



eBOOK

DEN NORSKE FORLEGGERFORENING

THE NORWEGIAN PUBLISHERS ASSOCIATION

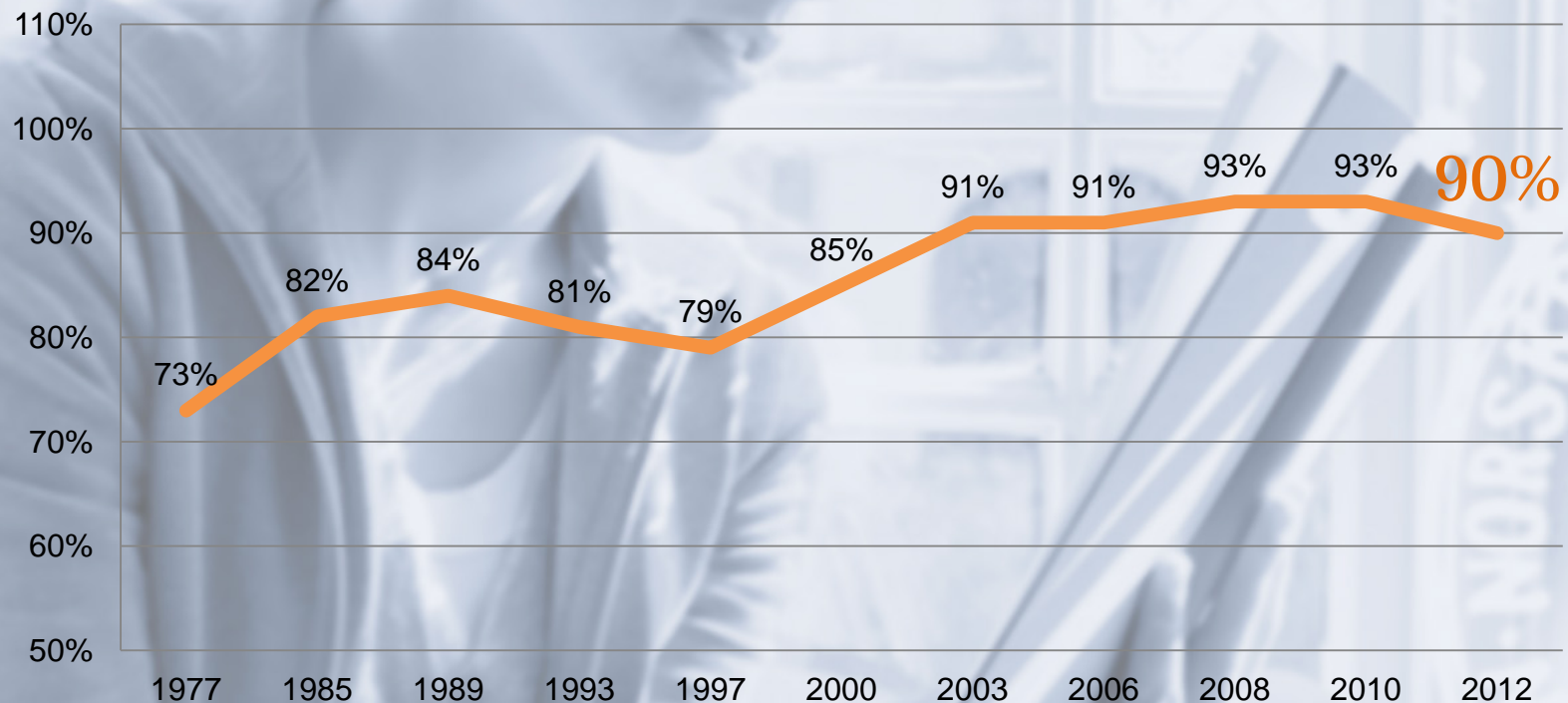
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