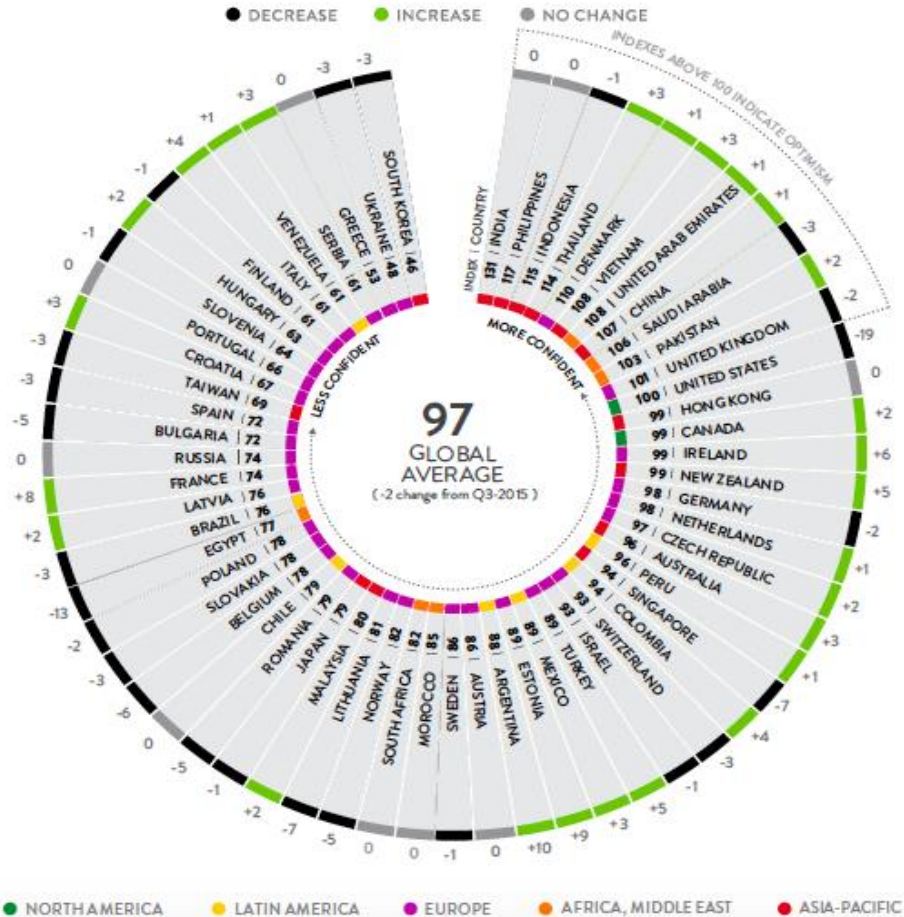


QUANTA: THE GLOBAL BOOK MARKET

Jo Henry
VP Insight & Analytics
Nielsen Book

NIELSEN Q4 2015 CONSUMER CONFIDENCE INDEX



Q4 2015 vs. Q1 2015

REGIONAL CONSUMER CONFIDENCE INDEX SCORES

NORTH AMERICA

-6

EUROPE

+4

MIDDLE EAST /
AFRICA

-6

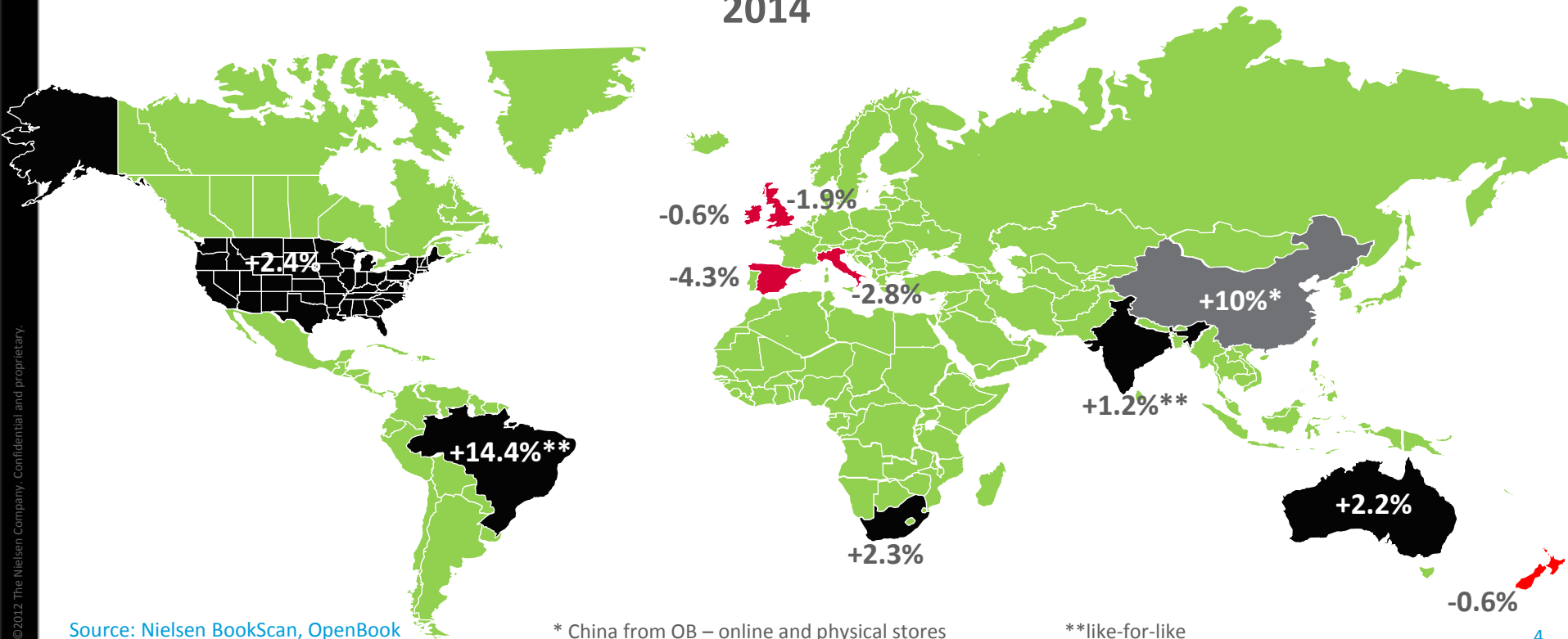
LATIN AMERICA

-3

ASIA PACIFIC
NO CHANGE

NIELSEN BOOKSCAN INTERNATIONAL TERRITORIES

