

THE U.S. BOOK MARKET

Overview:

Trends in 2015 included significant growth in the children & young adult category, ongoing growth of eBooks, and the growing popularity of audiobooks.

(Source: Bowker, Publishers Weekly)

Print sales of adult fiction and nonfiction posted increased in 2015 (nonfiction +6.6 %, fiction +2.1 %). The adult nonfiction segment remained the largest print category. The juvenile nonfiction category post an increase of 11.7% over 2014. The unit sales of juvenile fiction fell 3% compared to 2014. But with 171 million sold units in 2015 the category's sales figures are still higher than in 2013 (157 million).

Looking at sales by format, trade paperbacks—the format that holds adult coloring books—had a 5% gain in unit sales over 2014. The hardcover and board book formats also had sales gains in the year, but sales of mass market paperbacks and physical audiobooks both had double-digit declines in 2015.

Total units sold topped 652 million in 2015 at outlets that report to BookScan, which captures about 80% of print unit sales in the U.S.

(Source: Publishers Weekly)

Economic Data

Population:	321,216,397 (November 2015 est.)
Literacy rate:	99 %
Gross Domestic Product:	\$17.460 trillion (2014 est.)
Inflation rate:	1.6% (2014 est.)
Unemployment rate:	6.2% (2014 est.)
Languages:	English 79%, Spanish 12.9%, other Indo-European 3.7%, Asian and Pacific island languages 3.3%, other languages 0.9% (2011 survey by the Census Bureau)

(Source: census.gov, cia.gov, Germany Trade & Invest gtai, bls.gov)

Book Production in the U.S.

- Sales January – June 2015: 5,58 Billion US-Dollar
- Sales 2014: 27,99 Billion US-Dollar.
- Sales E-Books 2014: 3,37 Billion US-Dollar (+3,8 Percent)
- Sold E-Books 2014: 510 Million
- Sold Hardcover 2014: 568 Million
- Title production 2013 (Print): 304.912 titles
- Self publishing titles 2013: 458.564 (+17 Percent)

(Source: Association of American Publishers)

Sales figures

As per the Association of American Publishers (AAP), total U.S. book sales hit \$27.98 billion in 2014, up 4.6% compared to 2013, while unit sales increased 3.7%, to 2.7 billion. The biggest sales increase came in the K-12 instructional materials segment, where sales rose 9.9%. Sales in the professional segment increased 4.6%.

Sales in the trade category rose 4.2% over the previous year, while unit sales increased 3.7%, and trade remained the largest category, with revenue from the year 2014 at \$15.43 billion. AAP includes religion publishing in the trade category, along with adult and children's sales. As AAP's earlier data had shown, the fastest-growing category in the trade segment was children's/young adult, where sales rose 20.9%, to \$4.39 billion, and units increased 13.5%. Revenue of adult books fell 1.6% in 2014, as sales in the adult fiction segment fell 2.0% and nonfiction sales dropped 1.1%.

Book Categories

Go Set a Watchman by Harper Lee was the #1 print bestseller last year, in all categories, selling just under 1.6 million copies. The three other adult fiction books that sold more than one million units at outlets that report to BookScan were *Grey* by E.L. James, *The Girl on the Train* by Paula Hawkins, and Anthony Doerr's *All the Light We Cannot See*.

The adult nonfiction segment had a solid 2015 and remained the largest print category. Its 6.6% gain this past year over 2014 was led by *The Life-Changing Magic of Tidying Up* by Marie Kondo, which sold more than 1.1 million copies. Adult nonfiction is also the home to most adult coloring

books; eight of the top 50 bestsellers last year in the segment were adult coloring books, led by Johanna's Basford's *Lost Ocean*, which sold more than 492,000 copies last year.

Basford had the #1 and #3 highest-selling titles in the juvenile nonfiction category last year as well, with *Secret Garden* taking the top spot and helping the category post an 11.7% increase over 2014. Unit sales of juvenile fiction fell 3% in the year compared to 2014, but the 171 million units sold in the category were still ahead of the 157 million units the segment sold in 2013. The category had only one title that sold more than one million copies last year, Jeff Kinney's *Wimpy Kid: Old School*; in 2014, five titles in the segment sold more than one million copies.

The self-help and graphic novels categories had the fastest growth in print book unit sales among adult segments in 2014, posting gains of 15% and 13%, respectively, compared to the previous year, at outlets that report to Nielsen BookScan. graphic novels was one of only two adult fiction categories that had an increase in print unit sales last year, with westerns the second. Sales of print fiction titles were hurt more than adult nonfiction was by the growth in e-book sales. In nonfiction, eight categories had a drop in units last year, and eight had an increase. Following self-help, religion/bibles and biography/autobiography/memoir both posted unit increases of 12% in 2014.