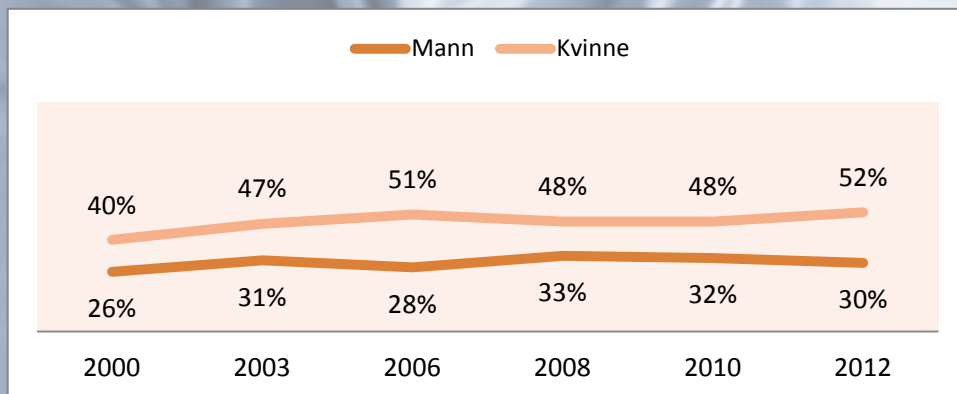
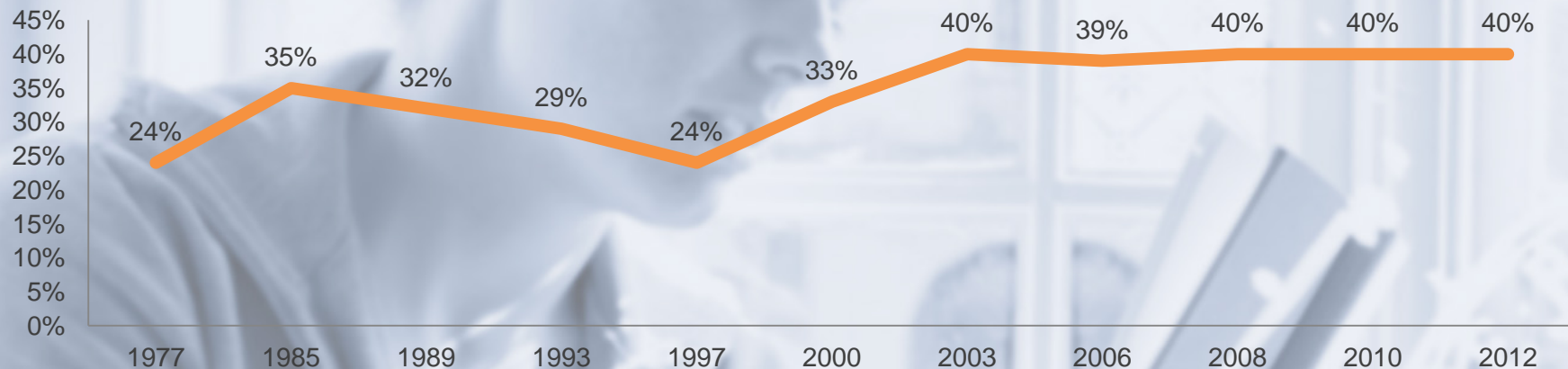
A very high and stable rate of reading in Norway

