

SPANISH PUBLISHING

As everyone knows the publishing industry is the most important and noteworthy, according to the statistics of the European and indeed Spanish cultural industry. We are 42% of cultural GDP in Spain, which, in turn, is 3.2% of the GDP in Spain.

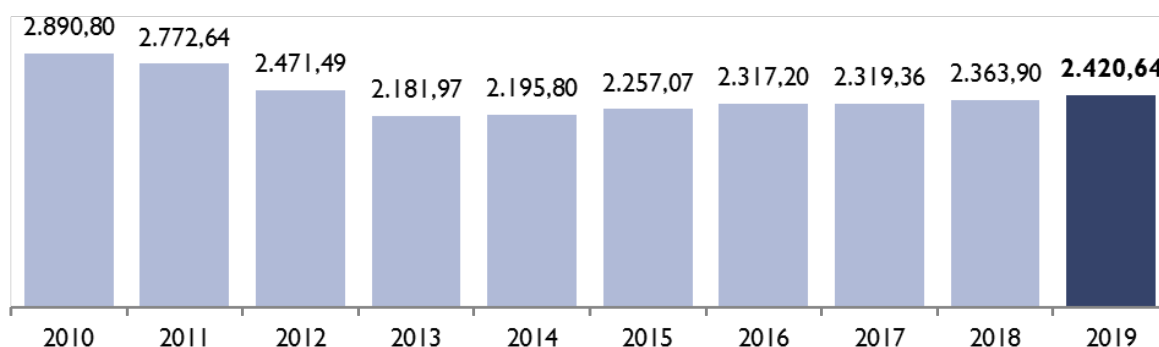
To present the book world in Spain, we will take into account both the industrial data as well as the most purely cultural, because both factors are inseparable.

I. SALES VOLUME FIGURES

As regards economic data as an industry and with figures from 2019, i.e., after nearly eight years of severe economic and financial downturn that was certainly not caused by the book world, yet it is suffering- as all public aid has gone to the financial world, the main perpetrator. Turnover for the domestic trade in Spain is situated in gross terms, including VAT at € 2,420.64 million; an increase of 2.4% compared to 2018. This figure does not include the sales of rights that will be taken into account later and can be seen in the annual outlook in the following table.

Table 1: Domestic trade turnover

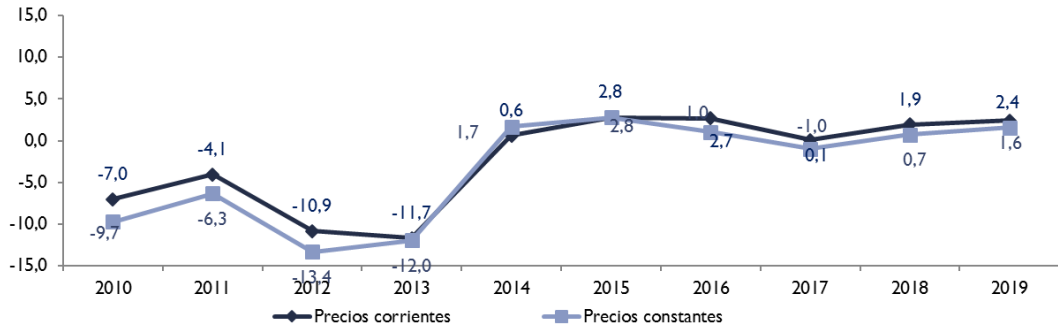
Cifra de Facturación de Comercio Interior en la última década 2010-2019



Source Domestic Book Trade 2019

Table 2 Turnover: Annual rate of change

Cifra de facturación. Tasa de variación interanual



Source Domestic Book Trade 2019

This means that turnover at market prices including VAT has declined over the last ten years by 16.3% at current prices and by 23.6% at constant prices.

II. NET PUBLISHING PRICES, INCLUDING EXPORT

If we examine the net turnover exclusively in the publishing sector, no including VAT, at market prices this amounted €2,247.20 million in domestic trade (including €27.5 million for the sale of rights in Spain).

Nevertheless, an economic feature of the Spanish publishing industry, since it was set up as a distinct economic sector, is the strong propensity to export, and to fully understand Spanish publishing, this export activity, always given in net figures, must be taken into consideration, allowing it to be added to that of Domestic Trade and which is €354,79 million in goods and €71.00 million in services in 2019. I.e., €425.79 million.

