

Book publishing

Key insights at a glance

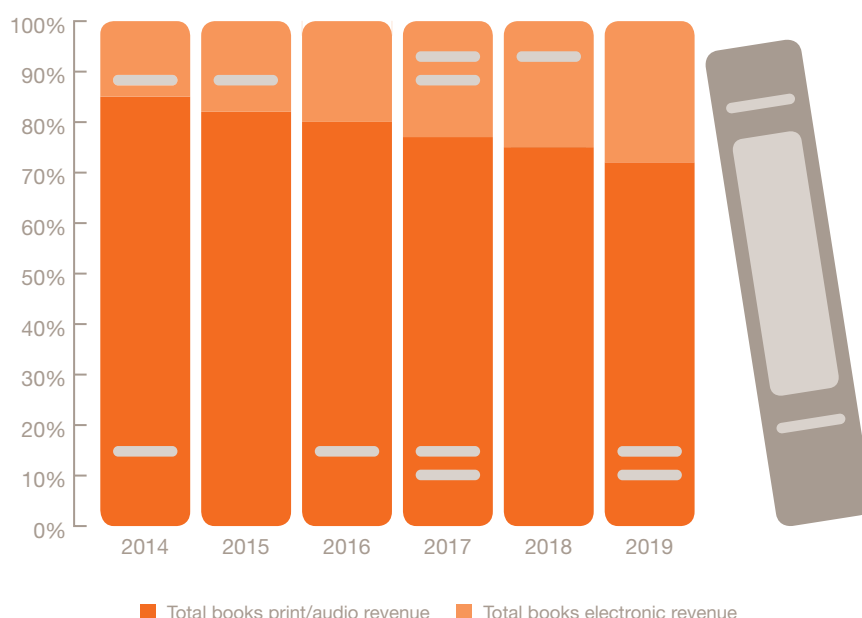


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Print/audio revenue will fall across the board, but continue to make up more than 70% of total books revenue. In 2019, global total books print/audio revenue will stand at US\$92.39bn, down from US\$101.63bn in 2014, a decline of 1.9% CAGR. While print/audio revenue is declining across consumer, educational and professional books, by 2019 it will still account for the vast majority of global total books revenue, taking US\$72 out of every US\$100 spent.

Fig. 4: In 2019, total books print/audio revenue will account for US\$72 of every US\$100 spent on books

Total books print/audio revenue vs total books electronic revenue (%), 2014–2019



Source: Global entertainment and media outlook 2015–2019, PwC, Ovum

Outlook insights: an analysis of the Global entertainment and media outlook 2015–2019

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