periodicals and magazines in the 2015-16 fell by 8.4% from £64m in 2014-15 to £58.8m, and online and electronic expenditure also decreased, down 2.7% from £12.2m in 2014-15 to £11.8m in 2015-16.

According to the Public Lending Right, the top 15 most borrowed authors in 2015-16 were:

	Name	Adult/ Children	Position in 2014-2015
1.	James Patterson	A	1
2.	Julia Donaldson	C	2
3.	Daisy Meadows	C	3
4.	Rogerick Hunt	C	15
5.	Francesca Simon	C	4
6.	M C Beaton	A	5
7.	Adam Blade	C	6
8.	Jacqueline Wilson	C	7
9.	Roald Dahl	C	10
10.	Nora Roberts	A	8
11.	Anna Jacobs	A	11
12.	Lee Child	A	9
13.	David Baldacci	A	11
14.	Fiona Watt	A	20
15.	Danielle Steel	C	10
16.	Michael Morpurgo	C	12
17.	Lucy Cousins	C	17
18.	David Walliams	C	39
19.	Jeff Kinney	C	25
20.	Enid Blyton	C	13

3.3.2 British Library

The total grant in aid acquisition rose by 1.5% to £13.4m and expenditure on books rose by 23% to £1.48m, while expenditure on serials continued to decline from £9.88m in 2014/15 to £9.94m in 2015/16.

4 Number of book publishers

4.1 VAT-based book publishers by turnover bands and employment size

There were 2,255 book publishers registered for VAT as at 1 March 2016, according to the Office for National Statistics, a decline of 0.7% over the previous year. 2,015 of the publishers registered for VAT had revenues of less than £1m, while 80 had turnover of over £5m.

Turnover Size (£'000)				
	2012-13	2013-14	2014-15	2015-16
0-49	690	700	690	710
50-99	380	430	495	480
100-249	405	440	485	470
250-499	190	205	225	200
500-999	145	130	125	145
1,000-4,999	180	170	170	160
5,000 +	90	85	80	80
	2,080	2,160	2,270	2,255

Source: *UK Business: Activity, Size & Location 2016*, Office for National Statistics, October 2016 (www.ons.gov.uk)

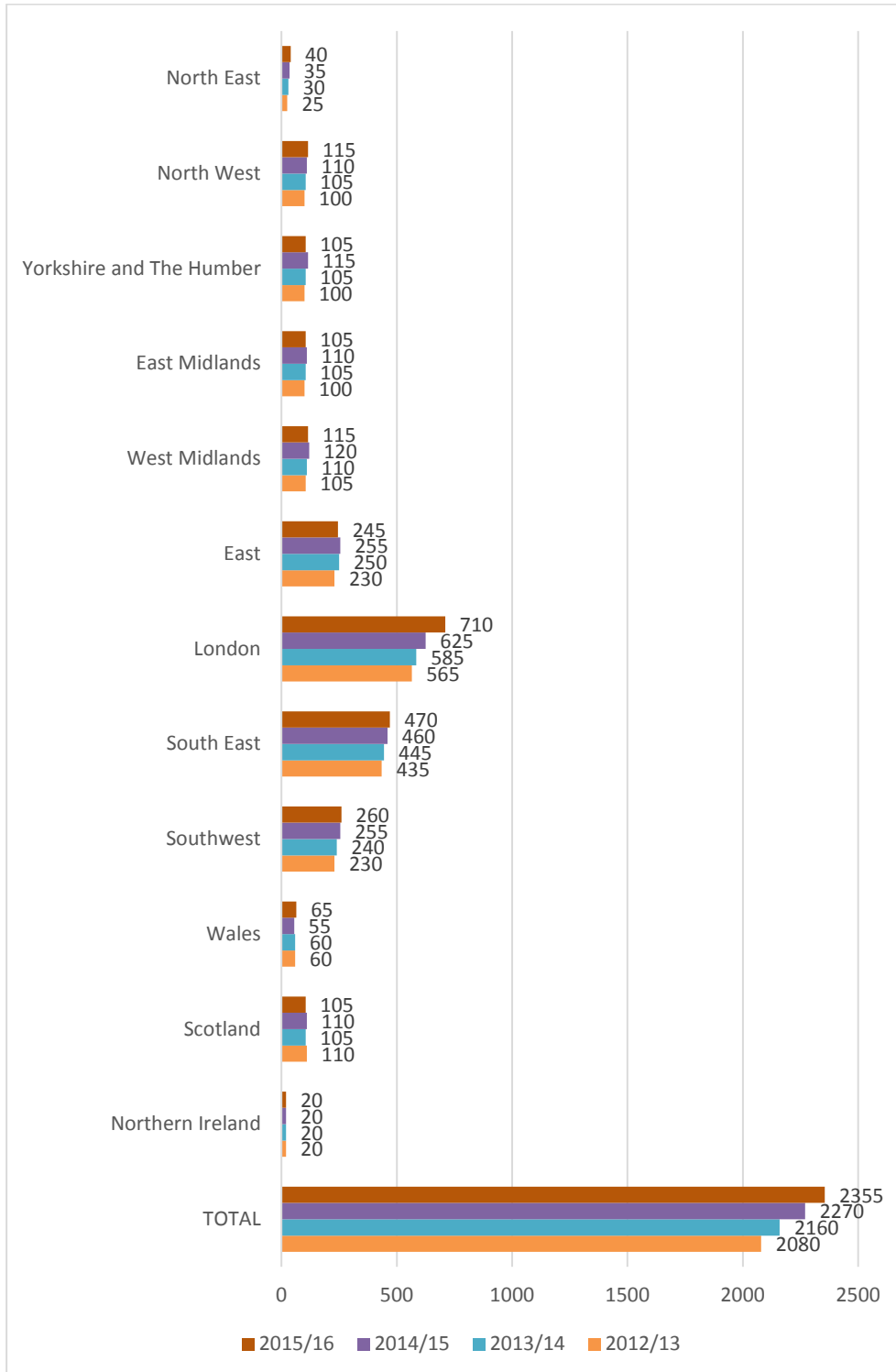
1,790 book publishers had four or fewer employees (compared to 1,770 in 2014-15) and just 15 had more than 250 (five more than in 2014-15).