2014



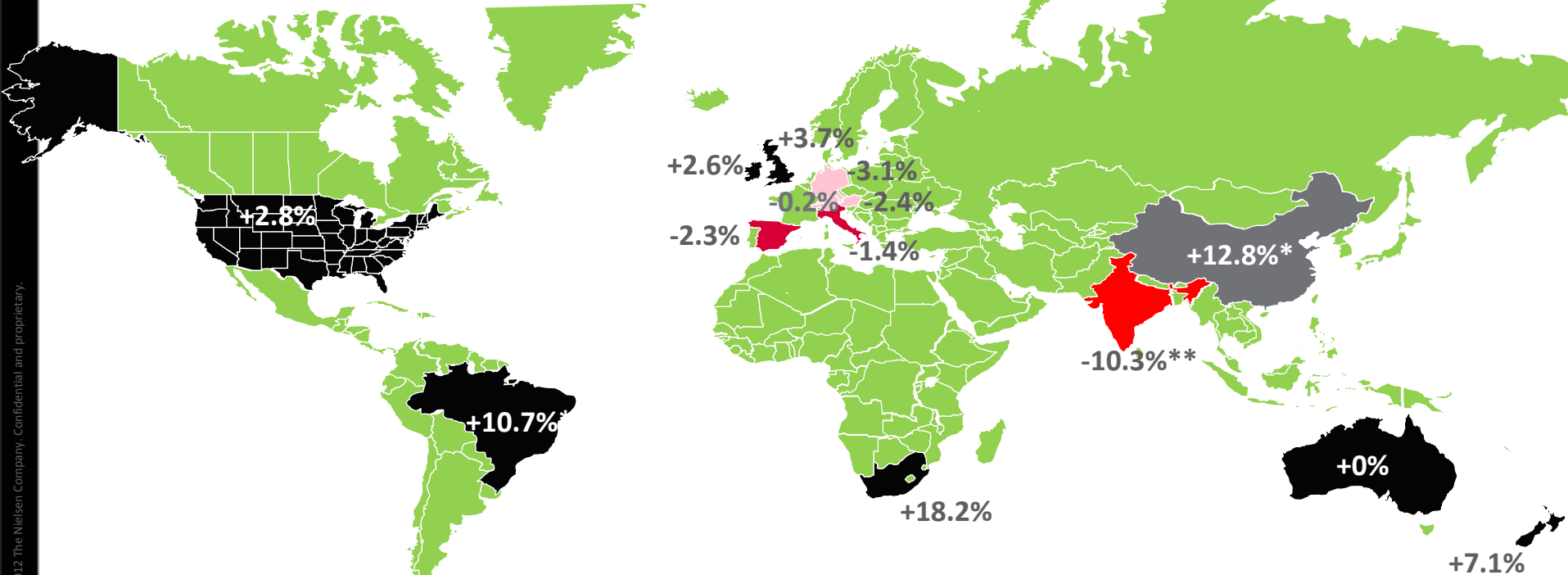
Source: Nielsen BookScan, OpenBook

* China from OB – online and physical stores

**like-for-like

NIELSEN BOOKSCAN INTERNATIONAL TERRITORIES

2015

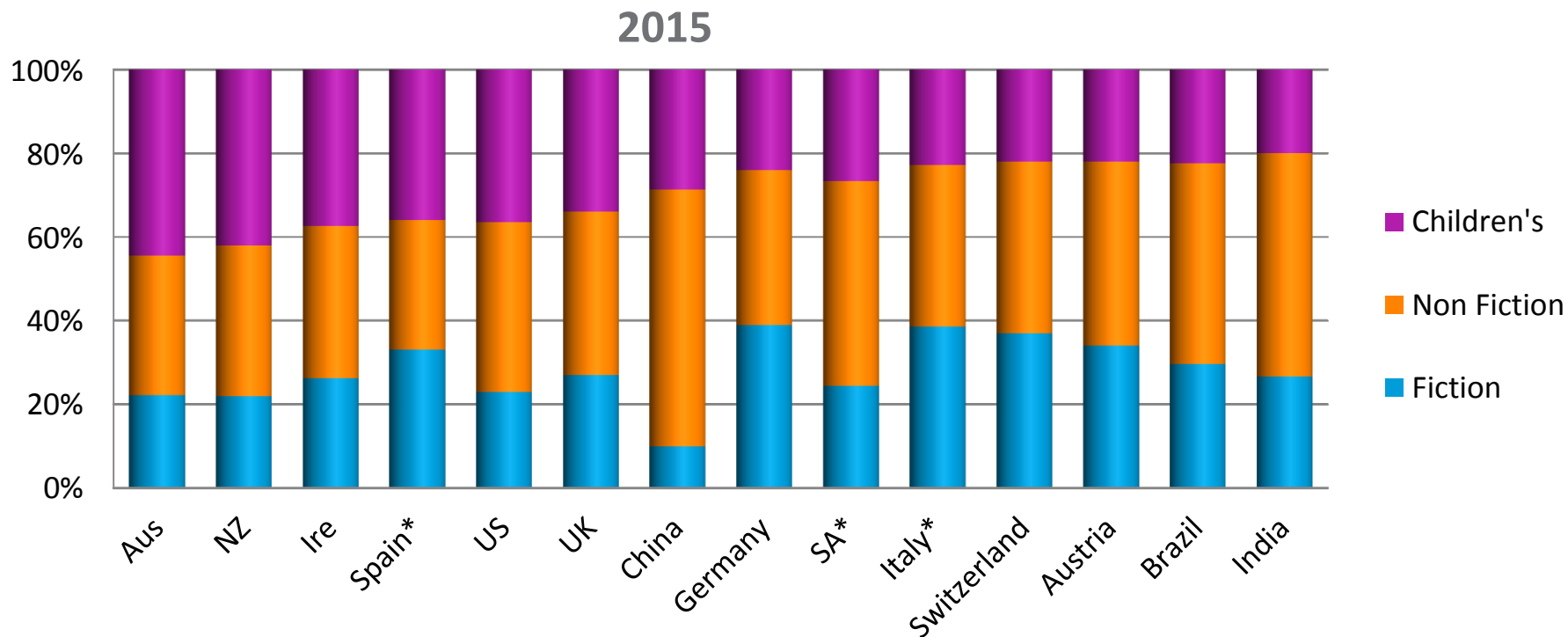


Source: Nielsen BookScan, OpenBook, GfK

* China from OB – online and physical stores

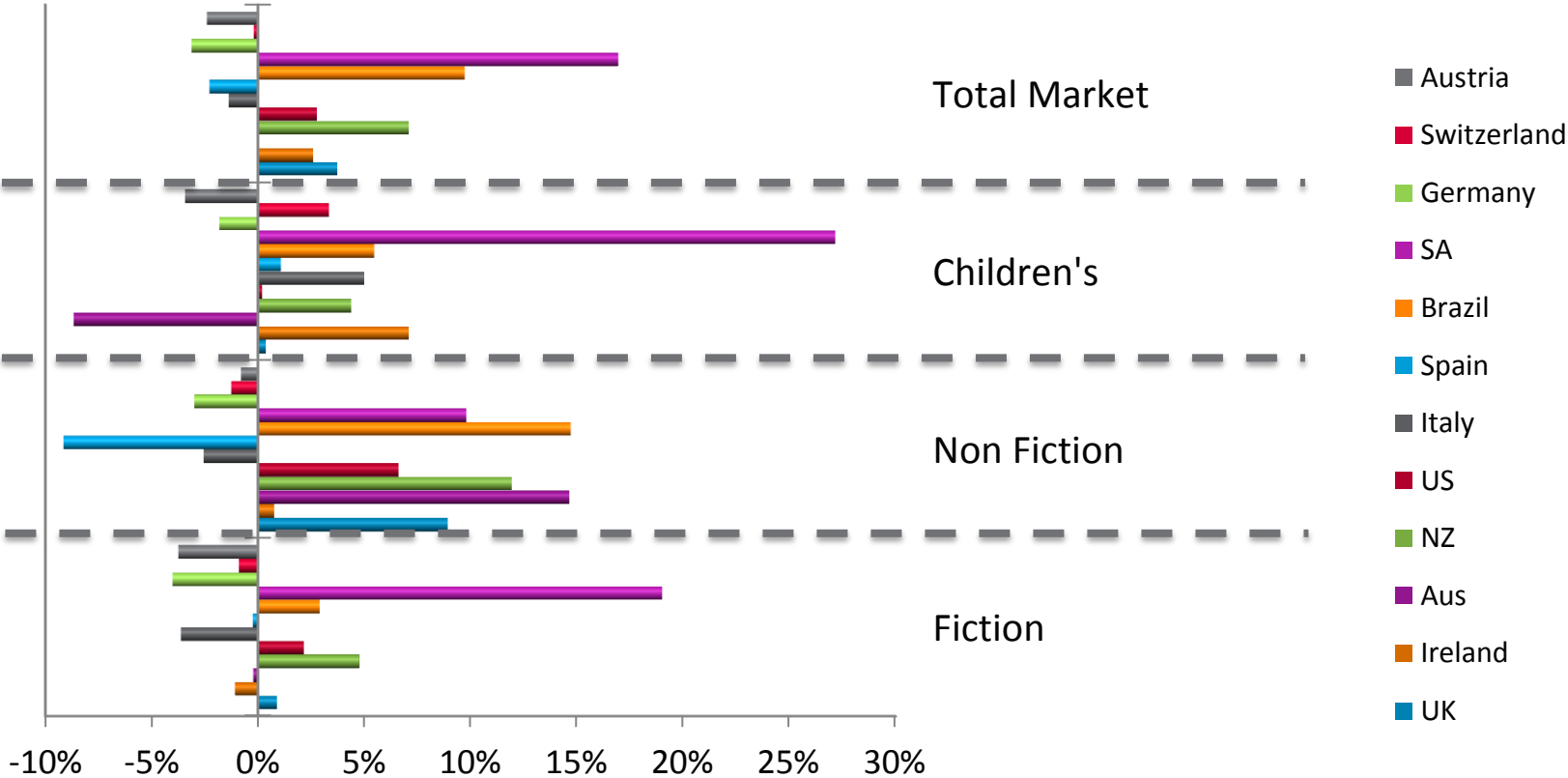
