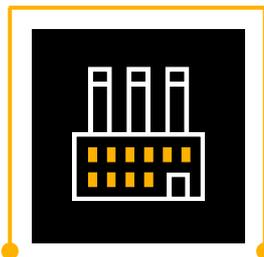

BASE YEAR
2020



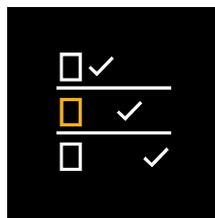
DIGITAL CONTENT FROM THE BRAZILIAN PUBLISHING SECTOR



DIGITAL CONTENT FROM THE BRAZILIAN PUBLISHING SECTOR



PORTRAIT OF THE
INDUSTRY



THE **SOLE RESEARCH** ON
THE TOPIC EXISTING IN
THE COUNTRY



FOR THE FIRST TIME IT
WILL BE POSSIBLE TO
**ANALYZE THE
PERFORMANCE** OF THIS
**MARKET IN RELATION TO
THE PREVIOUS YEAR.**

REPORT DEVELOPED BY:





HIGHLIGHTS

RELEASES



The number of titles released in 2020 **rose by 16%**

TURNOVER



Total turnover from digital content presented a **nominal growth 43%**, when considering the inflation of the period, the growth is **36%**

SIZE



Digital content **represents 6%** of the Brazilian publishing market*

AVERAGE PRICE



The average price of the e-book unit sold **dropped by 21%**, in real terms this **drop is 25%**



