

WHY IS THE WORLD OF BOOK PUBLISHING RAPIDLY CHANGING



THE MAIN CHANGE IN BOOK BUSINESS:

- **Competition.** Tougher than ever before.



I. EXPLOSION IN TITLE PRODUCTION

- Around 10 mio titles were published between 15th and 19th century
- Around 170 mio titles were published in 20C
- In EU, around 600.000 titles are published annually or 1700 per day.
- In UK, more than 300 titles are published per day.
- In 1953 in Slovenia, two titles per day were published. In 2020, the number grow to 14 titles per day.
- In 2019, in Lithuania, 8 titles were published per day, in Slovakia 28, and in Iceland 4 titles per day.

WHY DID THIS HAPPEN?

- In 1980s, production costs for a fiction title equalled a price of a small car. Due to the high fixed printing costs, there was no sense to print less than 1000 copies.



IN EARLY 2020S....

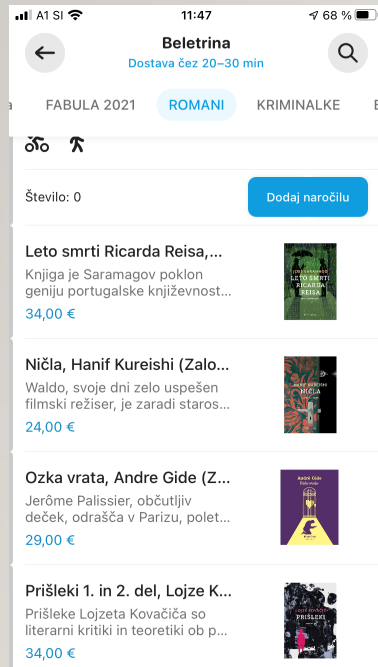
- ..., we can easily produce a book for a cost of a bicycle. And there's no print-run limit.



PRODUCTION COST OF AN EBOOK EQUAL THE PRICE OF A BICYCLE SEAT. OR OF A BICYCLE RING. OR OF A FREE GIFT.



IN ADDITION, BOOKS ARE ONLY A CLICK OF A MOUSE AWAY.



BUT THIS IS NOT ALL. COMPETITION OF OTHER MEDIA EXPLODED.

NETFLIX

prime
video

HBO

TikTok



Spotify®



IN SHORT:

- According to eMarketer's forecast, U.S. adults spent an average of seven hours and fifty minutes consuming digital media per day in 2020.



IN SUM:

- Making books visible and sealable in time of free content and abundance of information is becoming the main publishing skill.



MAIN MARKETING SKILLS

- Picking the right title
- Understanding confluence of formats and sales channels
- Innovating in distribution and marketing
- Helping authors build their brands