Employment size				
	2012-13	2013-14	2014-15	2015-16
0-4	1,560	1,650	1,770	1,790
5-6	240	245	245	215
10-19	140	135	125	125
20-49	80	75	79	85
50-99	25	25	25	25
100-249	25	20	20	20
250+	10	10	10	15
	2,080	2,160	2,270	2,255

Source: *UK Business: Activity, Size & Location 2016*, Office for National Statistics, October 2016 (www.ons.gov.uk)

4.2 Number of VAT-based book publishers by Government Office Regions

In 2015-16 the largest number of book publishers are located in London (710 up from 625 on 2014-15) followed by the South East (470 up from 460), and South West (260 up from 255).

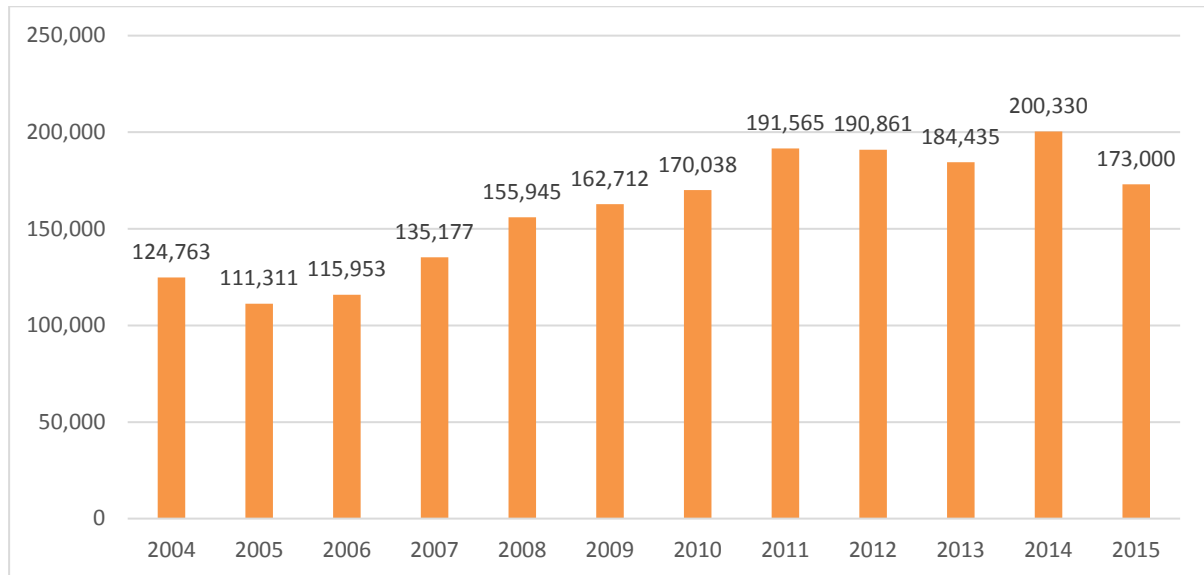


Source: UK Business: Activity, Size & Location 2013-2016, Office of National Statistics, October 2016