PRODUCTION

A LA CARTE

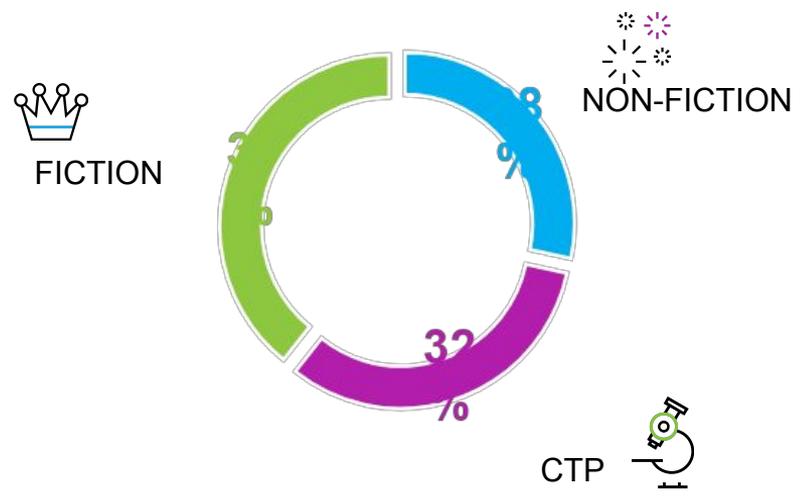
OTHER CATEGORIES

TOTAL TURNOVER

APPENDIX

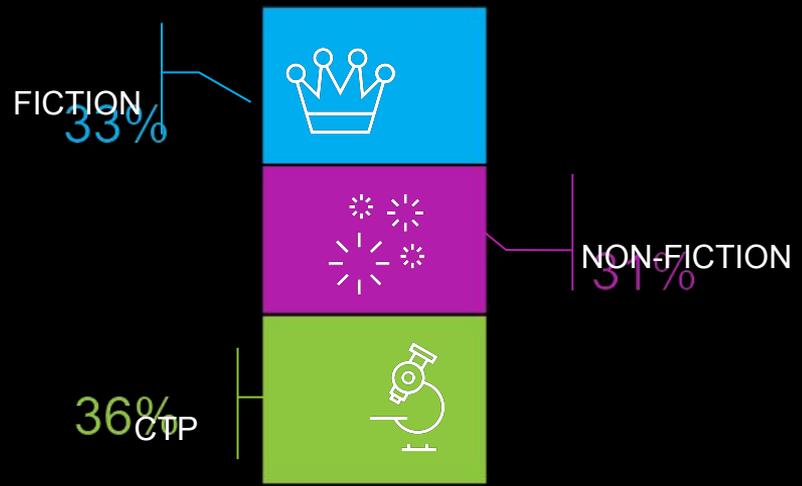
COLLECTION

TOTAL



RELEASES

TOTAL



IN 2020



RELEASES



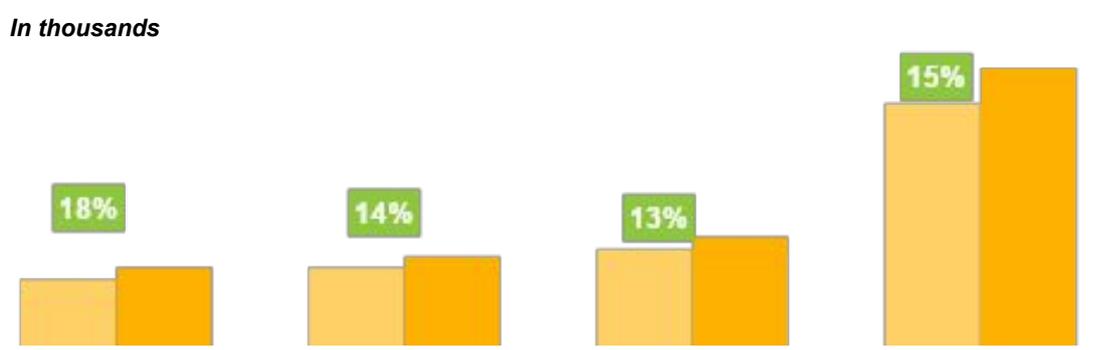
20 x 19 Comparative



COLLECTION



20 x 19 Comparative



2019 2020 Variation (%)

RELEASES

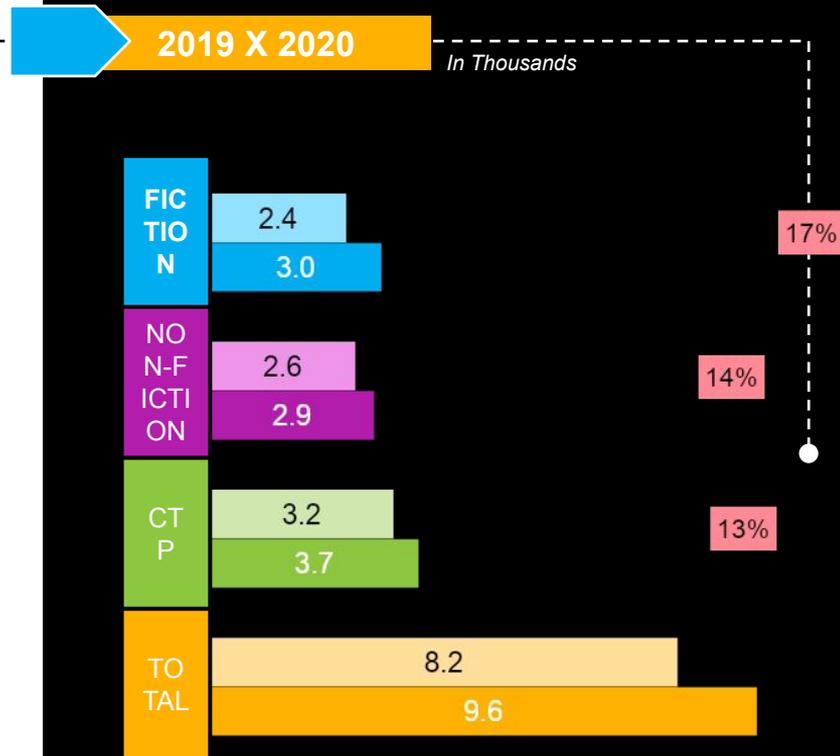
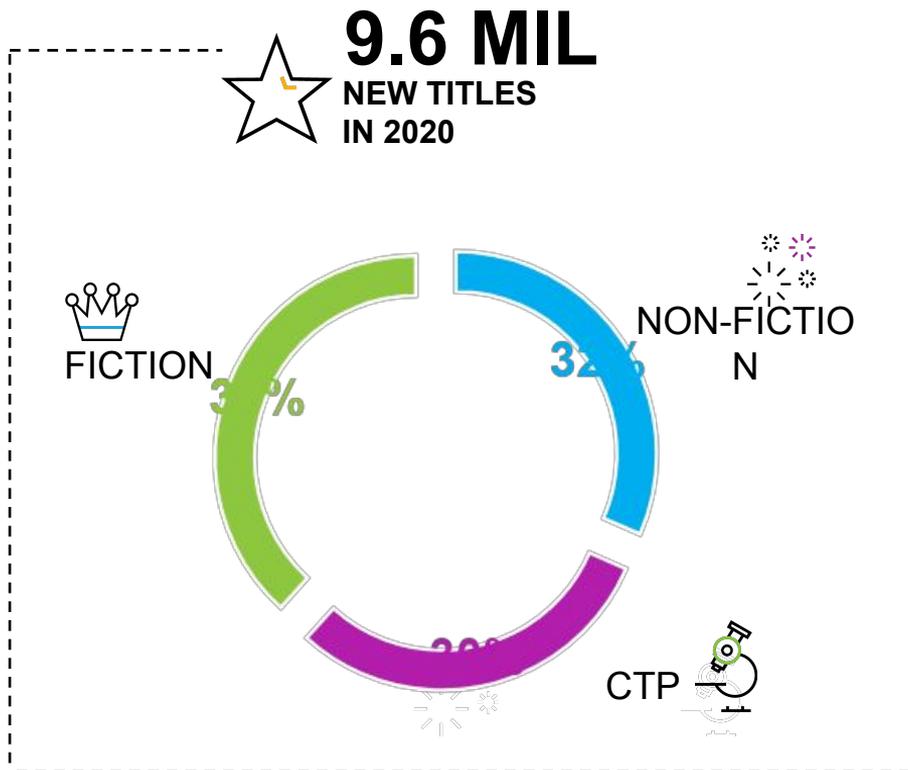