While religion did well in nonfiction, religion fiction had one of the steepest unit declines last year, with sales down 15% at outlets that report to BookScan. Units fell the most in the occult/psychological/horror category, falling 26%. The action/adventure category also had a 15% decline. Among the largest adult fiction genres, unit sales of romance books fell 11%, suspense/thrillers units dropped 9%, and sales in the mystery/detective segment fell 4%.

In adult nonfiction, the humor segment had the largest decline, with units off 13%, followed by a 12% drop in computer book sales and a 11% decline in the history/law/political science segment.

The juvenile segment performed much better overall than adult, and of the 16 categories measured by BookScan only three children's segments had a decline in units last year, compared to 2013. Units in the animals segment in fiction fell 4%, but the category rose 19% in nonfiction, in which DK's Animals sold almost 134,000 units. The big winner in 2014 was the science fiction/fantasy/magic category, in which units rose 38%. The segment, which was the largest juvenile genre segment last year, is home to such 2014 blockbusters as the *Divergent* trilogy, the *Frozen* franchise, and the novels of James Dashner and Rick Riordan. The games/activities/hobbies segment had a 33% unit rise in 2014, led by a large number of blockbuster *Minecraft* titles that were joined by solid performances of *Lego* and sticker books.

(Source: Publishers Weekly)

Industry Category Sales, 2013–2014

(\$ in millions)

	2013	2014	Change
Adult Books	\$10,939.5	\$9,873.5	-1.6%
Children's/Young Adult	3,637.5	4,398.6	20.9%
Religious Presses	1,140.3	1,154.1	1.2%
Professional Books	2,970.6	3,108.2	4.6%
K-12 Instr. Materials	3,841.4	4,219.6	9.9%
Higher Ed. Materials	4,809.1	4,915.5	2.2%
University Presses	299.9	300.4	0.2%
Other	20.5	7.0	-65.8%
Total	26,749.8	27,977.2	4.6%

Trade Book Sales by Format

(\$ in millions)

	2013	2014	Change
Hardcover	\$5,217.3	\$5,122.8	-1.8%
Trade Paperback	4,283.6	4,708.3	9.9%
Mass Market Paperback	856.2	834.7	-2.5%
E-books	3,235.1	3,356.4	3.7%
Physical Audio	212.6	201.5	-5.2%
Downloadable Audio	309.6	392.8	26.8%
Board Books	244.2	334.7	37.1%
Downloadable Audio (subscription)	23.6	29.8	26.5%
E-book (subscription)	0.3	13.5	4,100.5%
All Other	425.7	431.6	1.4%
Total	14,808.3	15,426.2	4.2%

Trade Sales by Channel

(\$ in millions)

	2013	2014	Change

Physical Retail	\$3,683.9	\$3,800.8	3.2%
Online Retail	5,453.3	5,895.1	8.1%
Intermediary	4,266.0	4,288.4	0.5%
Direct	167.8	157.8	-5.9%
Export	752.4	777.5	3.3%
All Other	484.8	506.5	4.5%
Total	14,808.3	15,426.2	4.2%

Unit Sales of Print Books

(\$ in millions)

	2013	2014	2015	% Change 2014-2015
total	\$ 0.62	\$ 0.64	\$ 0.65	2.8 %

Unit Sales of Print Books by Channel

(\$ in million)

	2013	2014	2015	% Change 2014-2015
Retail & Club	\$ 0.5	\$ 0.52	\$ 0.55	5.4 %
Mass Merchandisers & Other	\$ 0.12	\$ 0.12	\$ 0.11	- 8.8 %

Unit Sales of Print Books by Category

(\$ in million)

	2013	2014	2015	% Change 2014-15
Adult Nonfiction	\$ 0.24	\$ 0.24	\$ 0.26	6.6%
Adult Fiction	\$ 0,15	\$ 0.13	\$ 0.14	2.1%

	2013	2014	2015	% Change 2014-15
Juvenile Nonfiction	\$ 0.042	\$ 0.049	\$ 0.055	11.7%
Juvenile Fiction	\$ 0.16	\$ 0.18	\$ 0.17	-3.0%

Unit Sales of Print Books by Format

(\$ in million)

	2013	2014	2015	% Change 2014-15
Hardcover	\$ 0.168	\$ 0.173	\$ 0.178	2.8%
Trade Paperback	\$ 0.324	\$ 0.339	\$ 0.355	5.0%
Mass Market Paperback	\$ 0.08	\$ 0.07	\$ 0.06	-10.4%
Board Books	\$0.023	\$ 0.027	\$0.031	14.3%
Audio	\$ 0.005	\$ 0.005	\$ 0.004	-13.5%

