



BASE YEAR  
2020



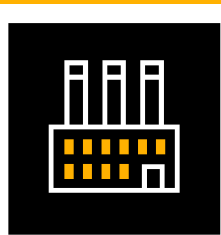
# DIGITAL CONTENT FROM THE BRAZILIAN PUBLISHING SECTOR

**CBL**  
Câmara  
Brasileira  
do Livro

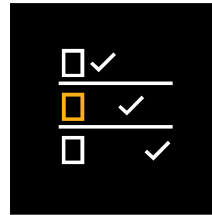


**nielsen**  
.....

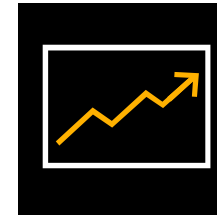
# DIGITAL CONTENT FROM THE BRAZILIAN PUBLISHING SECTOR



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:



Access historical data at: <https://snel.org.br/pesquisas/> or <http://cbl.org.br/servicos/pesquisas-de-mercado>



# 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%**



A LA CARTE



TOTAL  
TURNOVER



OTHER  
CATEGORIES



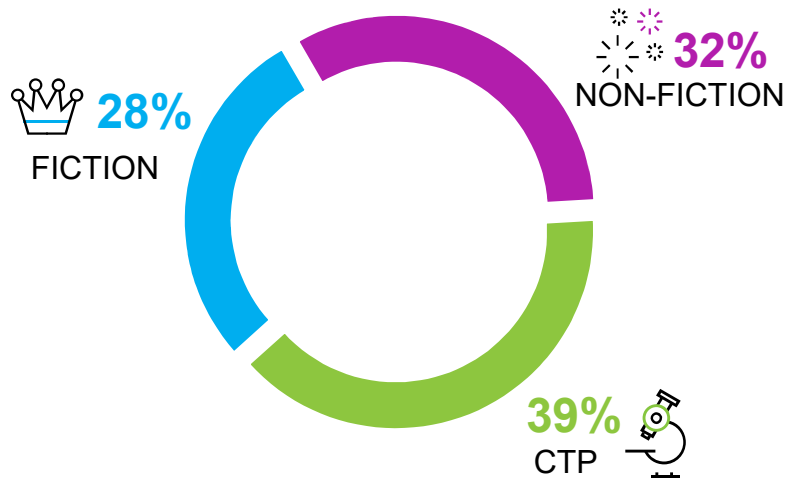
APPENDIX



PRODUCTION

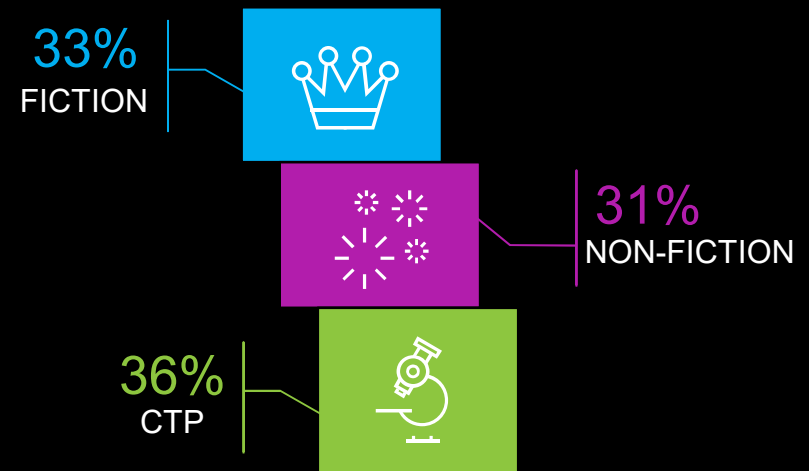
# COLLECTION

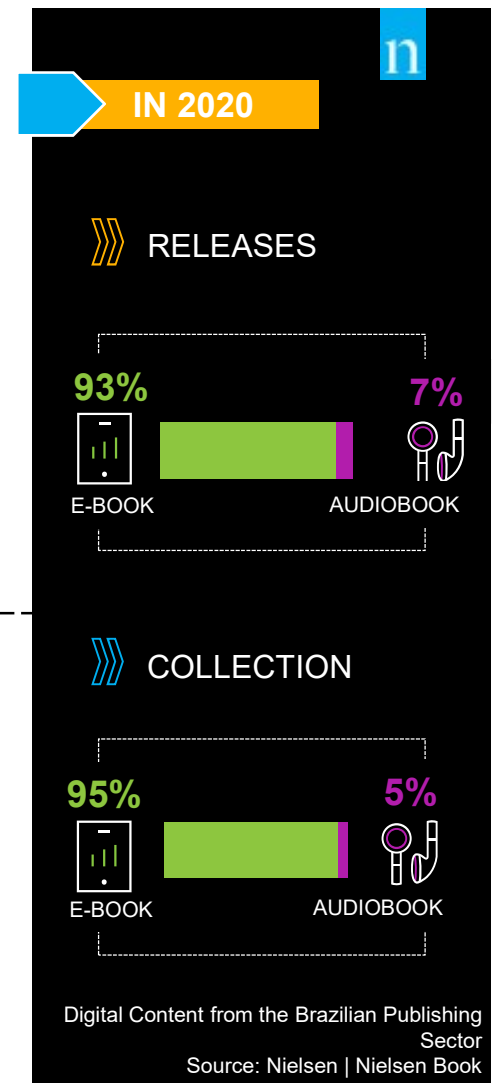
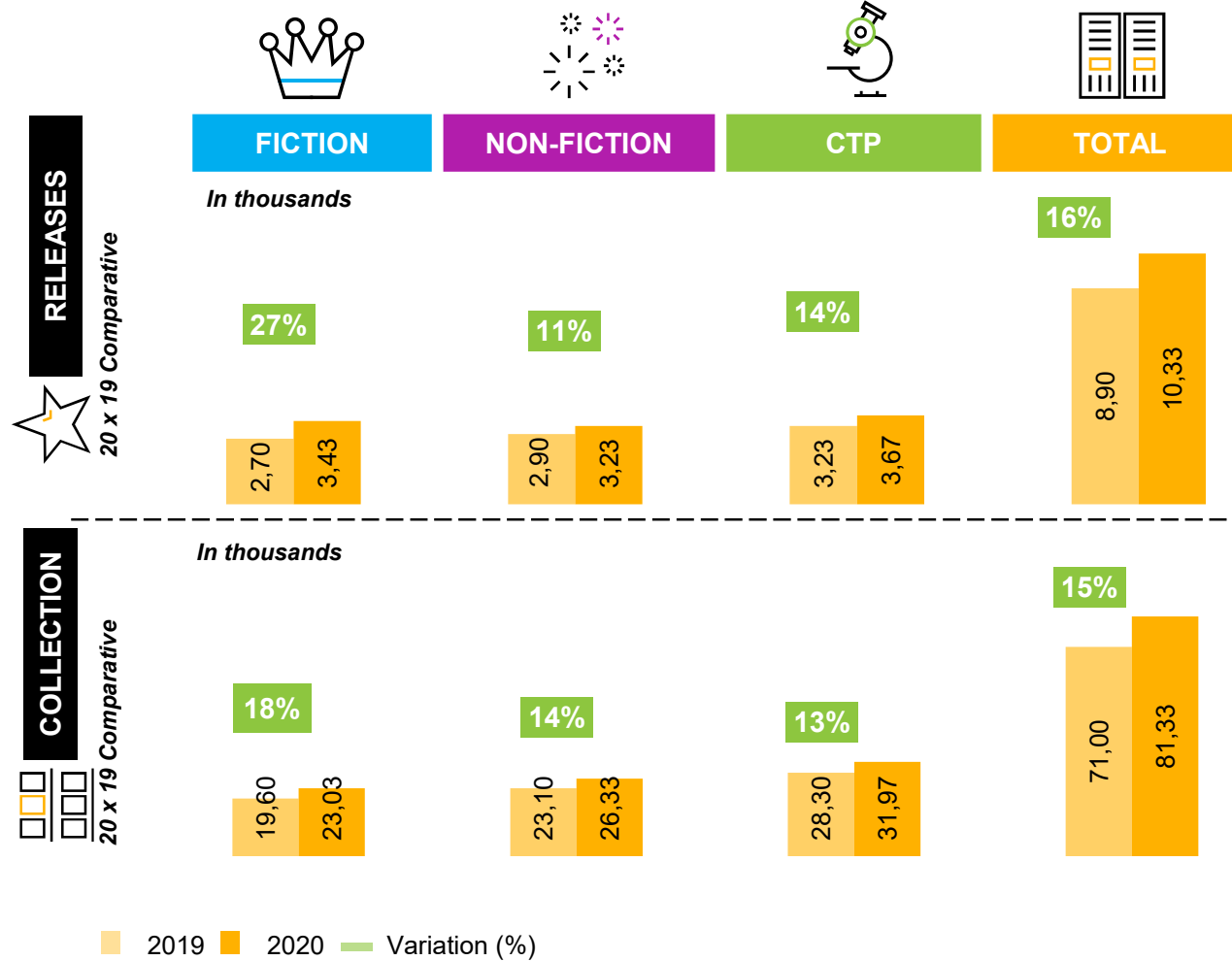
TOTAL