COLLECTION



E-BOOK RELEASES

■ 2019 ■ 2020 — Variation (%)



E-BOOK COLLECTION



77 MIL TITLES

CTP TITLES

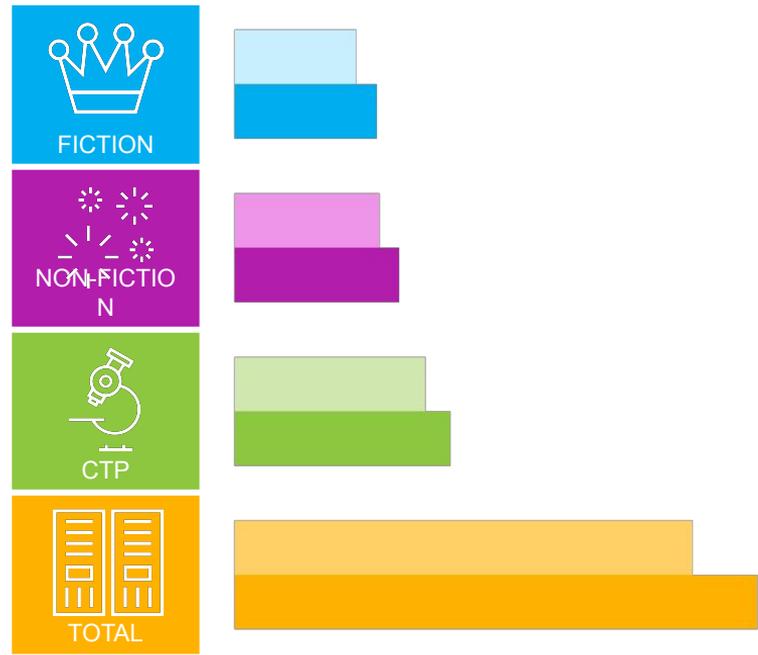


28% FICTION TITLES

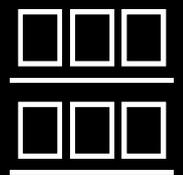
32% NON-FICTION TITLES

2019 X 2020

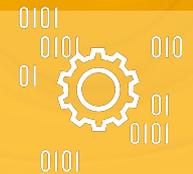
In thousands



2019 2020 Variation (%)



