

# **Profile of Market and Sales Reach**

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# Sales Reach

Decline of high street and campus bookshops

Online suppliers growth and digital momentum increasing

Restructured sales teams to get closer to our customers

Characteristics of selling have changed as buying habits change

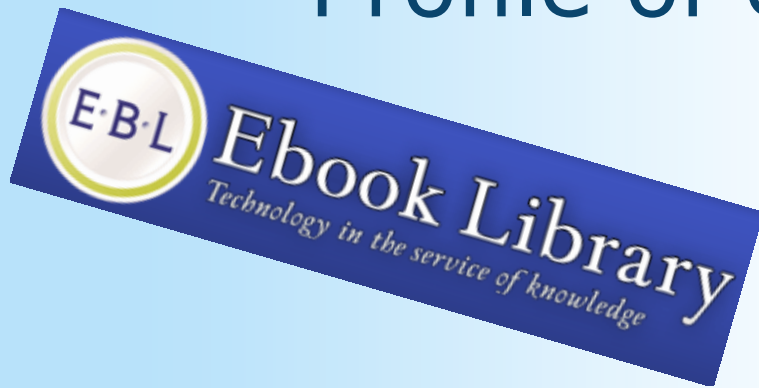
The buying decision process – libraries, consortia, booktrade

But the real shift in sales model has been in e-Books

Increasing overlap with the Journal sales teams



## Profile of e-Book Business





# What is an e-Book

'Traditionally' a straight digital facsimile of the printed book

In 2000 several formats available

2012 - Kindle format, Adobe & ePub - trade formats of choice

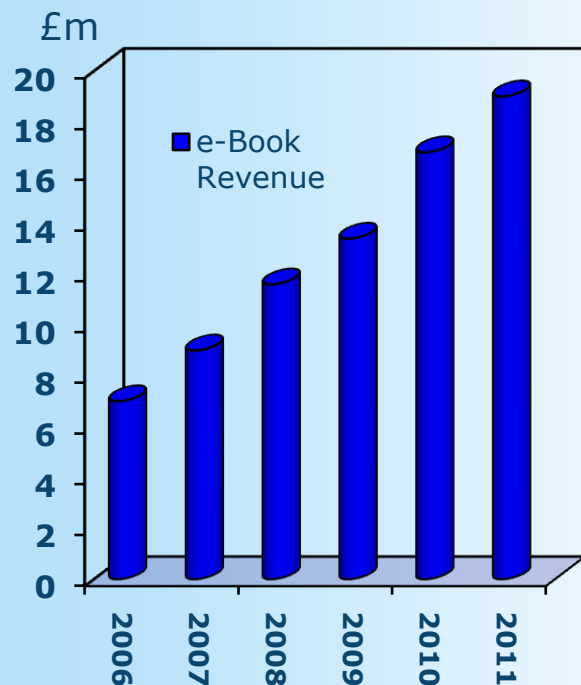
Why a book is digitised when in the back catalogue. All new are done

PDF still widely used in academic and library markets

Evolution to enhanced interactive eBooks



# History of e-Book Sales



£ (m's)	2006	2011	Growth	Growth%
Print	94,7	134,4	39,7	<b>42%</b>
Electronic	6,9	18,8	11,9	<b>173%</b>