5 Book production

5.1 The number of titles

Nielsen Book recorded the total number of new and revised titles as being published in the UK as 173,000 in 2015.



Source: Nielsen Book Services Ltd (trading as Nielsen Book Discovery).

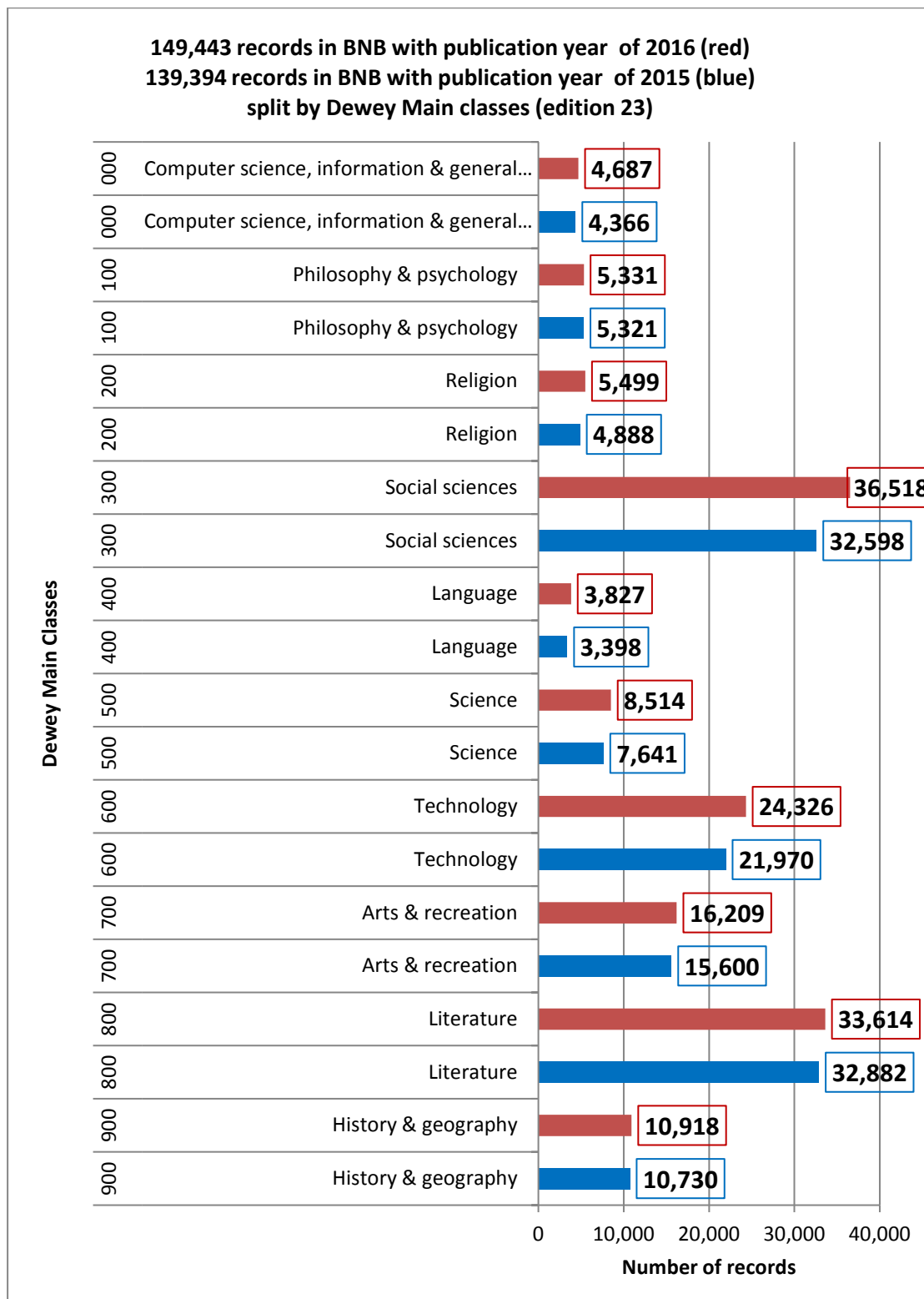
5.2 Most widely used formats

Paperbacks were still the most widely used formats during the period 2010-2013, but ebooks took over second place from hardbacks in 2011.