The sum of Domestic Trade and Foreign Trade gives a net figure of €2,672.9 from Spain; to which it must be added another €100 million which our publishers export generally to America from printing centres in the Far East without going through Spanish Customs. The final net figure would be €2,772.9 million.

It should be noted that this export activity, let's say traditional, has combined with a strong presence abroad, there is an extensive network of subsidiaries whose decision-making centres are located in Barcelona and Madrid. There are currently 219 subsidiaries, belonging to 46 publishing houses that are technically (for being in the country of origin and in two other countries) multinationals and some of them more than 60 years old.

By region, 179 are in Latin America (82%), 24 in Europe (11%), 14 in the USA, 1 in Turkey and 1 in China. They are also leaders in their countries, in the subsector of textbooks, including literature for children and the young. Turnover exceeds €3,000 million

All this means that the book sector in Spain, including the graphics part, means practically 0.9 of the GDP

1. Employment

As regards employment, publishers directly hired 12,754 employees and a similar number of permanent indirect jobs together with booksellers, distributors and printing directly related to the world of books (9% of printing is books), totalling 100,000 jobs.

2. Competition

From the point of view of competition, the Spanish publishing industry is highly competitive with no publishing group being group dominant in all subsectors. Therefore, market abuse is not an issue for any company. If we calculate the Herfindahl-Hirschman index, used in the field of economic competition to indicate the degree of concentration of a given market, it gives us a value of 0.35 for the book market in Spain, well below the 1.00 which would indicate the highest degree of monopoly and close to the minimum of 0.33, indicating a strongly competitive structure in my opinion.

By turnover, by company size, the following table is very significant:

Table 3 Domestic market turnover (by size)

**CIFRA DE FACTURACIÓN EN EL MERCADO INTERIOR
(Según tamaño). En absolutos**

In millions of euros	2015	2016	2017	2018	2019	Variation 2019/2018
TOTAL	2.257,07	2.317,20	2.319,36	2.363,90	2.420,64	2,4
Very large	891,82	911,18	898,96	922,37	954,85	3,5
Large	496,59	516,20	526,33	539,14	546,02	1,3
Medium	584,87	600,43	578,03	580,06	592,09	2,1
Small	283,79	289,39	316,05	322,33	327,68	1,7

Source Domestic Book Trade 2019

So from the economic point of view we find a modern publishing industry, at a later stage we will see the digital issue- competitive, strong and a highly globalized exporter.

The following shows a series of supplementary tables regarding the economic aspects of the publishing industry.

3. The average price of books by subject matter

Table 4 Average Price of books

PRECIO MEDIO DE LOS LIBROS (Por materias)

	Turnover (millions €)	Copies sold (thousands)	Average price
TOTAL	2.295,08	162.219,17	14,15
Adult Fiction	471,46	39.658	11,89
<i>Novel</i>	427,29	35.887	11,91
<i>Poetry, theatre</i>	7,17	605	11,85
<i>Other literature</i>	37,00	3.166	11,68
Children's and teenager's Books	305,43	28.779	10,61
Non-university textbook	792,88	44.244	17,92
Non-fiction	643,45	40.535	15,87
<i>Technical, scientific and university</i>	104,34	4.509	23,14
<i>Social Sciences and Humanities</i>	100,72	8.330	12,09
<i>Law and economics</i>	114,22	3.037	37,60
<i>Religion</i>	33,20	4.419	7,51
<i>Practical books</i>	118,45	8.908	13,30
<i>General interest</i>	134,72	9.711	13,87
<i>Dictionaries and encyclopedias</i>	37,79	1.621	23,30
Comics	62,43	8.142	7,67
Others	19,43	861	22,57

Source Domestic Book Trade 2019

4. The turnover figures by subject matter

Table 5

CIFRA DE FACTURACIÓN (Por materias)