Read at least one book last year

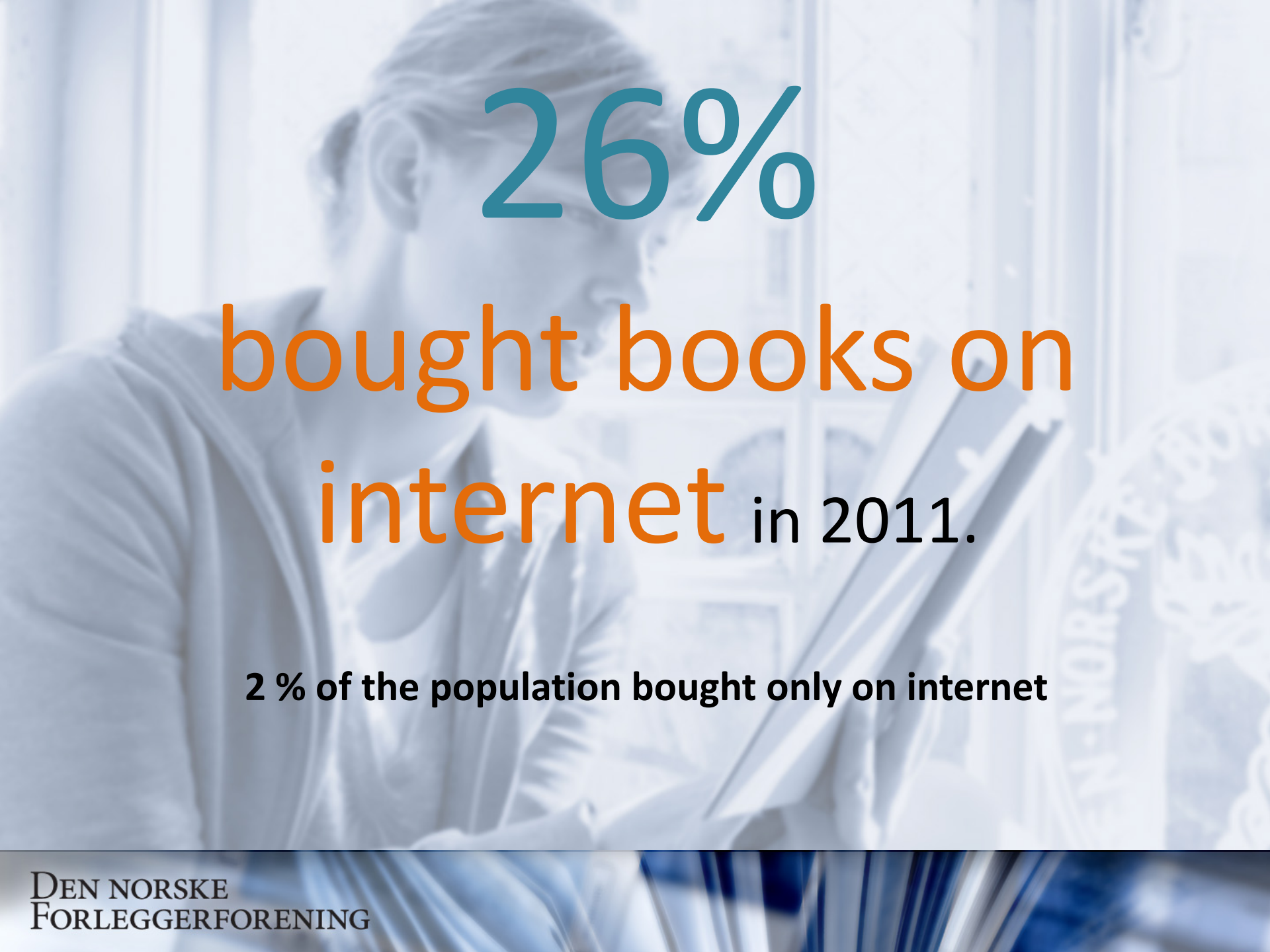


Bokundersøkelsen 2012. Gjennomført av Ipsos MMI på vegne av Forleggerforeningen og Bokhandlerforeningen

More than 40% read more than 10 books



Bokundersøkelsen 2012. Gjennomført av Ipsos MMI på vegne av Forleggerforeningen og Bokhandlerforeningen

A woman with her hair in a bun is looking down at a book she is holding. The background shows a library with bookshelves. The text is overlaid on the image.

26%
bought books on
internet in 2011.

2 % of the population bought only on internet



9%

of the population read an
e-book in 2011.

A woman with blonde hair tied back is shown in profile, reading a book. She is wearing a light-colored cardigan over a white top. The background is a bright, slightly blurred library or bookstore with bookshelves. The entire image has a light blue tint.

25 %

will most likely read e-books in 2012.

Til bokas pris

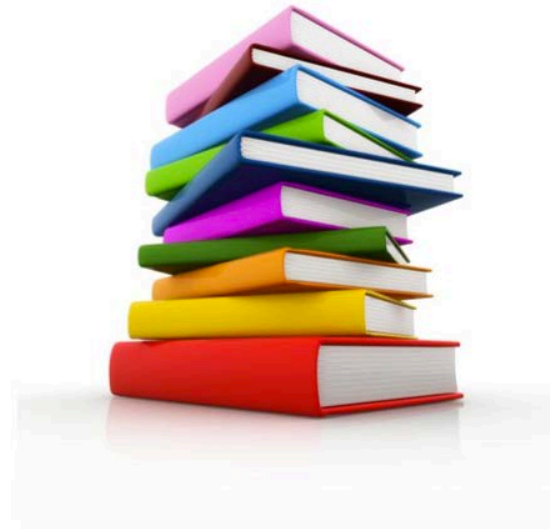
Utredning av litteraturpolitiske virkemidler i Europa

Helge Rønning, Tore Slaatta, Olav Torvund, Håkon Larsen, Terje Colbjørnson



Overlevert til Kulturdepartementet og Kunnskapsdepartementet
15. februar 2012.

Utredning om litteratur- og språkpolitiske virkemidler



Utarbeidet for
Kulturdepartementet

We vigorously fight for the Norwegian «Model»

- Art Council buying copies to be distributed to the public Libraries. Covers approximately 550 titles – 500 to 1550 copies of each
- Production grants
- Grants to authors and translators
- Book agreement between publishers and book sellers allowing fixed prices
- No VAT on paper books