# RELEASES

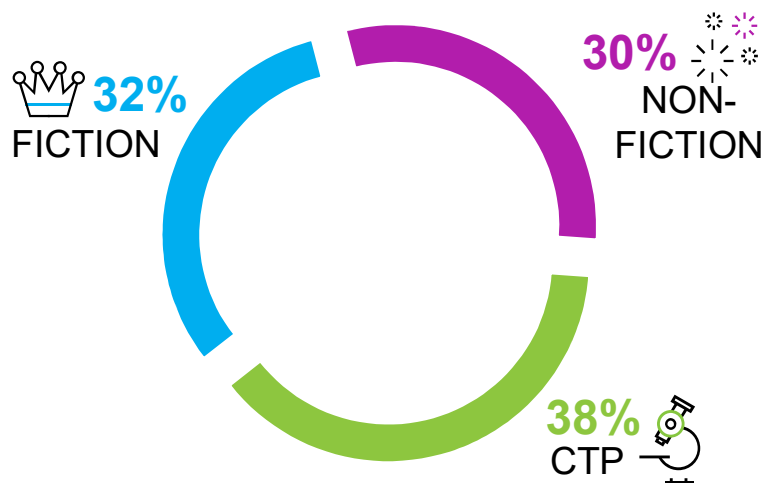
TOTAL





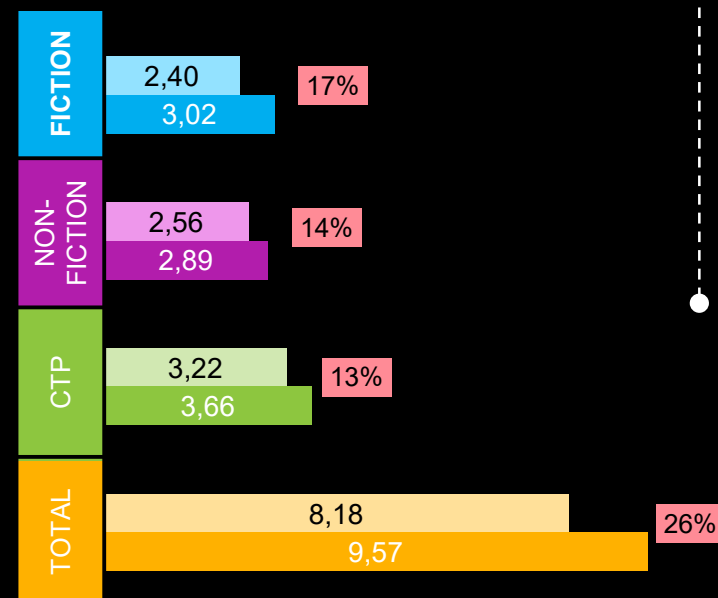
## ► E-BOOK RELEASES

**9.6 MIL**  
NEW TITLES  
IN 2020



**2019 X 2020**

*In Thousands*



# ► E-BOOK COLLECTION

**77 MIL**  
TITLES

**39%**  
CTP TITLES

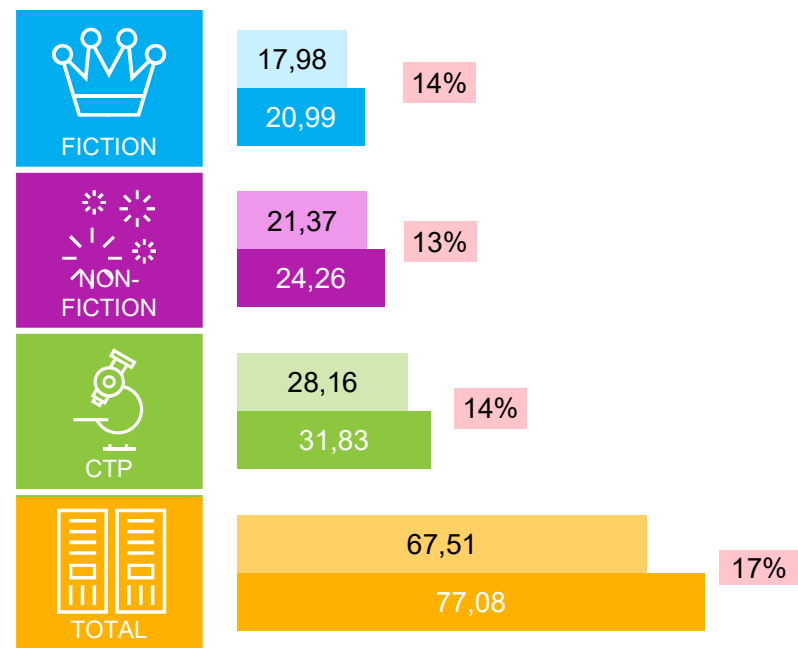
**28%**  
FICTION TITLES

**32%**  
NON-FICTION TITLES



## 2019 X 2020

*In thousands*