**like-for-like

INTERNATIONAL CATEGORY MARKET SHARE

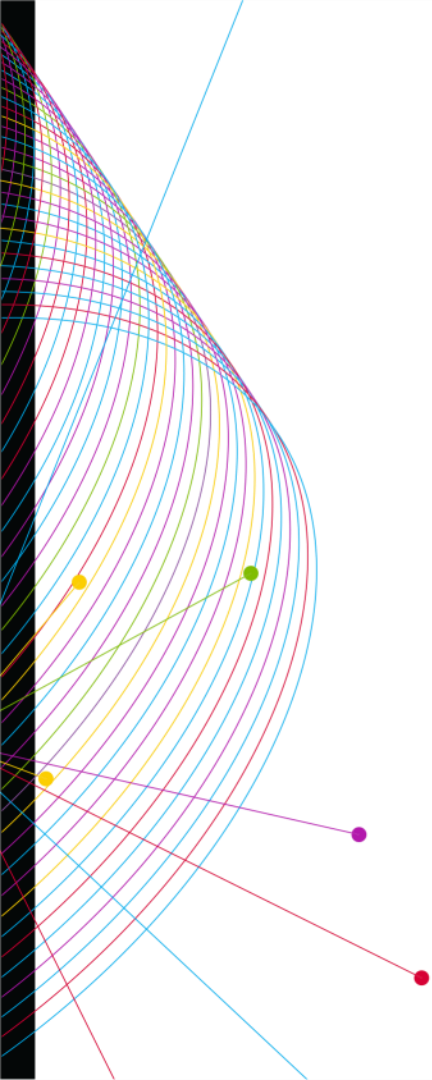


Source: Nielsen BookScan, OpenBook, GfK; volume share, * Italy, SA, Spain markets without Academic and School Texts,

CATEGORY VOLUME GROWTH 2015 VS 2014

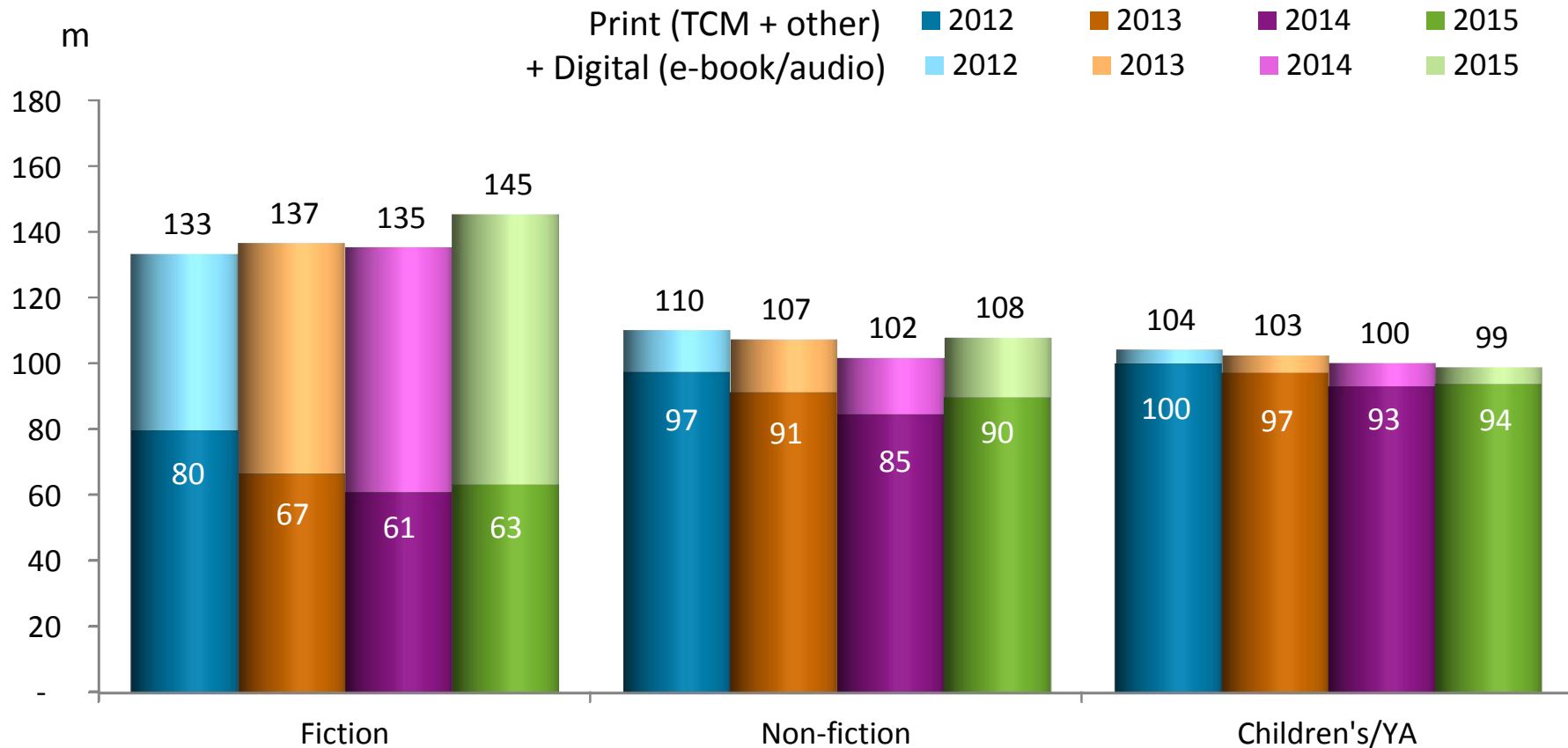


Source: Nielsen BookScan, GfK



TRENDS IN THE UK

BOOK PURCHASES BY CATEGORY: VOLUME



WHAT'S HAPPENED TO YA?