A LA CARTE



PRODUCTION



OTHER CATEGORIES



TOTAL TURNOVER



APPENDIX



UNITS SOLD

A LA CARTE

8.57 MILLIONS OF UNITS SOLD



92% E-BOOK

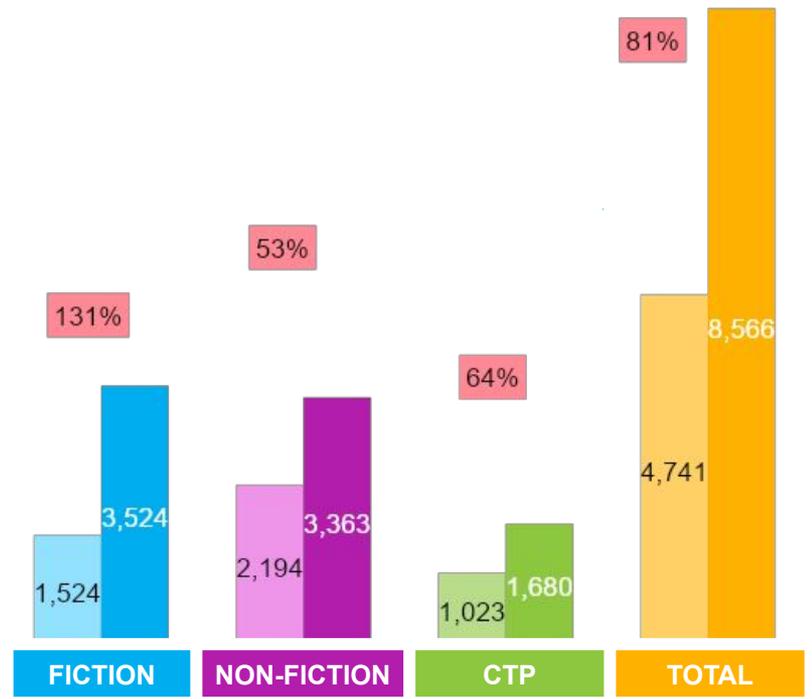


70% OF THE AUDIOBOOK UNITS SOLD BELONG TO THE NON-FICTION CATEGORY



2019 X 2020

In Thousands

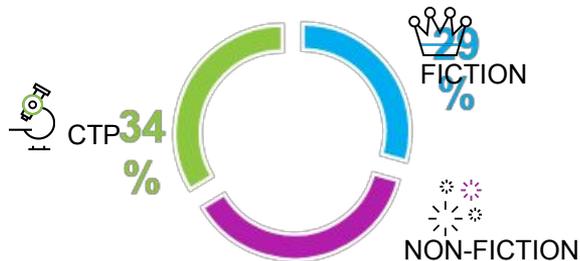


■ 2019 ■ 2020 — Variation (%)