2019 2020 Variation (%)





# UNITS SOLD

A LA CARTE

**8.57** MILLIONS OF UNITS SOLD



**92%** E-BOOK



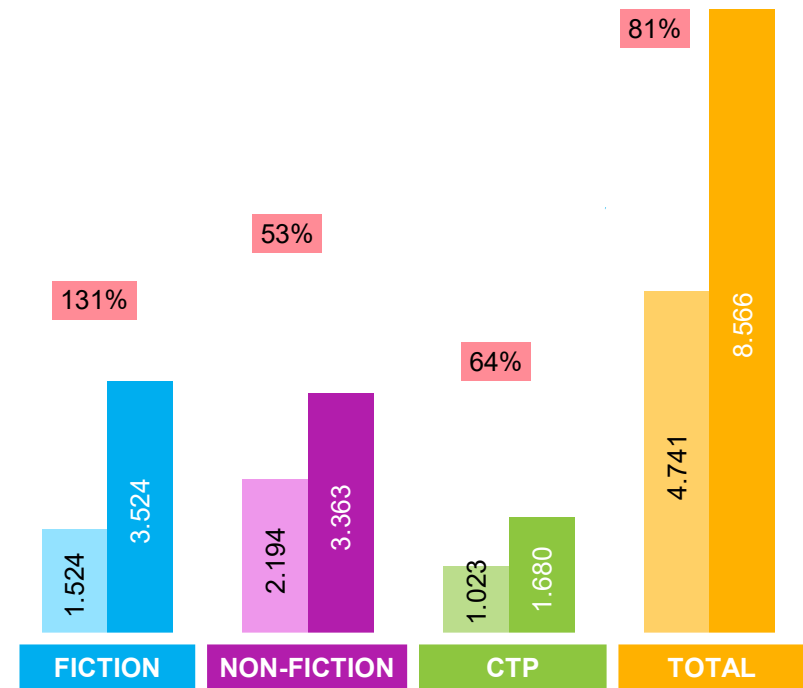
**70%**

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



## 2019 X 2020

In Thousands



■ 2019 ■ 2020 ■ Variation (%)

# TURNOVER

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**BRL 102.81** MILLIONS WITH UNITS SOLD