Average book price 2015 (October)

Adult

Hardcover Fiction	\$ 26.67
Hardcover Non-Fiction	\$ 28.01

Trade Paperback Fiction	\$ 15.50
Trade Paperback Non-Fiction	\$ 20.57

Childrens' YA

Hardcover (all titles)	\$ 18.10
Trade Paper (all titles)	\$ 7.25
Mass Market Paper (all titles)	\$ 6.51

YA

Hardcover (all titles)	\$ 19.24
Trade Paper (all titles)	\$ 12.28
Mass Market Paper (all titles)	\$ 8.15

(Source: School Library Journal)

Online retailers

The online retail channel, which includes Amazon, accounted for 35% of all new book sales, both print and digital, in 2014, down from 38% in 2013. Online retailers had a larger share of units, accounting for 39% of units sold, reflecting the impact of the sale of lower-priced e-books. The decline in online retailers' share of spending despite growth in the e-book market suggests that e-tailers' share of print book sales may have declined last year.

(Source: Publishers Weekly)

Number of publishers

There are 5 large publishers (PenguinRandom House, HarperCollins, Simon & Schuster, Macmillan and Hachette), plus 300-400 medium-sized Publishers and approximately 86000 small/self-publishers. 1200 publishers are providing monthly data to AAP (Association of American Publishers).

(Source: Publishers Weekly)

Selling Translation Rights

English continues to dominate as the language of origin for translations into German by a large margin. Its share of translated new releases amounted to 65.5 per cent in 2014 (2013:

63.9 per cent). In actual numbers, 6,527 books were translated from English to German (2013: 6,861). Of all the books translated from English which appeared in 2014, 2,635 were fiction titles. This figure lets us draw conclusions regarding the role English-speaking authors play in the publishers' portfolios. If the fiction translations from English originals are compared to the total of 3,755 fiction translations in 2014, the language can be seen to hold a 70.2 per cent share. Thus, more than two thirds of all fiction translations come from English.

(Source: Buch und Buchhandel in Zahlen 2015)

Buying Translation Rights

In 2014 191 licenses of German books have been sold to the United States, which corresponds to a market share of 3.0%. The percentage has increased continuously since 2010 onwards. Five years earlier, the proportion was 1.8 percent.

(Source: Buch und Buchhandel in Zahlen 2015)

587 works of fiction and poetry in translation were published in the United States 2014, according to an independent study by Chad Post. That number is up from 340 in 2010.

(Source: www.newrepublic.com)

Top houses for translation

- / AmazonCrossing
- / Dalkey Archieve
- / Seagull Books
- / Europa Editions
- / Gallic Books
- / Other Press
- / New Directions
- / FSG
- / Atria
- / Open Letter

Digital Publishing 2015

The number of survey respondents that have digitally published continues to rise, to 72.9 percent from 63.6 percent in 2014, according to a survey conducted by Data Conversion

Laboratory (DCL) and Bowker

After slightly declining in 2013, eBooks experienced 3.8% revenue growth to an estimated \$3.37 billion dollars in 2014. It's worth noting that though the volume increased only slightly (0.2%), over 510 million eBooks were sold in 2014. This number doesn't account for eBooks consumed through subscription services.

Increasingly, digital publishers include some level of quality assurance to ensure error-free content, with nearly 36 percent performing self-checks, 36 percent hiring editors, and 23 percent performing QA prior to conversion.

(Source: Bowker, digitalbookworld.com)

Self Publishing

Though the number that self-publish rose to 45.1 percent (from 36.3 percent in 2014), respondents who plan in-house publishing dropped to 9.5 percent from 20 percent in 2014, with those seeking support from consultants or conversion firms increasing by a little more than 1 percent.

(Source: Bowker, Publishers Weekly)

Copyright Law

Copyright law in the U.S. is governed by federal statute, namely the Copyright Act of 1976. The Copyright Act prevents the unauthorized copying of a work of authorship. However, only the copying of the work is prohibited--anyone may copy the ideas contained within a work. For example, a copyright could cover a written description of a machine, but the actual machine itself is not covered. Thus, no one could copy the written description, while anyone could use the description to build the described machine.

Copyrights can be registered in the Copyright Office in the Library of Congress, but newly created works do not need to be registered. In fact, it is no longer necessary to even place a copyright notice on a work for it to be protected by copyright law. However, the Copyright Act does provide additional benefits to those who register with the Copyright Office. Consequently, copyright registration and the use of a copyright notice is recommended.

(Source: bitlaw.com)