TURNOVER

A LA CARTE

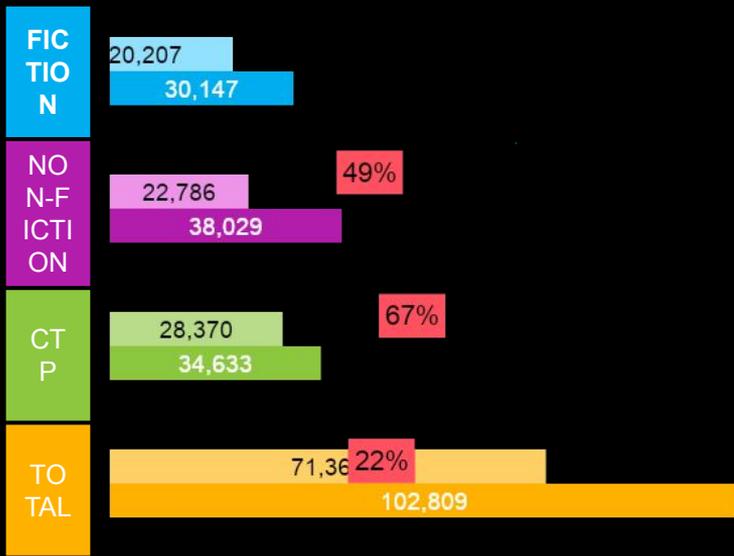
BRL 102.81 MILLIONS WITH UNITS SOLD



44%

OF THE TURNOVER OF AUDIOBOOK IT IS WITH THE CATEGORY NON-FICTION

2019 X 2020



38% GROWTH IN REAL TERMS



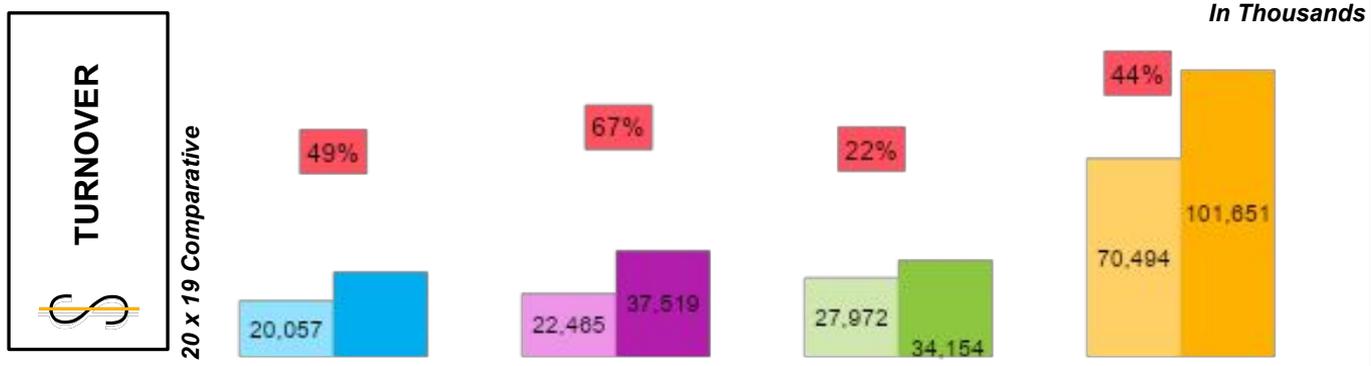
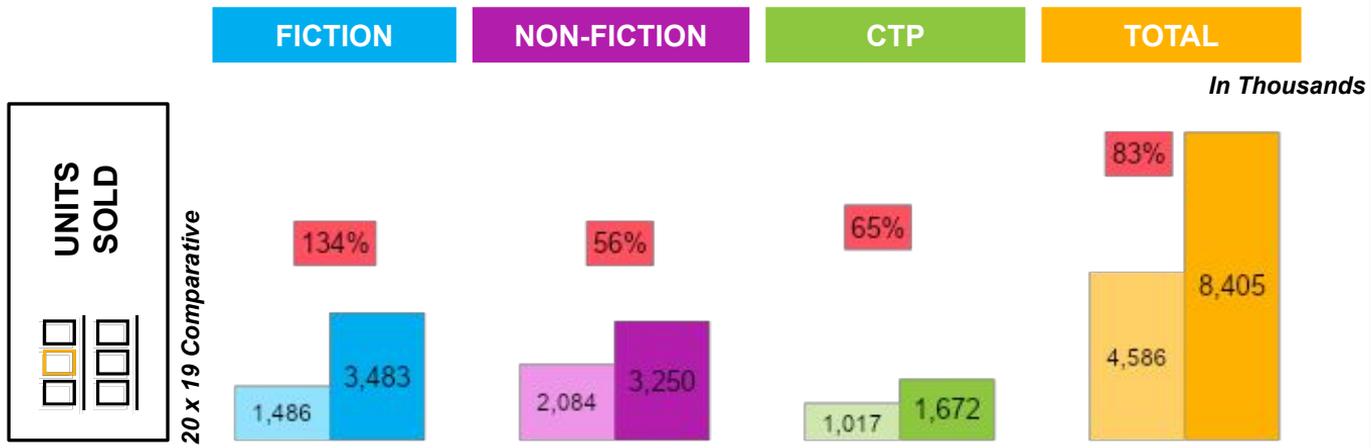
44%

E-BOOK

■ 2019 ■ 2020 — Variation (%)

AVERAGE PRICE

In BRL

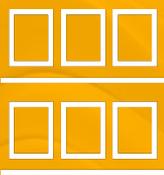


38% GROWTH IN REAL TERMS

	2019	2020	VAR %
FICTION	13.5	8.6	-36%
NON-FICTION	10.8	11.5	7%
CTP	27.5	20.4	-26%
TOTAL	15.4	12.1	-21%

25%
DOWN IN REAL TERMS

Digital Content from the Brazilian Publishing Sector
Source: Nielsen | Nielsen Book