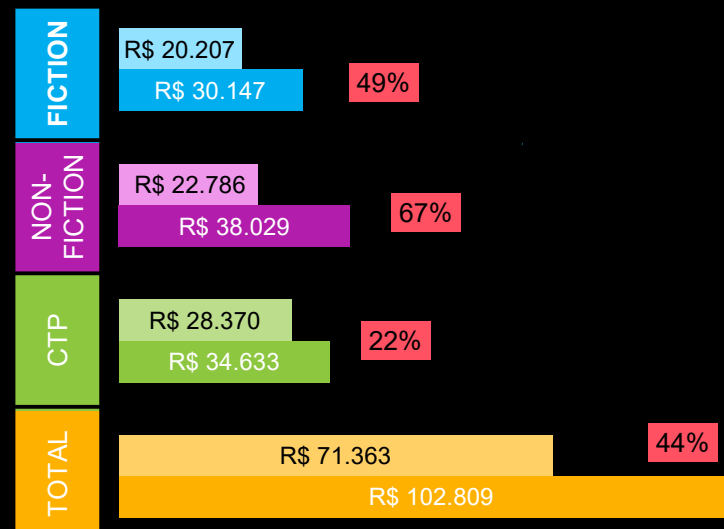


**44%**

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

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

**2019 X 2020**

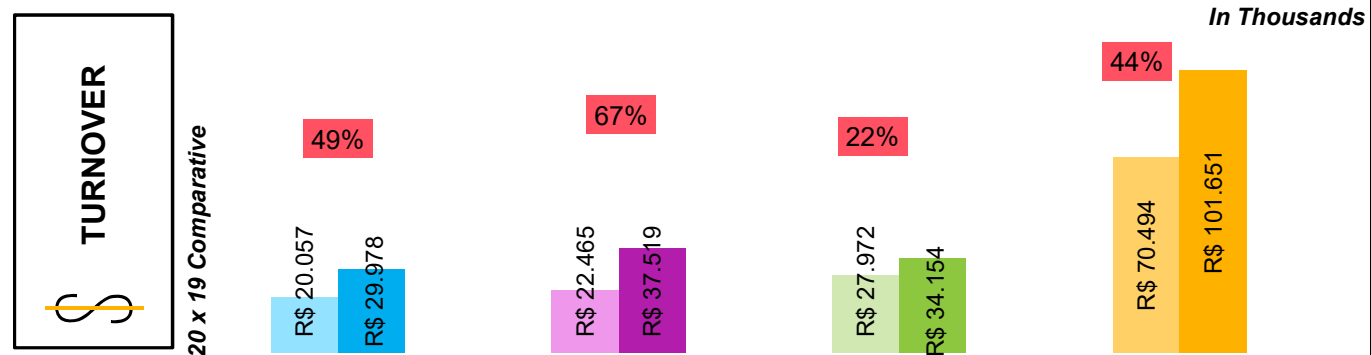
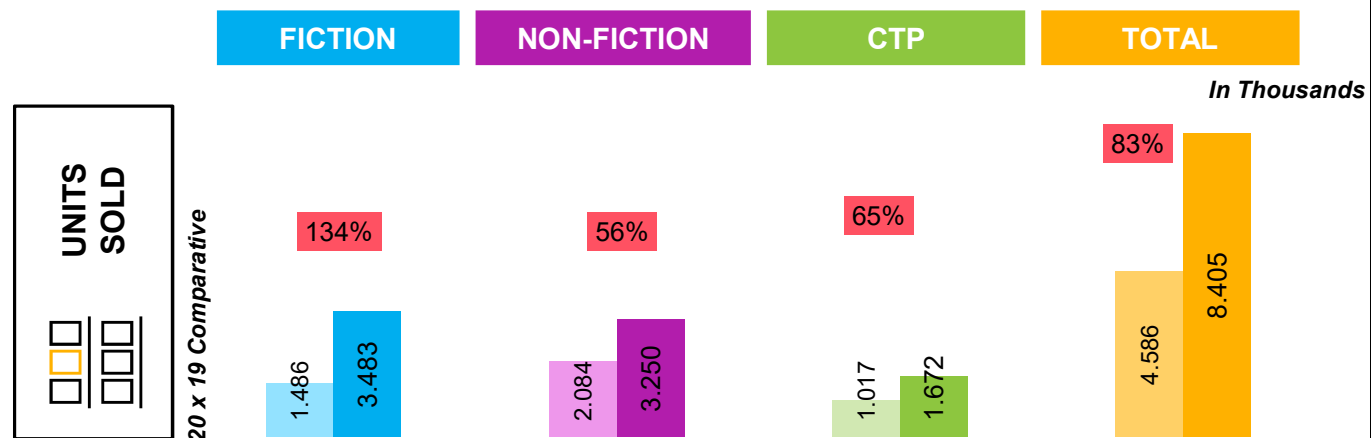


**38% GROWTH**  
IN REAL TERMS



# E-BOOK

■ 2019 ■ 2020 — Variation (%)



**38% GROWTH IN REAL TERMS**

**AVERAGE PRICE**  
In BRL

	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**

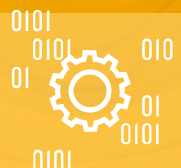
Digital Content from the Brazilian Publishing Sector  
Source: Nielsen | Nielsen Book