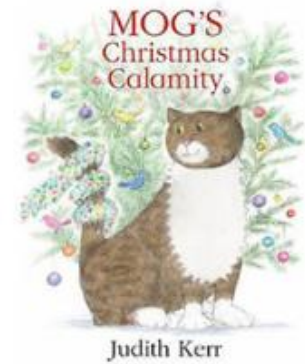
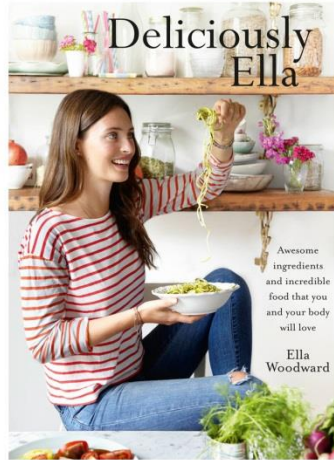
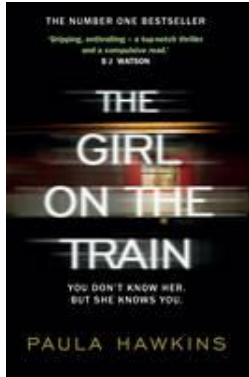
#	Title	Author	Imprint	Pub Date	2013 Sales
1	HARD LUCK	KINNEY JEFF	AMULET BOOKS	11/1/2013	1,825,931
2	INFERNO	BROWN DAN	DOUBLEDAY BOOKS	5/1/2013	1,400,835
3	KILLING JESUS: A HISTORY	O'REILLY BILL	HENRY HOLT & COMPANY	9/1/2013	1,111,271
4	PROOF OF HEAVEN: A NEUROSURGEON	ALEXANDER EBEN	SIMON & SCHUSTER	10/1/2012	935,998
5	THE HOUSE OF HADES	RIORDAN RICK	DISNEY PRESS	10/1/2013	926,059
6	DIVERGENT	ROTH VERONICA	KATHERINE TEGEN BOOKS	2/1/2012	829,770
7	JESUS CALLING: ENJOYING PEACE	YOUNG SARAH	THOMAS NELSON PUB	10/1/2004	828,531
8	SYCAMORE ROW	GRISHAM JOHN	DOUBLEDAY BOOKS	10/1/2013	700,241
9	THE THIRD WHEEL	KINNEY JEFF	AMULET BOOKS	11/1/2012	667,330
10	HAPPY, HAPPY, HAPPY: MY LIFE A	ROBERTSON PHIL	HOWARD BOOKS	5/1/2013	651,395
11	ALLEGIANT	ROTH VERONICA	KATHERINE TEGEN BOOKS	10/1/2013	646,482
12	LEAN IN: WOMEN, WORK, AND THE	SANDBERG SHERYL	KNOPF PUBLISHING GROUP	3/1/2013	628,776
13	THE FAULT IN OUR STARS	GREEN JOHN	DUTTON BOOKS	1/1/2012	628,005
14	THINGS THAT MATTER: THREE DECA	KRAUTHAMMER C	CROWN FORUM	10/1/2013	600,557
15	DOCTOR SLEEP	KING STEPHEN	SCRIBNER BOOK COMPANY	9/1/2013	564,956
16	THE GREAT GATSBY	FITZGERALD F. SC	SCRIBNER BOOK COMPANY	10/1/2004	564,630
17	AND THE MOUNTAINS ECHOED	HOSSEINI KHALED	RIVERHEAD BOOKS	5/1/2013	561,023
18	FIFTY SHADES OF GREY	JAMES E. L.	VINTAGE BOOKS	4/1/2012	558,046
19	SI-COLOGY 1: TALES AND WISDOM	ROBERTSON SI	HOWARD BOOKS	9/1/2013	542,219
20	STRENGTHS FINDER 2.0: A NEW AN	RATH TOM	GALLUP PRESS	2/1/2007	537,987

WHAT'S HAPPENED TO YA?

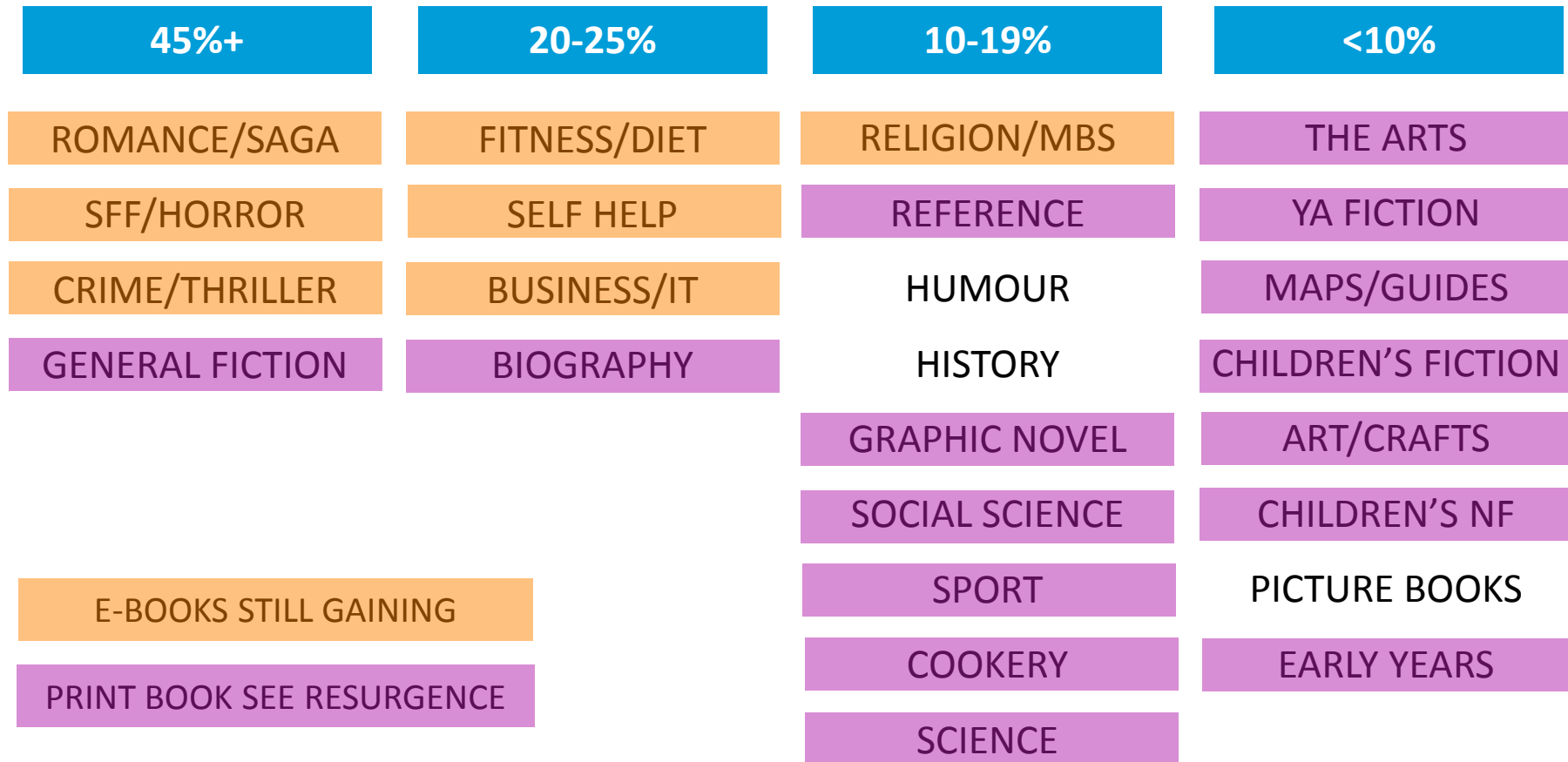
#	Title	Author	Imprint	Pub Date	YTD Sales
1	THE FAULT IN OUR STARS	GREEN JOHN	SPEAK	4/1/2014	1,708,169
2	DIVERGENT	ROTH VERONICA	KATHERINE TEGEN BOOKS	2/1/2012	1,399,710
3	INSURGENT	ROTH VERONICA	KATHERINE TEGEN BOOKS	5/1/2012	1,240,220
4	ALLEGIAN'T	ROTH VERONICA	KATHERINE TEGEN BOOKS	10/1/2013	1,083,885
5	THE FAULT IN OUR STARS	GREEN JOHN	SPEAK	4/1/2014	892,687
6	GONE GIRL	FLYNN GILLIAN	BROADWAY BOOKS	4/1/2014	846,624
7	THE FAULT IN OUR STARS	GREEN JOHN	DUTTON JUVENILE	1/1/2012	781,042
8	THE LONG HAUL	KINNEY JEFF	AMULET BOOKS	11/1/2014	699,928
9	KILLING PATTON: THE STRANGE DE	O'REILLY BILL	HENRY HOLT & COMPANY	9/1/2014	685,187
10	LOOKING FOR ALASKA	GREEN JOHN	SPEAK	1/1/2007	661,012
11	IF I STAY	FORMAN GAYLE	SPEAK	4/1/2010	651,264
12	FROZEN	SAXON VICTORIA	RANDOM HOUSE DISNEY	10/1/2013	600,279
13	MINECRAFT: REDSTONE HANDBOOK:	SCHOLASTIC INC.	SCHOLASTIC INC.	4/1/2014	597,286
14	THE MAZE RUNNER	DASHNER JAMES	DELACORTE PRESS BOOKS FOR Y	8/1/2010	588,701
15	MINECRAFT: ESSENTIAL HANDBOOK:	SCHOLASTIC INC.	SCHOLASTIC INC.	11/1/2013	577,180
16	JESUS CALLING: ENJOYING PEACE	YOUNG SARAH	THOMAS NELSON PUBLISHERS	10/1/2004	570,855
17	FOUR	ROTH VERONICA	KATHERINE TEGEN BOOKS	7/1/2014	552,728
18	FROZEN: JOURNEY TO THE ICE PAL	BERRIOS FRANK	RANDOM HOUSE DISNEY	10/1/2013	543,710
19	HARD LUCK	KINNEY JEFF	AMULET BOOKS	11/1/2013	512,219
20	FROZEN: BIG SNOWMAN, LITTLE SN	RABE TISH	RANDOM HOUSE DISNEY	10/1/2013	492,822