A LA CARTE



TOTAL TURNOVER



PRODUCTION



OTHER CATEGORIES



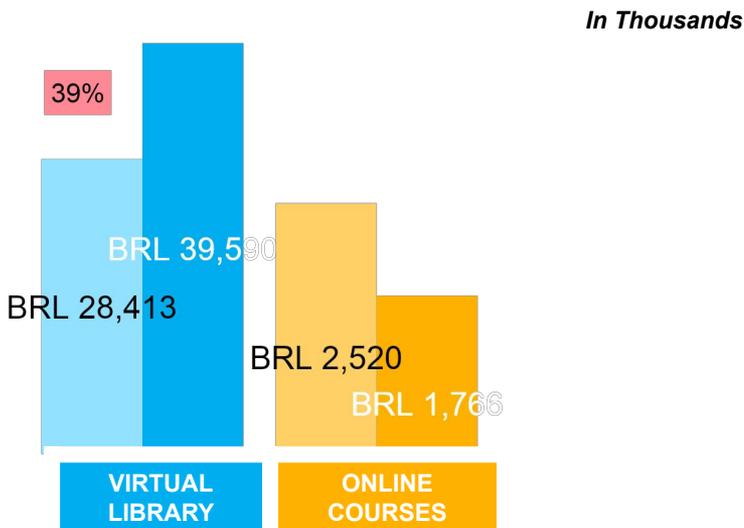
APPENDIX

▶ TURNOVER OTHER CATEGORIES

BRL 44 MILLIONS



GROWTH
33% IN REAL TERMS

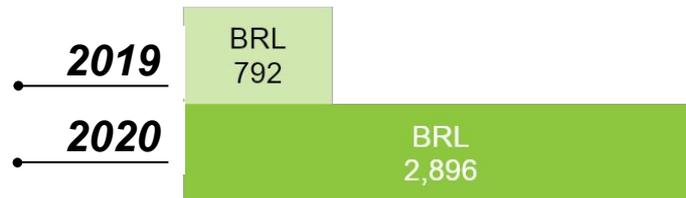


■ 2019 ■ 2020 — Variation (%)



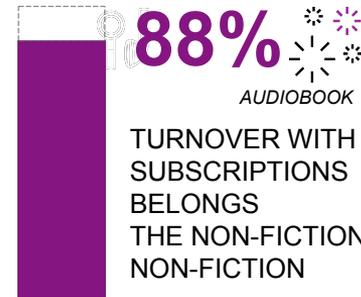
SUBSCRIPTIONS

In Thousands

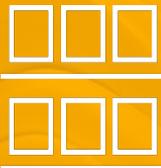


70%
E-BOOK

30%
AUDIOBOOK



Digital Content from the Brazilian Publishing Sector
Source: Nielsen | Nielsen Book



A LA CARTE



PRODUCTION



OTHER CATEGORIES



TOTAL TURNOVER



APPENDIX

PHYSICAL VS. DIGITAL

BRL - In Thousands

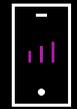
	2019	2020	VAR %
PHYSICAL*	2,548,974	2,460,021	-3%
DIGITAL	103,104	147,063	43%
TOTAL	2,652,078	2,607,084	-2%

*In physical, only sales to the market were considered, excluding the Didactics subsector