	2017		2018		2019		Variation 2019/2018
	Mills. €	%	Mills. €	%	Mills. €	%	
TOTAL	2.319,36	100	2.363,90	100	2.420,64	100,00	2,4
Ficción adultos	451,70	19,5	488,19	20,7	496,78	20,5	1,8
Novela	407,58	17,6	443,60	18,8	451,42	18,6	1,8
Classic	38,38	1,7	42,97	1,8	46,37	1,9	7,9
Contemporary	244,50	10,5	258,58	10,9	261,78	10,8	1,2
Police, spy.	52,27	2,3	62,29	2,64	63,38	2,6	1,7
Romantic	30,19	1,3	34,80	1,47	35,33	1,5	1,5
Science fiction, horror	13,63	0,6	14,34	0,61	14,62	0,6	2,0
Erotic	15,82	0,7	16,31	0,69	16,35	0,7	0,2
Humour	7,63	0,3	8,61	0,36	8,06	0,3	-6,3
Others	5,17	0,2	5,70	0,24	5,54	0,2	-2,8
Poetry, theatre	7,00	0,3	7,18	0,30	7,28	0,3	1,4
Other literature	37,12	1,6	37,41	1,58	38,09	1,6	1,8
Children's and teenager's Books	286,17	12,3	303,33	12,8	312,18	12,9	2,9
Non-university textbook	828,81	35,7	793,60	33,6	819,84	33,9	3,3
<i>Early childhood education</i>	114,43	4,9	117,21	5,0	121,49	5,0	3,6
<i>Primary education</i>	359,86	15,5	336,45	14,2	348,35	14,4	3,5
<i>Secondary school</i>	190,42	8,2	175,68	7,4	181,26	7,5	3,2
<i>Post-secondary school</i>	69,92	3,0	68,62	2,9	70,61	2,9	2,9
<i>Vocational training</i>	17,79	0,8	18,01	0,8	18,15	0,7	0,8
<i>Complem. Books and materials</i>	76,40	3,3	77,62	3,3	79,99	3,3	3,0
Non-fiction	671,78	29,0	696,6	29,5	709,31	29,3	1,8
<i>Technical, scientific and university</i>	107,46	4,6	111,5	4,7	112,37	4,6	0,8
<i>Social Sciences and Humanities</i>	105,58	4,6	110,14	4,7	113,51	4,7	3,1
<i>Law and economics</i>	124,80	5,4	127,62	5,4	128,57	5,3	0,7
<i>Religion</i>	35,81	1,5	36,76	1,6	37,44	1,5	1,8
<i>Practical books</i>	123,03	5,3	127,61	5,4	132,81	5,5	4,1
<i>General interest</i>	135,26	5,8	142,07	6,0	143,74	5,9	1,2
<i>Dictionaries and encyclopedias</i>	39,85	1,7	40,94	1,7	40,87	1,7	-0,2
Comics	62,76	2,7	62,67	2,7	62,99	2,6	0,5
Others	18,13	0,8	19,48	0,8	19,53	0,8	0,2

Source Domestic Book Trade 2019

5. And the table by commercialisation sectors

Table 6 Total sales excluding VAT

TOTAL VENTAS NETAS DESCONTANDO EL IVA

By channels	Distributor	Direct	Total	Excluding VAT
Total (millions of euros)*	1.354,11	960,00	2.314,10	2.221,54
Bookstores	566,74	231,43	798,17	766,25
Bookstore chains	249,04	187,88	436,92	419,44
Hypermarkets	117,97	74,21	192,18	184,49
Newagents	74,20	5,58	79,78	76,59
Companies	186,81	142,78	329,59	316,41
Libraries	3,76	7,12	10,88	10,45
Credit	0,00	76,80	76,80	73,73
Book Clubs	0,00	45,80	45,80	43,97
Internet	0,94	22,71	23,65	22,70
Subscriptions	0,00	67,95	67,95	65,23
Other	154,65	97,73	252,39	242,29

Source Domestic Book Trade 2019

III. CULTURAL FEATURES

Here starts the analysis of cultural aspects and I must say in advance, as with the economic aspects, there are three major features.

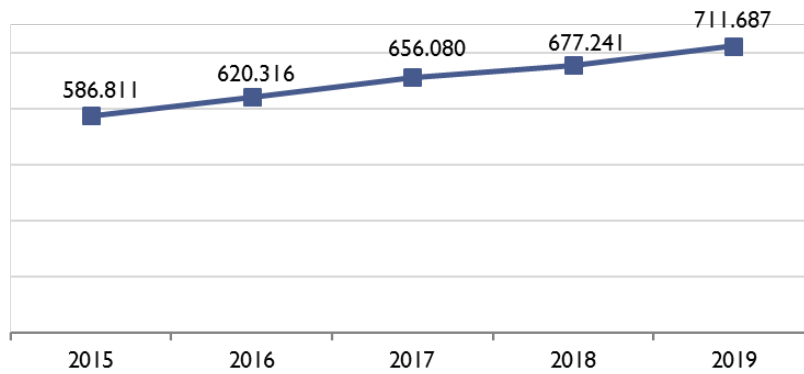
1. Its cultural pluralism or the elegant expression coined by a group of small publishers Madrid, bibliodiversity.
2. Its pluralism, not only cultural but linguistic.
3. Openness to other cultures as revealed by the high number of translations.