The Norwegian Book Agreement (NBA), renewed 2004

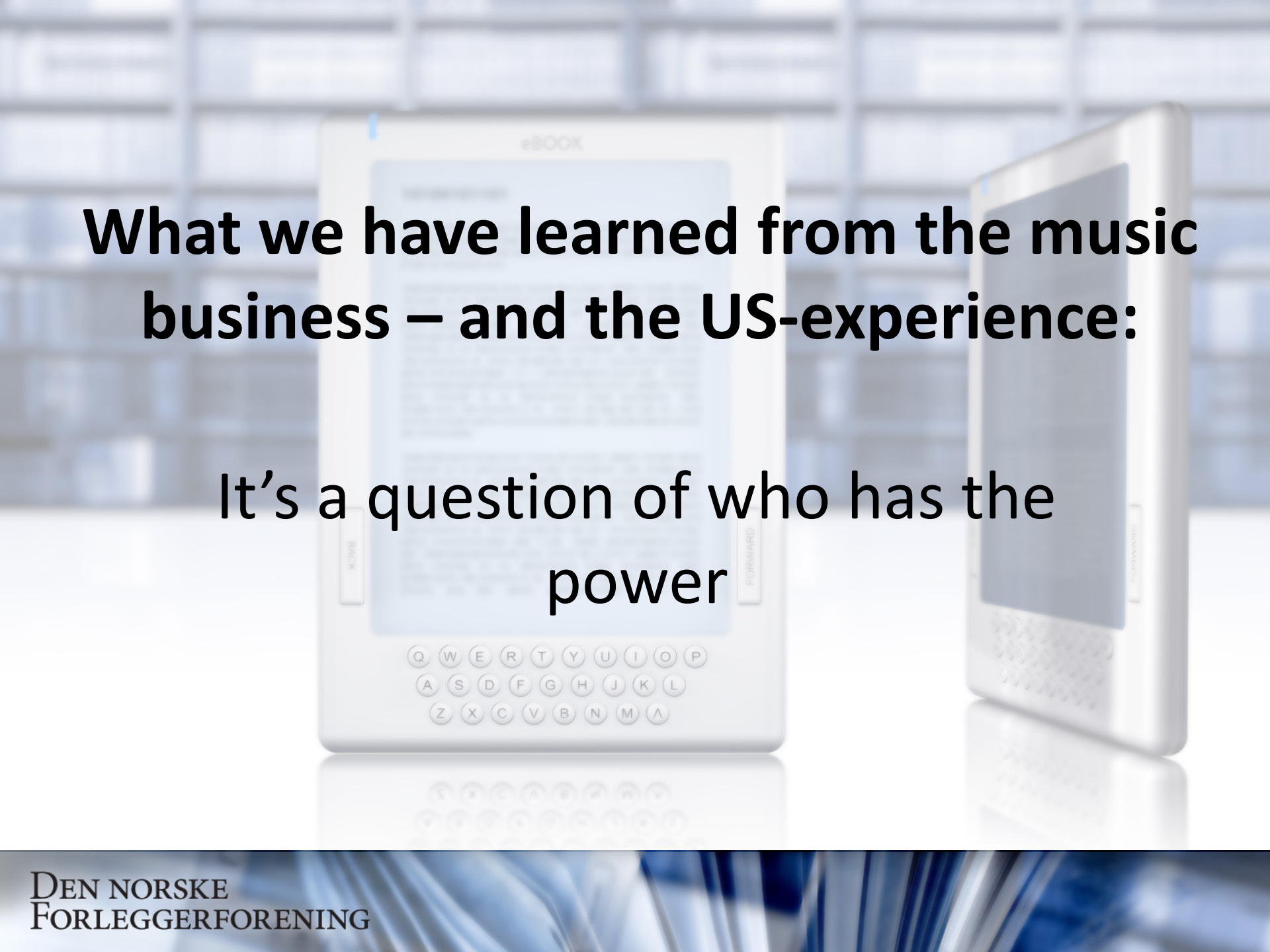
- Fixed prices in the year of publishing and up to May 1st the year after
- Book sellers committed to carry a range of new books
- General discount rights (12,5 %)

Publishing in Norway

- Almost 100 members of NPA
- 4 large book chains, more than 600 book sellers
- More than 10 book stores on internet
- 3 big players, Cappelen Damm (21%), Gyldendal (17%) og Aschehoug (13%)
- No VAT on paper books

Publishing in Norway

- 5400 new titles – 14% increase compared with 2005
- Almost 50.000 different titles were sold. 50% up on 2005
- 24 million books sold to a population of 5 million
- Great increase in number of titles translated to other languages



What we have learned from the music business – and the US-experience:

It's a question of who has the
power

Norwegian publishers
• and authors

Google



amazon.com[®]
and you're done.[™]

E-books

- A national digital distribution centre (DDC)
- More than 50 publishers, 10 internet book stores
- Gives customers access to all their titles regardless which app't's or devices used



E-books

- Slow start (only 2000 titles available now)
- 75 % of titles will be simultaneously p- and e- published this autumn
- Library restriction

How much of the back-list will be available as e-books within five years?

