

January

- Woolworth snaps up Bertram Group
- Book sales up 2.9% for 2006
- Amazon upbeat, Borders pulls through
- 2007: High noon on the high street
- Best ever week for Tesco book sales
- Woolworth's buys Bertrams for £29m

February

- Woolies claims 50% Xmas book boom
- Retailers lobby for digital role
- Publishing giants take half of market
- Record bestseller year boosts Penguin
- Woolies doubles book coverage

March

- Price again a core issue
- Amazon expands UK operations
- Borders plans to sell off UK chain
- Publishers digitise to survive
- HMV to centralise supply at Waterstone's

April

- OFT refers Woolies' Bertrams deal
- Books sales flat at WHS, profits up
- 'Impressive' Amazon gets shares boost
- Indie bookshops making a comeback
- Suitors jostle for Borders

May

- Waterstone's sees sales worsen
- Book sales continue to bloom
- UK publishers struggle for growth
- Edgy retailers feeling the heat
- Indies get their act together

June

- Ottakar's helps kick-start Waterstone's
- Tesco in contract talks with EUK
- Waterstone's denies 'selling favours'
- Public hungry for more books
- Discounts hit the high street

July

- Bloomsbury at war with Asda
- Booksellers out of digital loop
- Random and HC close ground on rivals
- BA slams 'damaging' Potter discounts
- The on-demand bookshop
- Fopp: 700 jobs axed

August

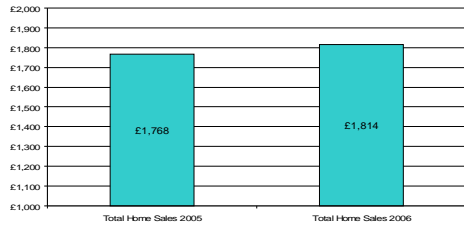
- Publishers in push to sell direct online
- Borders looks to deal before autumn
- Publishers push for firm sale
- Waterstone's picks distribution partner
- Analysts back Johnson Borders buyout
- Sainsbury's aims for 30% book growth

September

- Askevs joins The Little Group
- Over half of fiction readers buy online
- Supermarkets up share to 13%
- Amazon makes move into publishing
- Bertrams / THE merger agreed

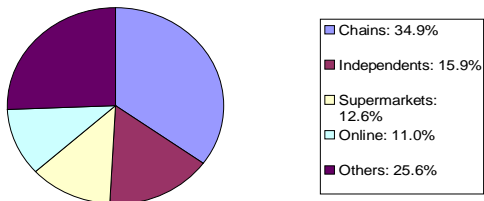
**Total Home Sales of UK Publishers,
2005 – 2006 (£ million)**

(Source: PA Yearbook 2006)



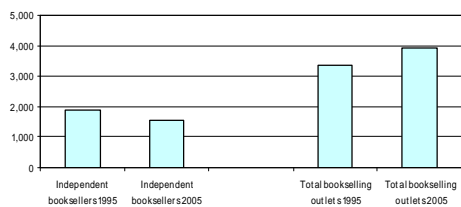
UK Booksellers Market Share 2006

(Source: Nielsen BookScan)



UK Booksellers by Category, 1995 - 2005

(Source: Booksellers Association)



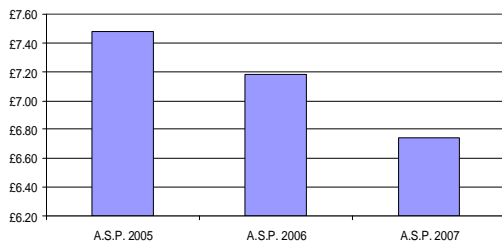
“There is a slow but steady worldwide decline in the sales of printed products, roughly matched by growth in electronic media, and gravity is reasserting itself in the UK trade.”

“In 2006, it became clear that book publishers should probably expect medium and long-term sales stagnation and decline in their printed products, as newspaper publishers do.”

Tim Hely Hutchinson
Chief Executive, Hachette

Average Selling Prices, 2005 - 2007

(Source: Nielsen BookScan TCM)



“We cannot long sustain the un-green traffic in dead trees that lies at the root of the great paper-based empires – newspapers, magazines, direct mail and books – especially as the great economies of China and India kick into high gear.”