Let's look at what cultural plurality refers to, analyzing it from the point of publication titles currently on sale.

So, if we follow the Study of the Domestic Book Trade for the year 2019, it tells us that there are 711,687 catalogued book titles, which would be the books on offer to the market and which can be located; as a benchmark since its inception in 1972 the ISBN Agency in Spain has granted numbers to and catalogued 2,609,888 books. We consider it of interest to ascertain their figures by year. (APPENDIX I).

Table 7 Catalogued publication titles

Títulos en catálogo (2015-2019)



Source Domestic Book Trade 2019

Catalogued books titles continue to grow; here are the last five years and annual growth rates

Table 8

	2015	2016	2017	2018	2019
Interannual variation	5,9	5,7	5,8	3,2	5,1
Variation compared to 2015	100,0	105,7	111,8	115,4	121,3

Source Domestic Book Trade 2019

This figure can also be seen by subject area where it is striking- showing the fragmentation of the Spanish educational system - with a staggering figure of 101,495 non-university textbooks, a spectacular 14.3% of all subjects, only surpassed by literature (21.3%).

Table 9

CATALOGUED BOOK TITLES (By subject)

	2017		2018		2019		Variation 2019/2018
	No. of titles	%	No. of titles	%	No. of titles	%	
TOTAL	656.080	100	677.242	100	711.687	100	5,1
Literature	140.830	21,5	145.102	21,4	151.829	21,3	4,6
Novel	102.674	15,6	105.726	15,6	110.247	15,5	4,3
Classic	17.767	2,7	18.276	2,7	19.100	2,7	4,5
Contemporary	58.581	8,9	60.276	8,9	63.148	8,9	4,8
Police, spy.	9.107	1,4	9.543	1,4	9.738	1,4	2,0
Romantic	4.926	0,8	5.023	0,7	4.994	0,7	-0,6
Science fiction, horror	6.837	1,0	7.058	1,0	7.408	1,0	4,9
Erotic	680	0,1	709	0,1	735	0,1	3,8
Humour	1.633	0,2	1.695	0,3	1.712	0,2	1,0
Others	3.143	0,5	3.146	0,5	3.413	0,5	8,5
Poetry, theatre	13.935	2,1	14.461	2,1	15.310	2,2	5,9
Other literature	24.221	3,7	24.915	3,7	26.272	3,7	5,4
Children's and teenager's Books	81.958	12,5	84.821	12,5	88.716	12,5	4,6
Non-university textbook	93.453	14,2	97.225	14,4	101.495	14,3	4,4
<i>Early childhood education</i>	15.037	2,3	15.580	2,3	16.218	2,3	4,1
<i>Primary education</i>	28.266	4,3	30.114	4,4	30.765	4,3	2,2
<i>Secondary school</i>	19.841	3,0	20.407	3,0	21.646	3,0	6,1
<i>Post-secondary school</i>	6.664	1,0	6.850	1,0	7.219	1,0	5,4
<i>Vocational training</i>	5.799	0,9	5.907	0,9	6.169	0,9	4,4
<i>Books and complementary materials</i>	17.846	2,7	18.367	2,7	19.476	2,7	6,0
Non-fiction	312.308	47,6	321.779	47,5	339.289	47,7	5,4
<i>Technical, scientific and university</i>	54.967	8,4	56.516	8,3	59.534	8,4	5,3
<i>Social Sciences and Humanities</i>	88.360	13,5	91.292	13,5	95.777	13,5	4,9
<i>Law and economics</i>	42.345	6,5	43.700	6,5	46.514	6,5	6,4
<i>Religion</i>	30.836	4,7	31.698	4,7	33.500	4,7	5,7
<i>Practical books</i>	40.783	6,2	41.992	6,2	44.386	6,2	5,7
<i>General interest</i>	46.555	7,1	47.882	7,1	50.467	7,1	5,4
<i>Dictionaries and encyclopedias</i>	8.463	1,3	8.700	1,3	9.110	1,3	4,7
Comics	14.621	2,2	15.005	2,2	16.029	2,3	6,8
Others	12.909	2,0	13.308	2,0	14.329	2,0	7,7

Source Domestic Book Trade 2019

Previously reference was made to the expression bibliodiversity, the term coined and defended by small publishers, in that regard, 50.8% of catalogued publication titles (about 361,499 publication titles) are held by small publishers; medium publishers account for 26.5% of the catalogue, with large and very large publishers the remaining 22.7%. Almost the reverse situation that occurs with turnover. In DILVE [Spanish Books in print Information Distributor], as of December 2019, there are 825,601 existing

catalogued publication titles that do not exactly match the catalogued publication titles in the Domestic Book Trade Study, but for example in DILVE, fascicles have never been included, however they are included in the Domestic Trade Study.