WHAT'S HAPPENED TO YA?

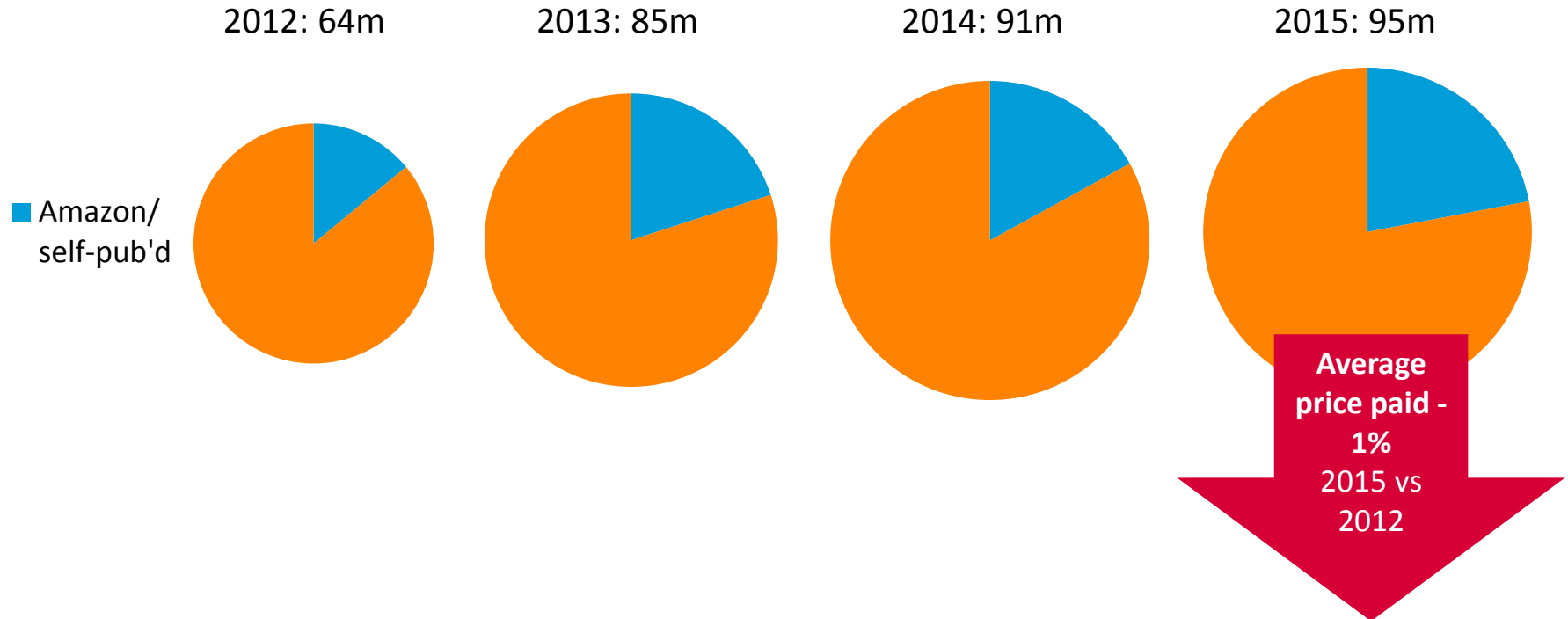
#	Title	Author	Imprint	Pub Date	2015 Sales
1	GO SET A WATCHMAN	LEE HARPER	HARPER	7/1/2015	1,599,000
2	DIARY OF A WIMPY KID: OLD SCHOOL	KINNEY JEFF	HARRY N. ABRAMS	11/1/2015	1,484,000
3	GREY	JAMES E. L.	VINTAGE	6/1/2015	1,407,000
4	THE GIRL ON THE TRAIN	HAWKINS PAULA	RIVERHEAD BOOKS	1/1/2015	1,346,000
5	THE LIFE-CHANGING MAGIC OF TID	KONDO MARIE	TEN SPEED PRESS	10/1/2014	1,143,000
6	ALL THE LIGHT WE CANNOT SEE	DOERR ANTHONY	SCRIBNER BOOK COMPANY	5/1/2014	1,014,000
7	PAPER TOWNS	GREEN JOHN	SPEAK	9/1/2009	919,000
8	KILLING REAGAN: THE VIOLENT AS	O'REILLY BILL	HENRY HOLT & COMPANY	9/1/2015	852,000
9	AMERICAN SNIPER: THE AUTOBIOGR	KYLE CHRIS	WILLIAM MORROW & COMPANY	11/1/2014	851,000
10	SECRET GARDEN: AN INKY TREASURE	BASFORD JOHANNA	LAURENCE KING	3/1/2013	765,000
11	FIRST 100 WORDS	PRIDDY BOOKS	PRIDDY BOOKS	5/1/2011	685,000
12	ENCHANTED FOREST: AN INKY QUEST	BASFORD JOHANNA	LAURENCE KING	2/1/2015	675,000
13	THE MARTIAN	WEIR ANDY	BROADWAY BOOKS	10/1/2014	673,000
14	ROGUE LAWYER	GRISHAM JOHN	DOUBLEDAY BOOKS	10/1/2015	576,000
15	THE PIONEER WOMAN COOKS: DINNE	DRUMMOND REE	WILLIAM MORROW & COMPANY	10/1/2015	570,000
16	TO KILL A MOCKINGBIRD	LEE HARPER	GRAND CENTRAL PUBLISHING	10/1/1988	563,000
17	THE LONG HAUL	KINNEY JEFF	AMULET BOOKS	11/1/2014	554,000
18	JESUS CALLING: ENJOYING PEACE	YOUNG SARAH	THOMAS NELSON PUBLISHERS	10/1/2004	545,000
19	THE BOYS IN THE BOAT: NINE AME	BROWN DANIEL JAMES	PENGUIN BOOKS	5/1/2014	532,000
20	STRENGTHS FINDER 2.0: A NEW AN	RATH TOM	GALLUP PRESS	2/1/2007	529,000