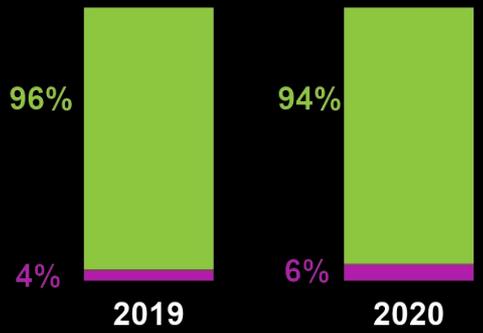
25%
6% DOWN IN REAL TERMS



PHYSICAL

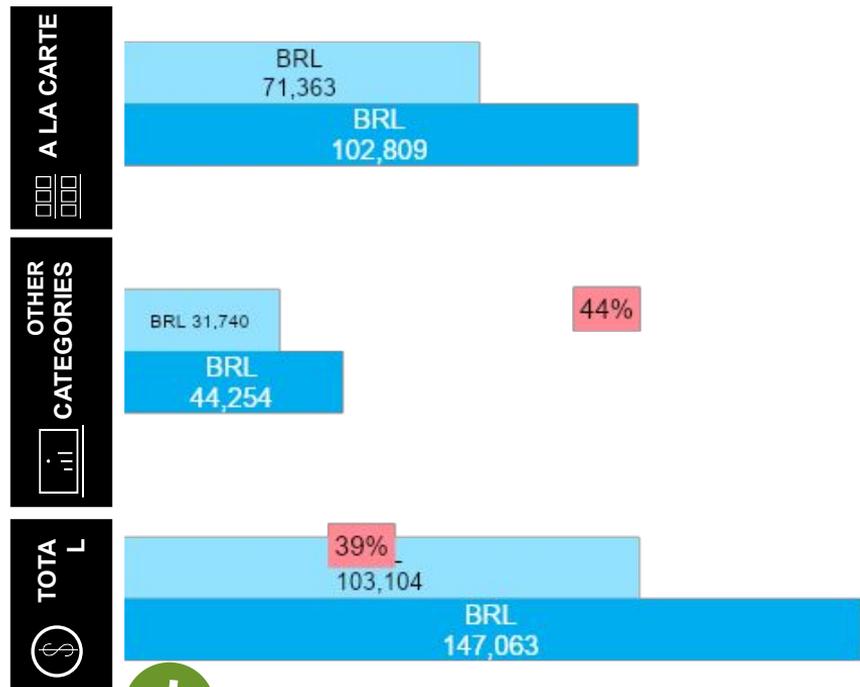


DIGITAL



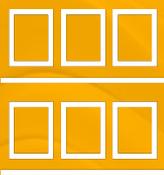
2019 X 2020

In Thousands



36% GROWTH IN REAL TERMS

2019 2020 Variation (%)



A LA CARTE



TOTAL TURNOVER



PRODUCTION



OTHER CATEGORIES



APPENDIX

METHODOLOGY

ABOUT THE STUDY

Research carried out by Nielsen Book and coordinated by the National Union of Book Publishers (SNEL) and the Brazilian Book Chamber (CBL).

COLLECT

The information collection process is carried out by completing an online questionnaire, sent by Nielsen to publishers in the country.

QUESTIONNAIRE

The questions in the questionnaire refer to the production and sales made by publishers, both for e-book and audiobook and all their divisions: collection, new ISBNs, units sold, turnover per unit, turnover with content subscription, turnover with virtual libraries, etc.

The market is divided into three categories:

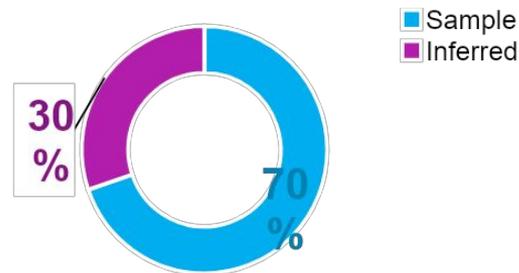
- Fiction
- Non-fiction
- CTP

PHYSICAL X DIGITAL

Comparisons between the physical book market and the digital content market were carried out based on data referring to sales to the market of the General Works, Religious and CTP subsectors. Data were extracted from the Production and Sales Survey of the Brazilian Publishing Sector. Therefore, sales to the government and the Didactics subsector were excluded, due to the almost nil sales of this type of content.

SAMPLE

The sample is formed by paired publishers, that is, publishers who answered the questionnaire in the current year and who also did so in the previous year. In 2020, the Sample was 70% in turnover terms.



INFERENCE

Based on the data collected and the variations observed in the previous year, the statistical inference process is applied to reach the values referring to the entire market.

REAL DATA

All data in real terms are calculated according to IBGE's IPCA. In 2020, the IPCA registered a variation of 4.52%.

THANK YOU!