I want to emphasize, as it reveals a significant offer effort, that books sold in electronic format in 2019 reached 182,108 publication titles with books for professionals and education showing a strong presence.

IV. EDITORIAL OFFER 2019

According to the study of the Domestic Book Trade for 2019, 82,347 books were published in Spain, 8.1% more than in 2018, and the ISBN Agency, eliminating author-publisher, recorded collectibles with a single ISBN and other technical adjustments, processed 77,327 (there is not necessarily a direct relationship between ISBN granted and its entry into the market. The Study of Domestic Book Trade measures the actual entry into the market and the ISBN are previously granted) and some do not enter the market as symbolic editions of doctoral theses

According to the Domestic Trade Study and in accordance with subject areas published they were distributed as follows.

Table 10

CATALOGUED BOOK TITLES (By subject)

TITLES	2017		2018		2019		Variation 2019/2018
	No. of titles	%	No. of titles	%	No. of titles	%	
TOTAL	60.124	100	56.966	100	60.737	100	6,6
Adult Fiction	11.111	18,5	10.928	19,2	11.888	19,6	8,8
<i>Novel</i>	8.836	14,7	8.648	15,2	9.565	15,7	10,6
Classic	1.435	2,4	1.409	2,5	1.652	2,7	17,2
Contemporary	4.301	7,2	4.255	7,5	4.567	7,5	7,3
Police, spy.	859	1,4	836	1,5	952	1,6	13,9
Romantic	1.408	2,3	1.362	2,4	1.502	2,5	10,3
Science fiction, horror	398	0,7	386	0,7	446	0,7	15,5
Erotic	45	0,1	40	0,1	43	0,1	7,5
Humour	165	0,3	142	0,2	158	0,3	11,3
Other	225	0,4	218	0,4	245	0,4	12,4
<i>Poetry, theatre</i>	679	1,1	686	1,2	703	1,2	2,5
<i>Other literature</i>	1.596	2,7	1.594	2,8	1.620	2,7	1,6
Children's and teenager's Books	9.141	15,2	8.963	15,7	9.640	15,9	7,6
Non-university textbook	13.166	21,9	11.884	20,9	12.742	21,0	7,2
<i>Early childhood education</i>	2.013	3,3	1.935	3,4	2.004	3,3	3,6
<i>Primary education</i>	4.834	8,0	4.098	7,2	4.540	7,5	10,8
<i>Secondary school</i>	3.517	5,8	3.141	5,5	3.393	5,6	8,0
<i>Post-secondary school</i>	648	1,1	621	1,1	660	1,1	6,3
<i>Vocational training</i>	171	0,3	168	0,3	174	0,3	3,6
<i>Books and complementary materials</i>	1.983	3,3	1.921	3,4	1.971	3,2	2,6
Non-fiction	23.904	39,8	22.501	39,5	23.694	39,0	5,3
<i>Technical, scientific and university</i>	3.638	6,1	3.366	5,9	3.551	5,8	5,5
<i>Social sciences and humanities</i>	7.151	11,9	6.582	11,6	6.766	11,1	2,8
<i>Law and economics</i>	3.058	5,1	3.005	5,3	3.207	5,3	6,7
<i>Religion</i>	1.751	2,9	1.612	2,8	1.735	2,9	7,6
<i>Practical books</i>	3.898	6,5	3.722	6,5	3.938	6,5	5,8
<i>General interest</i>	4.115	6,8	3.927	6,9	4.201	6,9	7,0
<i>Dictionaries and encyclopedias</i>	294	0,5	287	0,5	296	0,5	3,1
Comics	1.875	3,1	1.784	3,1	1.825	3,0	2,3
Others	927	1,5	906	1,6	948	1,6	4,6

Source Domestic Book Trade 2019

We again draw attention to the high number of textbooks 12,742, 21.0%, much higher than any other subgroup of subjects and that was previously explained. Literature provides 11,888 publication titles (19.6%) and a further 9,640 for children's and teenage literature (15.9%), social sciences and humanities 6,766 (11.1%).