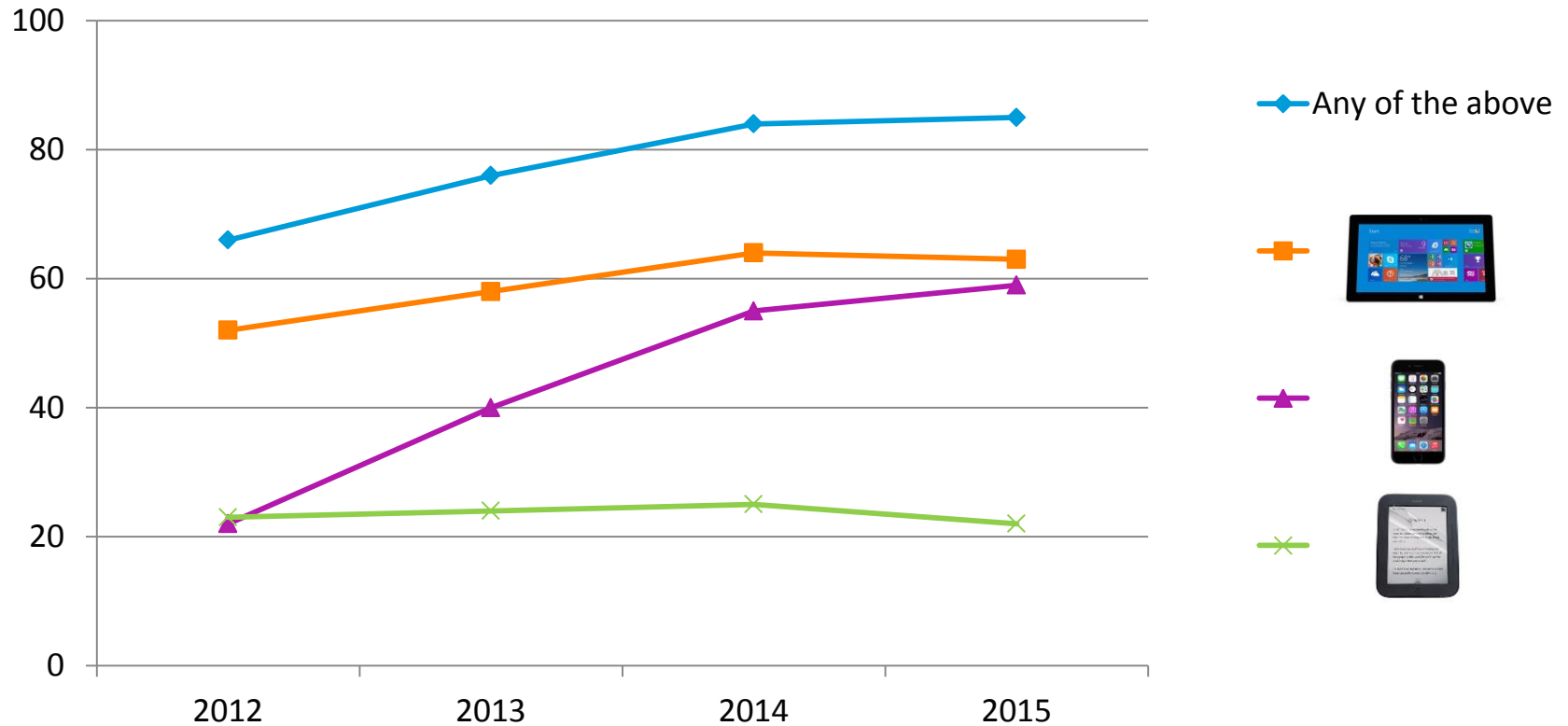
E-BOOK SHARE OF BOOK PURCHASES (VOLUME)



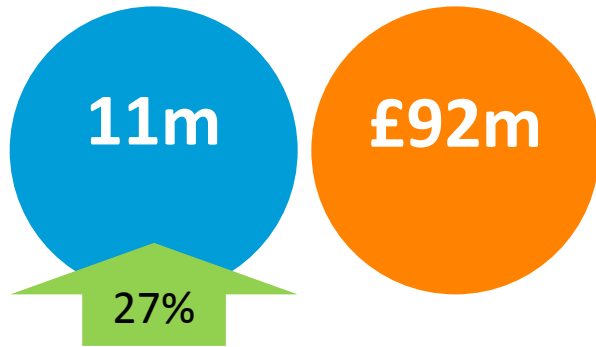
EST. PURCHASES AMAZON/SELF-PUB E-BOOKS* (VOLUME)



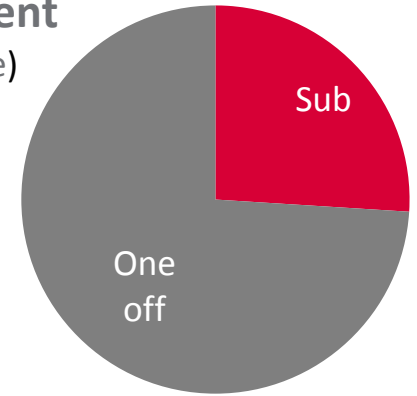
DEVICE OWNERSHIP AMONG BOOK BUYERS



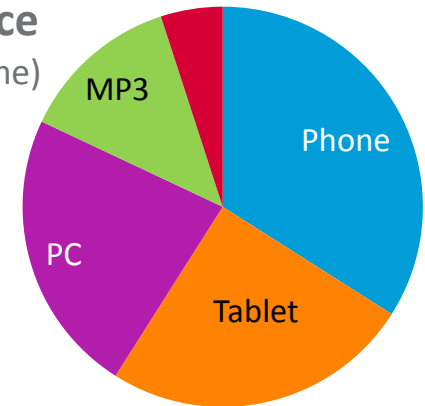
THE AUDIOBOOK MARKET



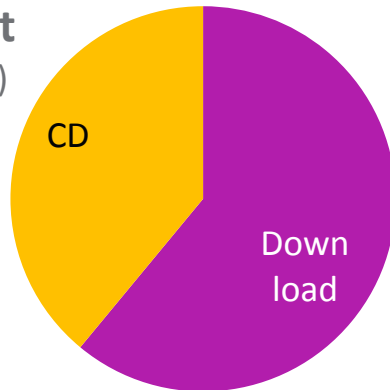
Payment
(volume)



Device
(volume)



Format
(volume)