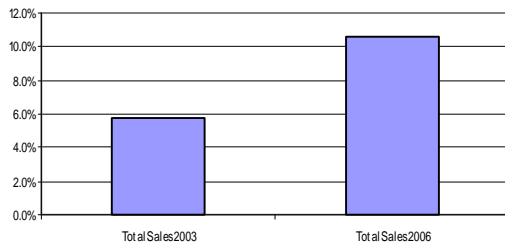
Dick Brass
Former Vice-President, Microsoft

“Within seven to 10 years, 50 per cent of all book sales will be downloads.”

Nigel Newton
Chairman, Bloomsbury

Online Sales as Proportion of UK Book Market

(Source: Book Marketing Ltd)



Amazon tops UK online retailers list

1. Amazon UK
2. Argos
3. Tesco.com
4. Play
5. Thomson Holidays
6. Expedia
7. Easyjet
8. Apple Computer
9. Amazon USA
10. Lastminute.com

Source: IMRG-Hitwise Hot Shops List 2007

“If booksellers can offer something consumers want, that cannot be downloaded from the web, they will be in a good position. The more routes to market, the happier everyone will be.”

Richard Charkin
Chief Executive Officer, Macmillan

Booksellers Association Digital Task Force

Francis Bennett	Founder, BookData
Michael Holdsworth	Former Managing Director, CUP
Douglas Schatz	Managing Director, Stanfords
Helen Baker	Head of e-commerce, Waterstone's
Bill Samuel	Vice-Chairman, Foyles
Angus Hayman	General Manager, W.H. Smith Direct
Vic Smith	Business Systems Manager, Blackwell's
Jo Willetts	Head of Sales and Marketing, EUK

The overall aim of the Digital Task Force is to ascertain the role of booksellers in the digital world and to produce a blueprint, by the end of October 2007, that will set out the practical steps for booksellers to enable them to sell digital products to customers.

“The marketplace will never design a product. People will be stimulated to give responses and they will confirm or deny the ideas that we have as we go along. In my view it would be bonkers not to research what consumers want.”

Francis Bennett
Founder of BookData
Head of the BA's new Digital Task Force

“Booksellers do have a role to play in the digital world. They are trusted by consumers, have detailed product knowledge and good relationships with publishers. But booksellers will need to add value and be prepared to sell all types on content – e-books, audio and physical books.”

Jo Willetts
Chair, BA Digitisation of Content working group

New Technologies - Case History 1:
Espresso Book

The first “Espresso Book” machine, installed at the New York Public Library during August, will print and bind paperback books within minutes, and Library users have been able to print free copies of public domain “classics” provided by the Open Content Alliance.

Unlike much existing print-on-demand technology, Espresso Book Machines are small enough (and apparently sufficiently inexpensive) to be accommodated in shops or smaller libraries.

New Technologies - Case History 2:
BookSurge

BookSurge, the print-on-demand subsidiary of Amazon, has announced agreements with a number of publishers to make their current, backlist and out-of-print books available to Amazon customers and other distribution channels.

Clients include HarperCollins, Wiley, McGraw-Hill, Pearson, Springer, OUP, CUP, Princeton and others. BookSurge’s system also allows publishers to combine on-demand distribution with distribution of existing stock.

"The main consolation for publishers is that they own the content, and in the end that is the only valuable thing. For them, retailers are a means to an end, a distribution channel, and if a better one comes along then their days might be numbered.

"A multiplication of distribution channels may actually help publishers as it allows them to get their work in front of more consumers, even though it spells problems for retailers.

"In fact, the biggest risk for publishers is not a flat or gently declining market: the real danger is that the internet will erode and then break the principle of copyright."

Editorial, *The Bookseller*, May 2007

"More than half of people who read regularly believe that more books will be read in 2025 than today, whether in print or digital formats. And 66% of readers say use of the internet is helping them deepen their passion for books.

"These are two of the findings of a HarperCollins survey of 1,000 readers, presented at a recent *Bookseller* seminar on consumer trends. HC's consumer insight unit said that readers are 'incredibly active online', but 27% of them enjoyed printed books as a break from technology. Other reasons for reading more include greater availability of books and cheaper prices."

Source: Joel Rickett, *The Bookseller*