However, it is the analysis of this year where we have wanted to dig deeper and we have asked the DILVE-ISBN system to give us all the publication titles excluded: author-editor, textbooks, fascicles, works in several volumes, non-commercial books and also recorded only once, publication titles repeated according to format or commercialisation method (soft-back, book club, newspapers promotions). In short, the authentic cultural offer, and the result is that in 2019, 63,465 publication titles appeared and the distribution of which with the THEMA subject category is as follows:

Table 11

Category Thema 2019	Sum of No. of books
Arts	3.275
Biographies, literature and literary studies	7.619
Earth science, geography, environment, planning	1.270
Computers	557
Consultation and reference	558
Sport and leisure	515
Law	3.854
Economy, finance, business and mangement	2.041
Lifestyle, hobbies and leisure	1.952
Fiction	11.858
Philosofy and religión	2.308
History y archeology	2.298
Children and teenagers	8.120
Languages	783
Mathematics and science	1.048
Medicine, nursing and veterinary	5.369
Grafic novel, comics, cartoons	2.031
Health and personal development	2.128
Social science	4.876
Technology, engineering, agriculture, industrial processes	1.005
Total	63.465

Source Own elaboration

As we see, removing the repeated publication titles according to commercialisation channels and other adjustments, there still remains a remarkable cultural offer (do not forget that each publication title is the equivalent of a prototype) and therefore we can say that the Spanish publishing offer is and remains a rich one, hence ensuring bibliodiversity.

It should be clear that simplification of publication titles being carried out, obviously, to try to determine the cold hard offer implies underestimating that the repetition of publication titles, for example, books and book clubs, paperbacks, etc., which repeat publication titles, is also a way to expand the offer, not so much from a cultural but from an economic perspective, to reach more readers.

V. LANGUAGE TRANSLATION

1. Foreign

Translations represent 17.0% of the total ISBNs granted and are distributed among the following languages:

Table 12

English	6,524
French	1,883
German	625
Italian	594

Source in-house

This signifies a remarkable cultural openness by the Spanish publishing houses comparable to the German one and much higher than the English-speaking environment. In short, the positive existence of a low level of ethnocentricity and narcissism.

2. Offer in co-official languages

By official languages and in terms of the publishing arena, the following is the distribution of official languages in Spain.

Table 13

Spanish	65,990
Catalan	6,676
Valencian	818
Galician	1,260
Basque	1,116

Source In-house

With this figures it can be shown that in addition to cultural pluralism, Spanish publishing is also plurilinguistic, making an important effort to edit in the other co-official languages even though some of them are demographically restricted and make production costs more expensive, in my opinion without a strong Spanish edition it is very difficult to maintain publishing in these other languages.

Yet again we come up against the peculiarity of textbooks. Approximately 50% of turnover (this varies by Autonomous Region) in those languages comes from textbooks, which in turn are a significant component of the publication titles published.

VI DIGITAL FORMAT PUBLISHING

And last but not least, digital or technology issues, the Balsam of Fierabras that according to technology "experts" will save us (although they are only currently saving their bottom line and not ours).

Before examining the digital issue, I would like to point out that Spanish publishing through its organic representation, The Spanish Association of Publishers' Guilds, which I am honoured to preside, initiated in 2000 a process of technological modernization, opting for ONIX and for the standardization of subjects with Thema. The result is the establishment and organisation of the Spanish Books in print Information Distributor DILVE, which is a large metadata repository of catalogued publication titles belonging

to, and I underline this ownership, the publishers, facilitating the commercial activities of booksellers, distributors, art work, librarians, and especially publishers themselves. Our commitment is that the information we generate is controlled by us and not outside the world of books.

Now for a closer look at the information.

Sales volume for books published electronically in 2019 reached €119.13 million, a 0.1% more than in 2018, representing 4.9% of total turnover in the Spanish publishing sector.

The number of titles published increased 12.3% compared to 2018, reaching 21,607. The total of titles in the catalogue is now of 182,108, a 1.8% more than in 2018.

The sale of copies sold in electronic format gives a figure of 12,73 million, a -1.1% of the total. The average price of the book is €9.36, 1.2% more than in 2018.

The following is a summary of the data obtained.