SFF/Horror

Classic fiction

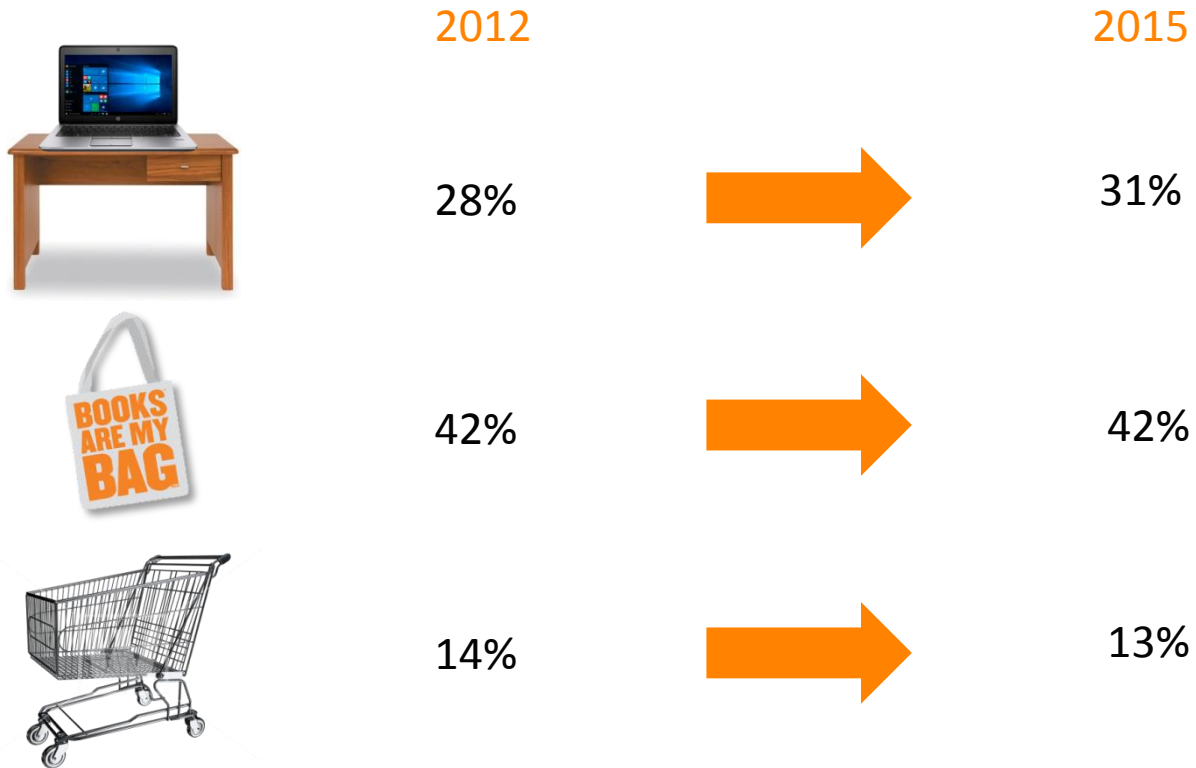
Business

Self help

Humour

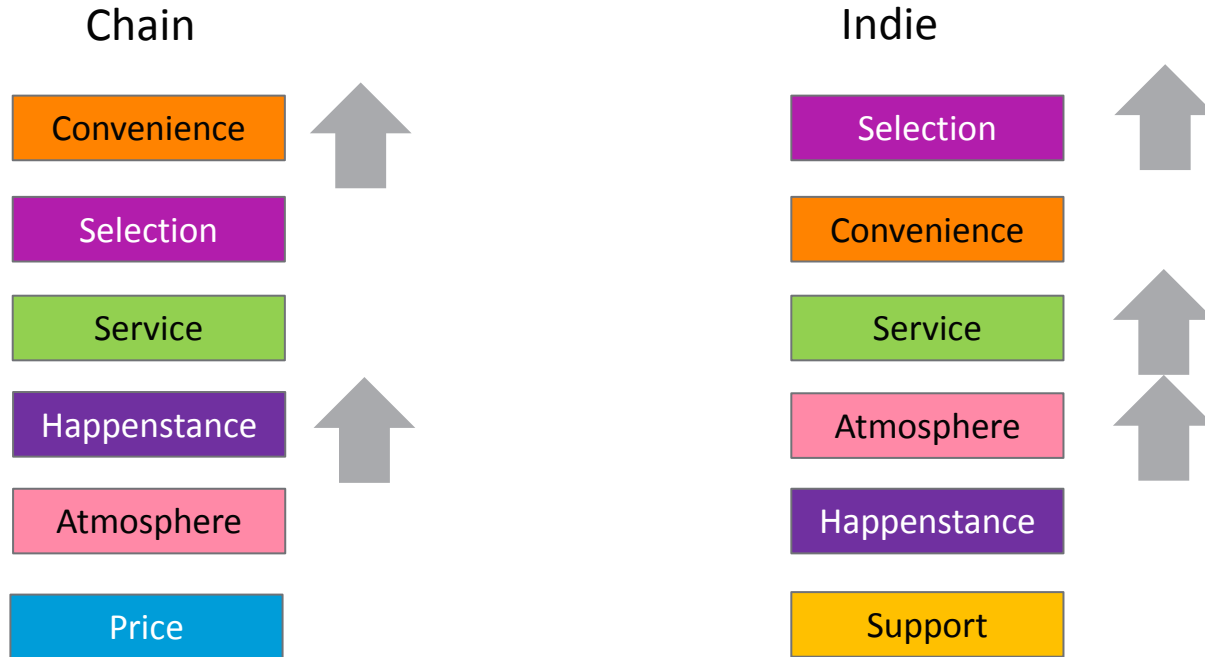
MBS

CHANNEL SHARE PRINT BOOKS (VOLUME)