A LA CARTE



TOTAL  
TURNOVER



PRODUCTION



OTHER  
CATEGORIES



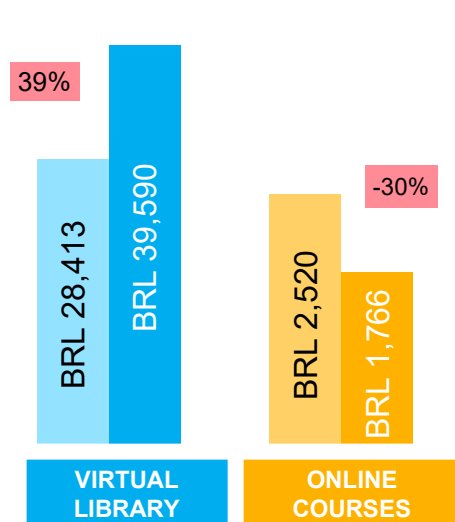
APPENDIX

## ▶ TURNOVER OTHER CATEGORIES

**BRL 44 MILLIONS**



GROWTH  
**33%** IN REAL TERMS



■ 2019 ■ 2020 ■ Variation (%)



### SUBSCRIPTIONS

*In Thousands*

**2019**

BRL  
792

**266%**

**2020**

BRL  
2,896



**70%**  
E-BOOK



**30%**  
AUDIOBOOK

**88%**  
AUDIOBOOK

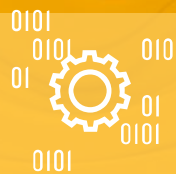
TURNOVER WITH  
SUBSCRIPTIONS  
BELONGS  
THE NON-FICTION  
NON-FICTION