Table 14

Electronic Format Edition	2017	2018	2019	Variation
Titles published in electronic format	27.138	19.236	21.607	12,3%
Titles marketed in electronic format	178.154	178.908	182.108	1,8%
Turnover from book sales in electronic format (thousands of euros)	119.100	118.984	119.130	0,1%
Copies sold in digital format (millions of copies)	12,8	12,8	12,7	-1,1%
Average Price of the book in electronic format (euros)	9,3	9,3	9,4	1,2%

Source Domestic Book Trade 2019

Most of the publication titles were published in 2019 (89.2%) were published both electronically and on paper and only 10.8% were published only in electronic form. There was a increase from 19.6% in 2018 to 24.3% in 2019 of digital editions of books published offering additional content (links, comments, videos, illustrations ...) not available in the paper version.

Table 15 Turnover of electronic books by subject matter

CIFRA DE FACTURACIÓN POR MATERIAS DE LIBROS EDITADOS EN FORMATO ELECTRÓNICO

Invoicing Electronic format (x 1.000)	2017		2018		2019	
	119.100	100,0%	118.984	100,0%	119.130	100,0%
Literature	23.653	19,9%	23.886	20,1%	23.998	20,1%
<i>Novel</i>	22.364	18,8%	22.647	19,0%	22.838	19,2%
<i>Poetry, theatre</i>	74	0,1%	90	0,1%	80	0,1%
<i>Other literature</i>	1.215	1,0%	1.150	1,0%	1.080	0,9%
Children's teenage literature	5.796	4,9%	5.700	4,8%	5.826	4,9%
Non-university textbook	26.730	22,4%	25.730	21,6%	26.066	21,9%
Non-fiction	62.168	52,2%	62.710	52,7%	62.852	52,8%
Comics	257	0,2%	280	0,2%	289	0,2%
Others	497	0,4%	680	0,6%	100	0,1%

Source Domestic Book Trade 2019

77.4% of sales of books published in electronic format occur mainly through specific marketing platforms, 45.5% through generic platforms and 24.2% through Amazon, and through specific digital distribution platforms created by the publishers (28.5%). 18.3% of the digital turnover comes from direct sales from publisher's web.

Table 16 Distribution / sale channels for electronic books

CANALES DE DISTRIBUCIÓN/VENTA DE LIBROS EDITADOS EN FORMATO ELECTRÓNICO

	2017		2018		2019	
	119.100	100,0%	118.984	100,0%	119.130	100,0%
Turnover Electronic format (x 1.000)	119.100	100,0%	118.984	100,0%	119.130	100,0%
Direct sale from the publisher's website	17.879	15,0%	21.357	17,9%	21.824	18,3%
Sale through specific digital distribution platforms (e-distributors)	94.769	79,6%	91.358	76,8%	92.180	77,4%
Platform created by the publisher	32.918	27,6%	34.027	28,6%	33.981	28,5%
Joint platform with other publishers	5.786	4,9%	4.018	3,4%	4.007	3,4%
Generic trading platform and other platforms	56.065	47,1%	53.314	44,8%	54.192	45,5%
<i>Amazon</i>	26.637	22,4%	27.145	22,8%	28.825	24,2%
<i>Casa del libro</i>	8.824	7,4%	8.348	7,0%	8.421	7,1%
<i>Fnac</i>	1.400	1,2%	1.211	1,0%	1.221	1,0%
<i>Google Play</i>	3.587	3,0%	2.626	2,2%	2.689	2,3%
<i>App Store</i>	6.392	5,4%	6.822	5,7%	5.446	4,6%
<i>Labranda</i>	1.133	1,0%	1.007	0,8%	1.167	1,0%
<i>Other platforms</i>	8.092	6,8%	6.155	5,2%	6.423	5,4%
Sales through bookstores	930	0,8%	864	0,7%	857	0,7%
Reading centres / Libraries*	-	-	622	0,5%	525	0,4%
Other channels	5.522	4,6%	4.781	4,0%	3.744	3,1%

Source Domestic Book Trade 2019

The distribution of invoicing by language in electronic format can be seen in the following table, 92.2% of digital revenues are electronic books published in Spanish and 7.7% in Catalan.