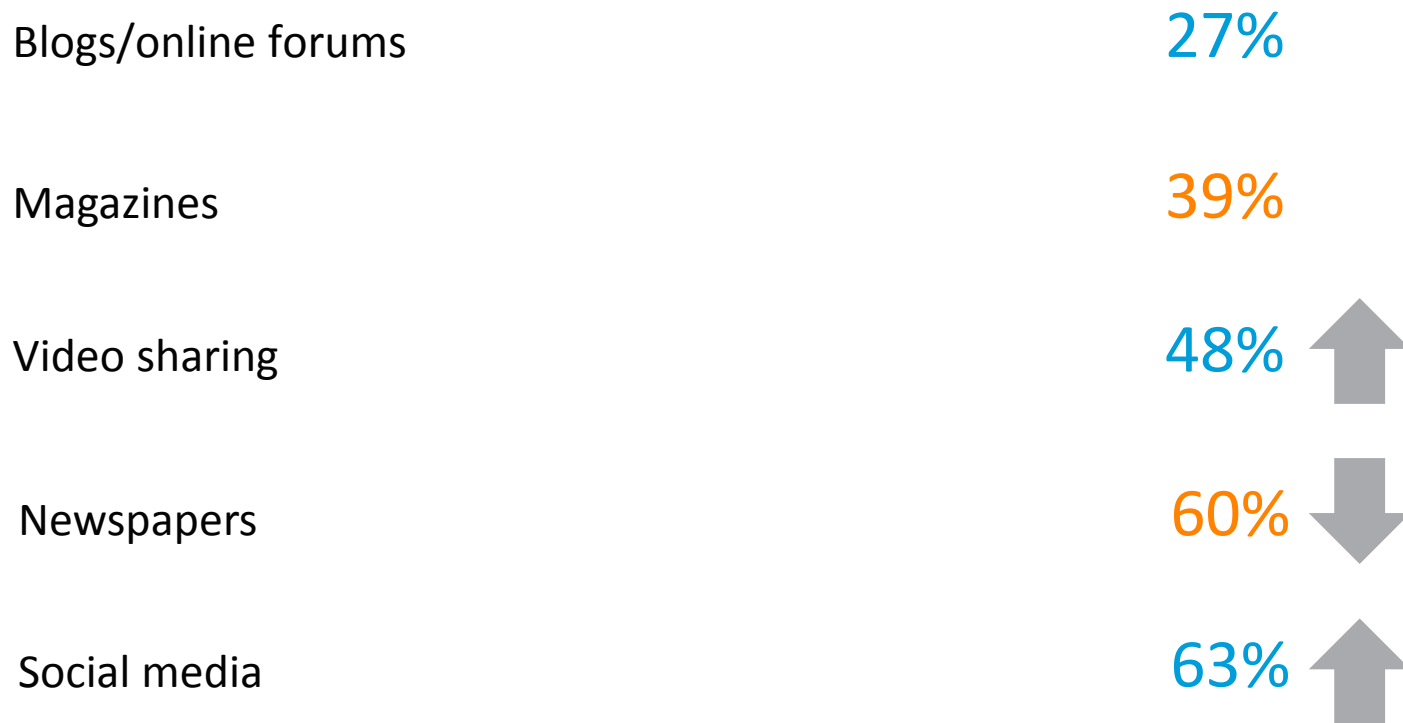


Source: Nielsen Books & Consumers UK 2012-2015

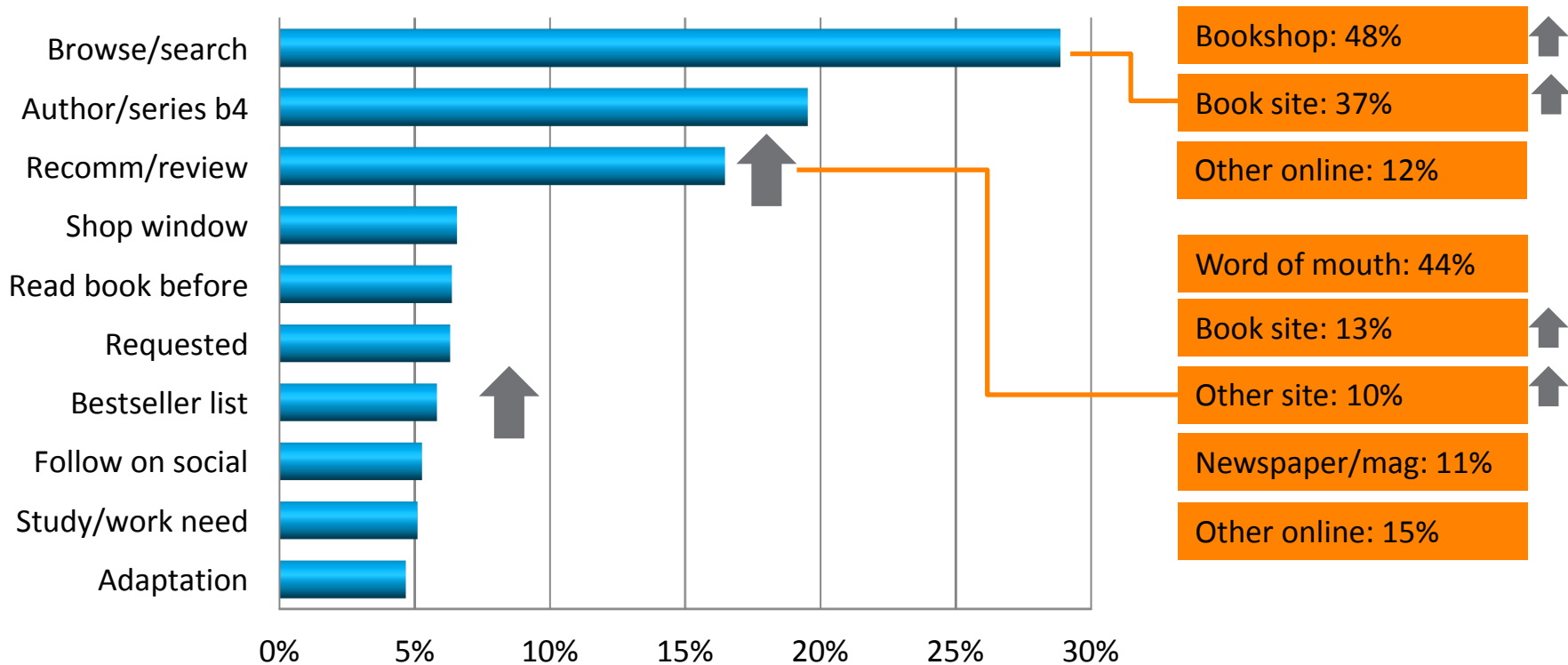
WHY BUY IN A BOOKSHOP?



WHERE CAN BOOK BUYERS BE FOUND?

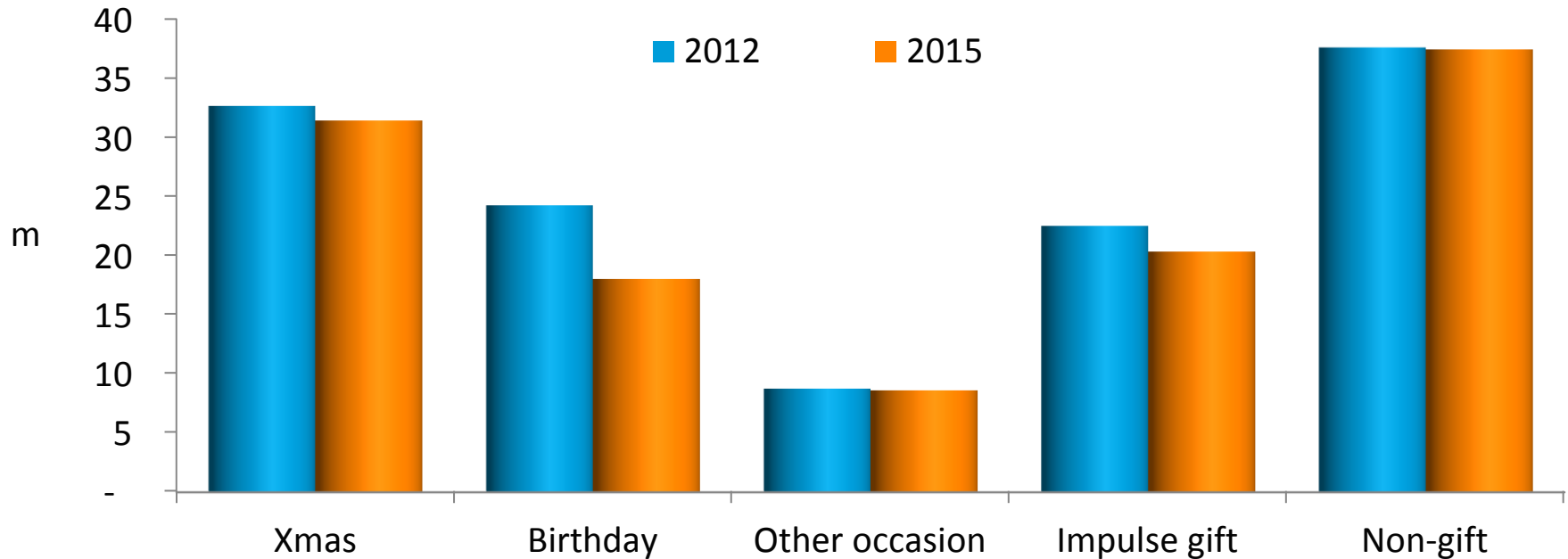


TRENDS IN BOOK DISCOVERY



BOOKS BOUGHT FOR OTHERS (VOLUME)

-8%
2015 vs
2012



FORTHCOMING EVENTS & RESEARCH PROJECTS

Children's Summit at the LBF – 9.30-12.30 14th April

Audiobooks Deep-Dive – April/May 2016

Gifting Report – May/June 2016

Children's Book Market – June/July 2016

Digital consumers – TBC

The Market for Mindfulness – TBC

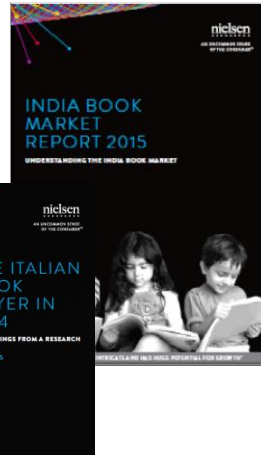
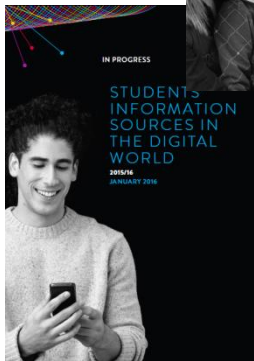
REPORTS AVAILABLE:

Students Information Sources 2016; Travel market 2015;

Children's market 2015; Indian Book Market 2015;

Cookery consumers 2014; Italian Book Buyers 2014;

Digital Consumer 2014



THANK YOU

nielsen

AN UNCOMMON SENSE
OF THE CONSUMER™

Sources:

- Nielsen BookScan – US, UK, Ireland, Italy, Spain, Republic of South Africa, Australia , New Zealand, India and Brazil
- Openbook China
- Nielsen Books & Consumers survey and consumer deep dives