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





A LA CARTE



PRODUCTION



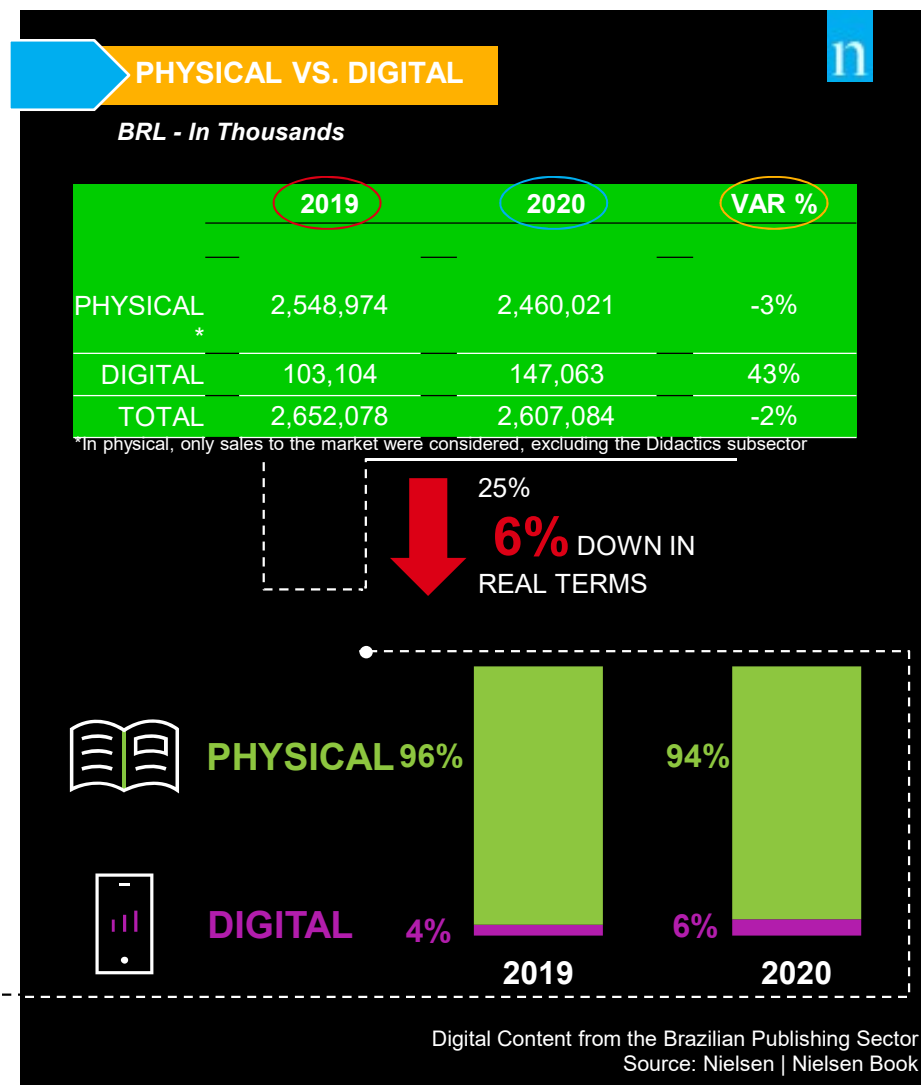
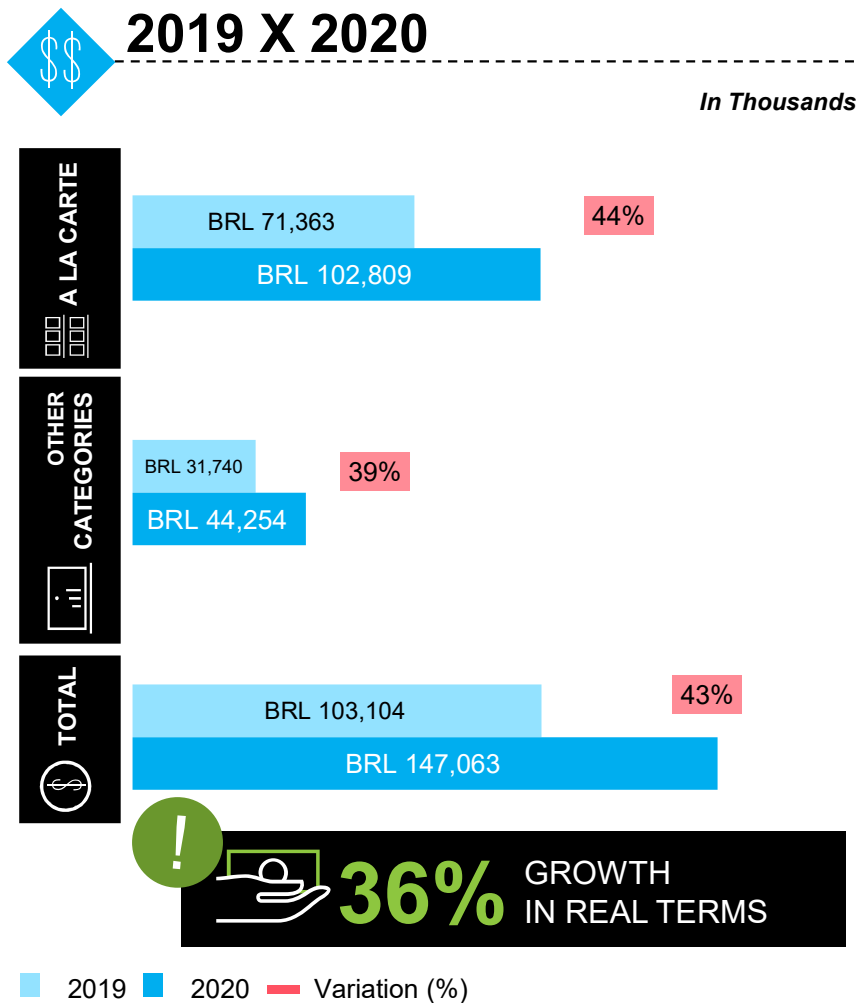
OTHER  
CATEGORIES



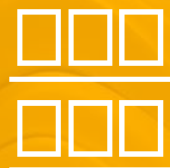
TOTAL  
TURNOVER



APPENDIX



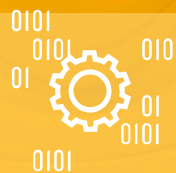




A LA CARTE



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

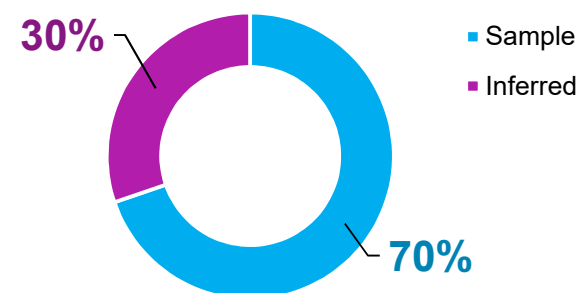
## PHYSICAL X DIGITAL

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!