	2010	2011	2012	2013
Paperbacks	79,087	71,000	74,829	81,000
Hardbacks	30,175	28,000	26,732	28,500
ebooks	28,963	35,000	57,999	61,300
Other formats (cloth, audiobooks CDs/tapes)	13,734	15,800	10,707	3,380
Total	151,959	149,800	170,267	184,400

NB: Breakdown for 2011 still reflects the most widely used formats reported in the Nielsen press release of 27 February 2012, as the formats for the revised figure were not available. Source: Nielsen

5.3 Number of titles deposited at the British Library by Dewey Main classes

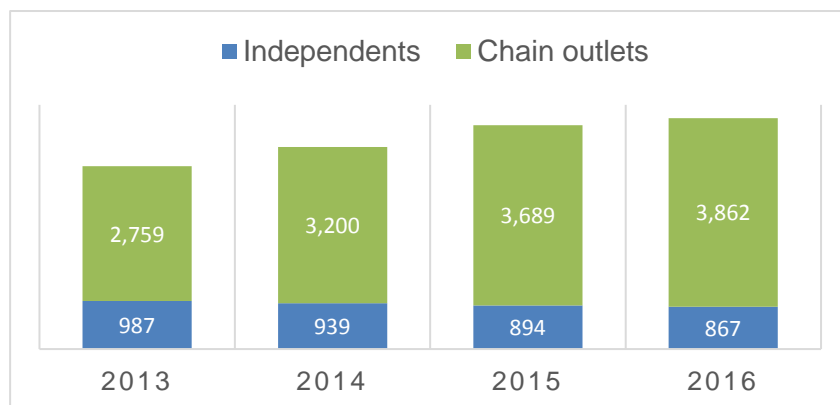


Source: British National Bibliography based on our legal deposit intake, British Library 2017.

6 Number of booksellers

6.1 Booksellers in membership of the Booksellers Association

The membership of the Bookseller Association of Great Britain and Ireland, which represents 95% of booksellers in the UK and Ireland, stands at 4,729 outlets in 2016, up from 4,583 in 2015. Of these, 867 were independents, down from 894 in 2015.



Source: The Booksellers Association of Great Britain and Ireland (www.booksellers.org.uk)

6.2 Number of VAT-based booksellers and retailers of books, newspapers and stationery

There were 1,085 booksellers and 3,585 retailers of books, newspapers and stationery registered for VAT at 1 March 2016.

	£'000 Retailers of books, newspapers & stationery (SITC 4762)				Retailers of books (SITC 4761)			
	2012/13	2013/14	2014/15	2015/16	2012/13	2013/14	2014/15	2015/16
0-49	500	490	465	415	230	230	235	255
50-99	715	695	595	555	230	225	225	225
100-249	1,620	1,465	1,495	1,415	300	310	350	350
250-499	935	890	860	720	160	160	145	145
500-999	350	350	350	325	75	65	65	65
1,000-4,499	135	140	135	135	35	30	35	30
5,000+	20	25	15	20	15	15	20	15
Total	4,275	4,055	3,920	3,585	1,045	1,035	1,075	
	Employees							
	2012/13	2013/14	2014/15	2015/16	2012/13	2013/14	2014/15	2015/16
0-4	3,155	2,900	2,770	2,520	730	725	755	770
5-9	820	835	845	755	210	210	215	218
10-19	220	240	215	225	60	60	65	60
20-49	55	55	70	60	25	25	25	28
50-99	10	10	10	15	10	5	5	5
100-249	10	10	5	5	5	5	5	5
250+	5	5	5	5	5	5	5	5
Total	4,275	4,055	3,920	3,585	1,045	1,035	1,075	1,085

Source: UK Business: Activity, Size & Location 2013, 2014, 2015, & 2016 Office for National Statistics, October 2013, 2014, 2015, 2016 (www.ons.gov.uk)