Table 17

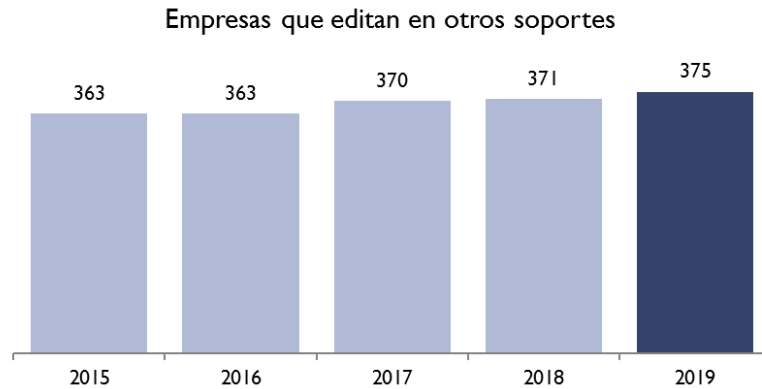
Language	2017		2018		2019	
	119.100	100,0%	118.984	100,0%	119.130	100,0%
Spanish and others	108.049	92,2%	107.938	90,7%	108.014	90,7%
Catalan	8.989	7,7%	8.937	7,5%	9.004	7,6%
Basque	1.301	1,1%	1.321	1,1%	1.341	1,1%
Galician	762	0,6%	789	0,7%	771	0,6%

Source Domestic Book Trade 2019

VII PUBLISHING ON OTHER MEDIA

Of the total of 722 publishing companies, 375 published in 2019 in media other than paper.

Table 18 Publishers that publish on other media



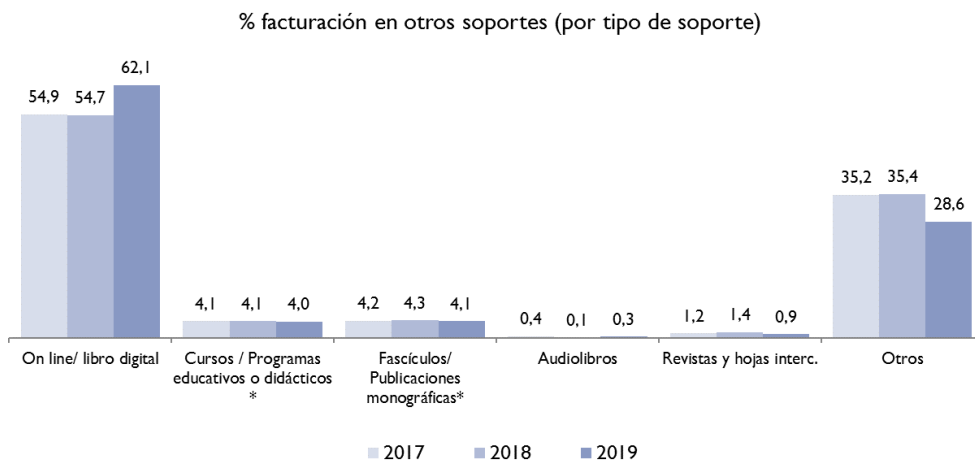
Source Domestic Book Trade 2019

62.1% of the market corresponded to online/digital books, the rest corresponded to "Others" with 28.6% of the total, fascicles/Monographic publications (4.1%), educational or didactic programmes (4.0%) and the rest of the supports did not add up to 2% of turnover.

Table 19

TURNOVER ON OTHER MEDIA

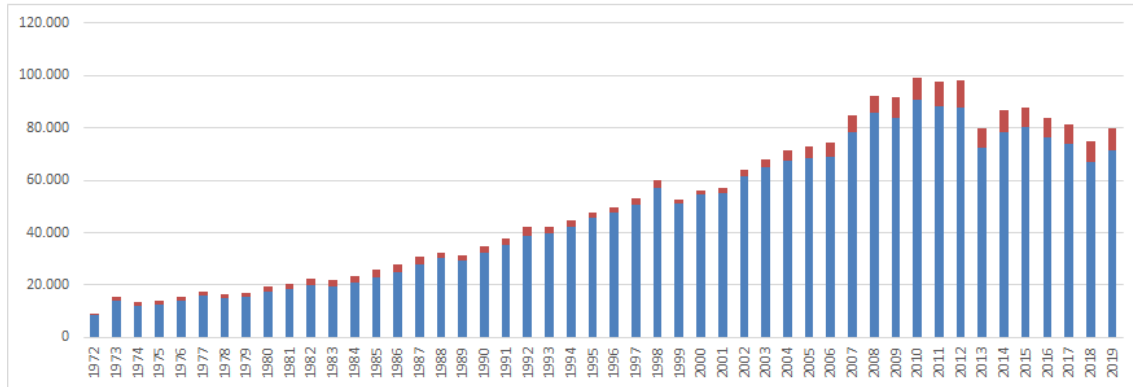
(by media type)



Source Domestic Book Trade 2019

ANNEX I

ISBN GRANTED PER YEAR



Source ISBN Agency